

Press Shop

RELAY

The 230 Press Shop & RELAY stores are a network of newsagents located in high-density areas throughout Belgium: shopping centers, train stations, subways, airports and urban areas as well as high streets along the Belgian coastline. Always high-traffic locations.

POSTER PRESS & TOP POSTER

PosterPress and TopPoster are 2 billboard systems that promote your publication via a poster to outside commuters. An ideal tool for advertising to readers and non-readers alike. In addition to strengthening your image and building awareness, this form of advertising often convinces potential buyers/readers to visit the store to buy your publication. The TopPoster is a combination of a large poster and copies of your publication displayed in a showcase at the outlet.

PosterPress and TopPoster : format 60 W x 80 H cm, folded in 4, delivery 2 days prior to start of campaign.

System	# outlets	price / week
Poster Press NL	70	1400 €
Poster Press FR	45	895 €
Poster Press BXL	40	1195 €
Top Poster NL	65	1400 €
Top Poster FR	45	995 €
Top Poster BXL	40	1295 €





PAVEMENT BILLBOARD

Billboard with 2 sides at the entrance of the outlet. A communication tool with a huge stopping power that confronts all passengers in front of Press Shop and Relay

Billboard	# point of sales	price / week
NL	65	2150 €
FR-Brussel	60	1900 €



STAR & FLASH DISPLAY

Press Shop/RELAY uses 2 powerful impulse systems that accelerate the rotation and sales of your publication. Each of these 2 systems has its specific place, but the effect is the same: projecting the title "out of the shelves," making it shine and stimulating impulse sales.

Flash display is mounted on the rack itself and projects your title forward. Your title stands out from those of the competition and attracts the attention of the purchaser/reader.

Star display is mounted at the newsagent's checkout—where every customer passes and has to stop to pay. Your title is on constant display! High visibility means sales. Below are 2 examples.



System	# outlets	price / week
STAR NL	95	1950 €
STAR FR + BRUSSELS	110	2950 €
STAR INT'L	38	1850 €
FLASH NL	77	950 €
FLASH FR + BRUSSELS	110	1590 €
FLASH INT'L	21	990 €

BRUSSELS AIRPORT PROGRAM



Relay Be Happy, Be Zen, Be Curious, Be Connected, Be Relax, Be Relay!

LS travel retail Benelux has opened 5 Relay stores in Brussels Airport, all featuring new-generation concepts. The stores provide a number of unique, innovative services to customers, including, for example, a “Digital Bar” that offers an exciting new retail experience for travelers... Press remains a very important product category at each of these outlets, with several display points, including the store entrance and checkout areas, and a wide range of titles on the shelves.

GATESLEEVES

With millions of passengers traveling through Brussels Airport each year, the 5 RELAY outlets offer huge potential for your advertising. Each store is located in a strategic position in both Arrivals and Departures (before and after customs).

System	# alarm gates	price/action/month
Gatesleeves	10 to 15 Gatesleeves	from 2500 €

ILLUMINATED BILLBOARD ADVERTISING INSIDE AND OUTSIDE THE STORE

These 2 systems provide incredible visibility at Brussels Airport—ideal for promoting your newest issue or product, a special edition, or to raise awareness for your brand. A great means of making direct contact with an international audience, this advertising system also attracts new readers/buyers.

System	position	price/position/month
Billboard outside	1 big poster 60 cm L * 160 cm H	400€
Billboard inside	1 big poster 129 cm L * 30 cm H	300 €

FULL-FACING AT THE ENTRANCE

The Full-Facing system ensures full-cover display on the shelves at the store entrance, with 3 full covers of the same title at eye level. This strategic positioning means that travelers cannot fail to see your product.

System	position	price/action/month/shop
Full-facing	3 full covers at the entrance	400 €

