

Ratecard

Data Q1 2021



BEHAVIOURAL



Sport Lovers

Soccer
Loyal Fans - Soccer
Jupiler Pro League Teams
UEFA Championship League Teams
Belgian Red Devil Fans
Tennis
Cycling
Golf
Hockey
Basketball
Autosport
Athletics



News Reader

Critical Readers
Politics
Foreign News
Weather
Local News
Zip code



Automotive interest

Cars
Bikes



Science enthusiast

Space Explorer
Nature Explorer
History Explorer
Technology Explorer



Finance Wizard

Smart Consumer
The Economist
Investors



Foodies

Home chef
Lazy chef
Dieter
Vegetarian
Vegan
Gluten free
...
Product buyer
Wine
Chocolat
...



Showbizz Follower

BV's
Hollywood
Influencers



Shoppers

Premium brands
Budget buyer
Promo hunter
Online Shopper
Heavy Shopper
VVA
Products
Beauty
Luxury
Fashion
...



B2B

Entrepreneurs
Starters



Lifestyle

Fashionistas
Trendy women
Trendy men
Health
Beauty
Night lifestyle
Home & Garden
Charity
Green
Animal lovers
Sustainability



Culture & Entertainment

Book reader
Light TV viewer
Heavy TV viewer
Movie Lover
Gamers
Music Lover
Festival Lover
Tomorrowland
Rock Werchter
Pukkelpop
TW Classic
Art Lover

INTENDERS



Mobility Intender

Car loan

Car insurance

Used Cars

Public Transport



Finance Intender

Personal Loan

Investing

Savings

Personal saving

Credit card



Home Intender

Renovating

Recently Moved

About to move

Construction

Renting

Buying



Travel Intender

Citytripper

World traveller

Business traveller

Winter traveller

Summer traveller

Staycation

Coast

Ardennes

Country lover

France

Italy

Germany

United Kingdom

USA

Turkey

Netherlands

Spain

...



Life Moments

Retiring

Marriage

Job Seeker

Students

SOCIO-DEMO

Age

-18

18-24

25-34

35-44

45-54

55-65

65+

Gender

Male

Female

Unknown

Social Class

1

2

3

4

5

6

7

8

Language

NL

FR

Bilingual

Family

Parents

Grandparents

Education

High Educated

Low Educated

Technical

Job

Construction & real estate

Finance

Helth

HR

IT

Logistics

B2B Sales

B2C Sales