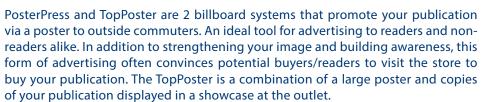
# Press Shop



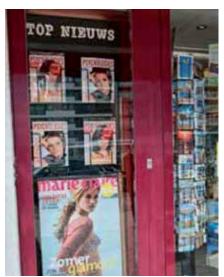
The 230 Press Shop & RELAY stores are a network of newsagents located in high-density areas throughout Belgium: shopping centers, train stations, subways, airports and urban areas as well as high streets along the Belgian coastline. Always high-traffic locations.

## POSTER PRESS & TOP POSTER

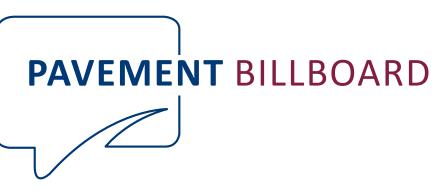


PosterPress and TopPoster: format 60 W x 80 H cm, folded in 4, delivery 2 days prior to start of campaign.

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 €







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 €







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 €









#### 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€





