

## Belgium



### **TRENDS, the business newsmagazine**

**Trends provides in-depth, value-adding reporting on current economic news. Roularta publishes this magazine weekly in both Dutch and French, together with Cash, the investors' magazine.**

#### **Trends**

Trends is published in both Dutch and French (Trends-Tendances since 1976) Hot on the heels of the latest, exciting news from every sector, Trends portrays the people behind the figures, with real-life stories offering role models for businessmen and drawing graphic lessons from successes and failures. Trends is right up with the times, with attention-grabbing journalism in every sector.

Trends also organizes dialogue with and between these entrepreneurs, and its regular Trends Gazelles meetings in each province have become regular rendezvous for the most dynamic elements of Flemish and Walloon business life.

Trends organizes a number of seminars, including the Trends CEO Summit, offering an ideal opportunity for Belgian top managers to regularly resource themselves, and the Trends Inside Lunch Discussions, a series of lunchtime chat sessions with clear sighted, charismatic top managers as guest speakers.

Trends organizes the Trends Manager of the Year, which over the years has grown to become the economic, political and financial New Year's event. The award, which crowns the best-performing manager of the year, is hugely successful in the Belgian political and business world and a key annual event for Belgium's political and business world.

Looking at figures in connection to circulation and readers, Trends is holding an impressive 226,000 readers with a circulation of 43,860 copies.

#### **Cash**

Accompanying each weekly edition of Trends is Cash, Belgium's tone-setting magazine for everyone wanting to manage their personal finances wisely. In Cash, savers and investors can find relevant guidance to every financial market: equities, bonds, funds, derivatives, etc.

Cash has its own editing team, which also doubles as a vital central information unit source for the other magazines in the group.

The 'financial' unit also produces a twice-weekly 'Inside Beleggen' newsletter in Dutch and French, as well as regularly publishing books, organising seminars and providing 'money-files' to the other magazines in the group.

Cash is also well-known as the organizer of trendsetting events like the Cash Awards for the best performing funds managers (Belgian and international) on the Belgian market.

[www.cash.be](http://www.cash.be) is the site for private investors, with a wide-ranging discussion forum and a portfolio module.



# adbizz denmark

Cash holds a circulation of 41,827 and a reader figure of 247.000.



Rate 1/1 4C: €



Rate 1/1 4C: € 8,400



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