

PRINT

BUSINESS TO BUSINESS

BUSINESS TO CONSUMER






	SMART BUSINESS	Shopfacts.be	CLICKX	shoot
Language	Dutch	Dutch	Dutch	Dutch
Target audience	Age of 30-65 / Well educated / High social class / manager audience	Age of 20-65 / Well educated	Age of 18-75 / High social class	Age of 25-65 / Well educated / Broad interest in Photography, music, culture, internet and computers
Circulation	5x per year / 15.000 editions	1x per year / 10.000 editions	12x per year / 22.500 editions	8x per year / 20.000 editions
Content	Professional technology in clear language, concrete and applicable ICT info	Digital commerce	Digital world, news, practical tips and tricks	Photography
Persona	<ul style="list-style-type: none"> • Dynamic manager, manager or decision maker • In charge of the policy and organization of the company • Looks for concrete, applicable answers to his ICT-related questions 	<ul style="list-style-type: none"> • Managers, professionals and business managers in the distance selling market • Wants to be provided with practical, directly applicable information 	<ul style="list-style-type: none"> • Sees (digital) media as a means to experience / expand hobbies • Along with technological evolutions • Wants answers to questions 	<ul style="list-style-type: none"> • Professional photographer and amateur photographer with ambition • Wants to invest his / her hobby

E-BOOK




	TECH PULSE	Shopfacts.be
Language	Dutch	Dutch
Target audience	Age of 18-65 / Well educated / interest and affinity with ICT on a personal and professional level	Age of 20-65 / Well educated
Circulation	9x per year / 750 downloads	9x per year / 750 downloads
Content	ICT news, test reports, extensive files and downloads	Digital commerce
Persona	Self-responsible for ICT purchases for themselves or company. 'Influencer' and fulfills an important advisory role in their direct environment as an IT professional or as an 'early adopter'.	Managers, professionals and managers in the distance selling market Wants to be provided with practical, directly applicable information



ONLINE

	BUSINESS TO BUSINESS			BUSINESS TO CONSUMER	
	TechPulse.be / TechPulse.nl	SmartBiz.be	Shopfacts.be	Clickx.be	Shoot.be / Belgiumdigital.com
Language	Dutch	Dutch	Dutch	Dutch	Dutch
Pageviews per month	650.000	100.000	100.000	240.000	1.200.000
Unique visitors per month	325.000	50.000	25.000	100.000	270.000
Newsletters optins	50.000	36.000	2.500	65.000	8.000
Articles per week	60	40	40	15	10
Audience	Age of 18-65 / Highly educated / interested and affinity with ICT on a personal and professional level	Age of 30-65 jaar / Highly educated / high social classes / managers public / decision-making authority	Age of 20-65 / Highly educated	Age of 18-75 / High social class	Age of 25-65 / Highly educated / Broad interest in photography, music, culture, internet and computers
Content	ICT news, test reports, extensive files and downloads	Professional technology in clear language, concrete and applicable ICT info	Digital Commerce	Digital world, news, practical tips and tricks	Photography
Persona	<ul style="list-style-type: none"> • Self-responsible for ICT purchases for themselves or company. • ‘influencer’ and fulfills an important advisory role in their direct environment as an IT professional or as an ‘early adopter’. 	<ul style="list-style-type: none"> • In charge of the policy and organization of the company • Looks for concrete, applicable answers to his ICT-related questions 	<ul style="list-style-type: none"> • Managers, professionals and business managers in the distance selling market. 	<ul style="list-style-type: none"> • Sees computer as a means to experience / expand hobbies • Along with technological evolutions • Wants answers to IT questions 	<ul style="list-style-type: none"> • Wants to invest in his / her hobby

ROC Run on Consumer

TechPulse.be / TechPulse.nl
Clickx.be | Shoot.be / Belgiumdigital.com |

Pageviews per month 2.600.000

Unique visitors per month 1.000.000

ROB: Run on Business

TechPulse.be / TechPulse.nl | SmartBiz.be | Shopfacts.be

Pageviews per month 1.100.000

Unique visitors per month 440.000

Ron on Network

TechPulse.be / TechPulse.nl | Clickx.be | Shoot.be / Belgiumdigital.com | SmartBiz.be | Shopfacts.be

Pageviews per month 2.700.000

Unique visitors per month 1.300.000

