

DELHAIZE # D-IMPULS

The D-impuls system is our department-store impulse system in use at the Delhaize checkouts. Customers waiting in line at the checkout tend to pick up a magazine—making this a crucial point at which to influence potential buyers and readers by introducing them to your products: the perfect strategic spot for stimulating impulse sales. Your publication is also exposed at the Quickscans and SelfPay checkouts. A team of skilled rack jobbers will ensure that your product gains maximum exposure throughout the promotion period. Campaigns start on Fridays.

D-IMPULS	# outlets	# displays	price / week
NL (Dutch-speaking)	63	120	2200 €
FR (French-speaking)	57	100	1900 €



CARREFOUR # C-IMPULS

The C-impuls system is our department store impulse system in use at the Carrefour checkouts. Customers waiting in line at the checkout tend to pick up a magazine—making this a crucial point at which to influence potential buyers and readers by introducing them to your products: the perfect strategic spot for stimulating impulse sales. A team of skilled rack jobbers will ensure that your product gains maximum exposure throughout the promotion period. Campaigns start on Fridays.

C-IMPULS	# outlets	# displays	price / week
NL (Dutch-speaking)	20	125	2200 €
FR (French-speaking)	25	190	2500 €

