

# Références



Editorial project  
**DIVERSITY & INCLUSION**  
as from 16/12

Solutions 2022

GROUPE  
**ROSSEL**

LE SOIR

SUDINFO

**7dimanche**  
MON JOURNAL GRATUIT



# Context

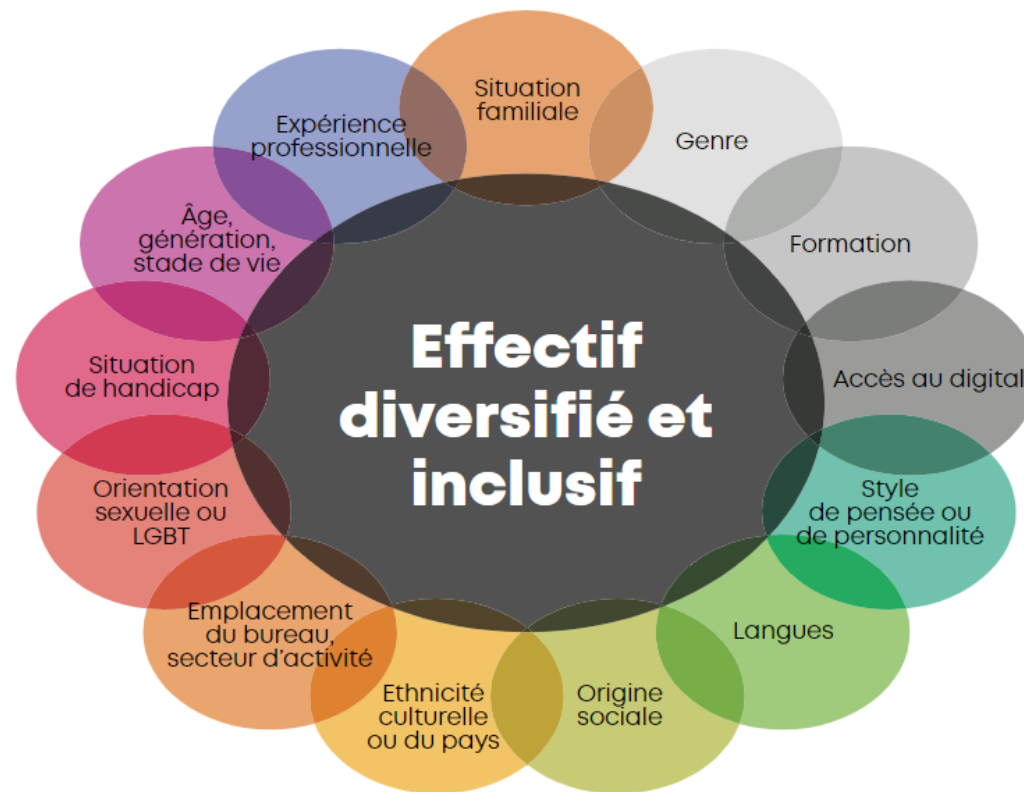
**DIVERSITY** is a fact; **INCLUSION** is a choice.

Mobility today knows no boundaries, which is why we live in **an extraordinarily diverse society**. In this context, it is necessary to make society sufficiently inclusive. In this way, everyone can feel at home and actively contribute. Only then can we benefit together from the advantages that this diversity offers.

## Observations:

- Increasing importance of **values in the recruitment process**
- Need for a **CSR policy**
- Enrichment of the workforce and the organization

# Références





# Concept

Position your company as a committed player in the field of diversity and inclusion

Références is producing an in-depth report on the subject to help talented individuals **understand the issues** that govern the job market and **make an informed choice for their career**.

To address the issue in depth, we invite **committed partners** to share their expertise on the subject in our subject, in our feature article.

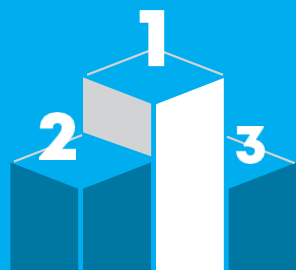
Make the link between your company and the **shared values** of our readers - your **future employees** - through an article or with extra visibility in a widely distributed publication.

This is a great opportunity to boost both your company image (consumers) and your employer brand (candidates).

## Références



GROUPE  
**ROSSEL**



N° 1 mediagroup in  
frenchspeaking Belgium

**Références**



70%



Reach of frenchspeaking  
belgian population



## Audience

Communicate massively with the media power of the  
Rossel group and share your expertise in the field!

References.be



**720.000 visitors** per month

LE SOIR .be



**22.000.000 visitors** per month

SUDINFO.be



**35.000.000 visitors** per month

## Références



**LE SOIR**

**801.750 readers/day** \*

**SUDINFO**

**1.200.000 readers/day** \*

**7Dimanche**  
MON JOURNAL GRATUIT

**561.450 readers**/every Sunday \*

\* CIM 2021





# Print media

# Références



DISCOVER SOME SAMPLE PROJECTS OF 2021

Stand out to our readers and attract the best candidates

The media used and the contribution of key players on the topic ensure a **guaranteed impact** with a very wide audience.

We provide you with visibility spaces to take advantage of this **ideal context**. Explain your company's values in an interview, publish your best company pictures and **attract the best candidates** - both active and latent.

Publication in Références Le Soir and Sudinfo. Extension to 7Dimanche possible.



Optional: publication in all editions of 7Dimanche.



# Digital media

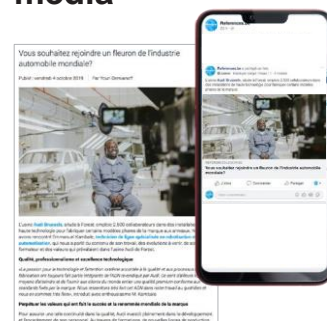
Bannering campaign



E-mailing en newsletter



Article & social media



Distribution via  
Lesoir.be en  
Sudinfo.be



# Références



## Stand out to our readers and attract the best candidates

Publication of your article:

Your content will be distributed digitally on the websites of the Rossel Group (Lesoir.be, Sudinfo.be) and on websites of other press partners.

Distribution through the channels of Références (newsletter, homepage, social media, etc.).

Digital boost:

A banner campaign (100K impressions) on Lesoir.be, Sudinfo.be and Références.be is included in the packs 'Branding' and 'Employer Branding'.



## Our solutions

# Références



Tell your story, spread  
your visuals  
and attract the  
the best talents



Bannering 100K impressions  
on Lesoir.be, Sudinfo.be and  
References.be



Publication of the article on  
Lesoir.be, Sudinfo.be and  
References.be



Bannering 100K impressions +  
publication on Lesoir.be,  
Sudinfo.be and References.be

National press distribution in :

**LE SOIR**

**SUDINFO**



1/2 page  
Branding Pack

**5.950 €\***



1/2 page  
Storytelling Pack

**5.950 €\***



1/1 page  
Employer  
Branding Pack

**8.950 €\***

Option :



Extended distribution of your article or visibility in the national 7Dimanche :

**+3000€**

**+3.000€**

**+6.000€**



# A little boost?



## Visibility Boost

**2.000 guaranteed reads & 100K impressions in data campaign:**

We will distribute your article through the Rossel group's networks and on social media to reach and guarantee 2,000 qualitative reads.

We target people interested in the topic through our articles to redirect them to the webpage of your choice.

**+ 2.000€**



## Video Boost

**Production of a video- & photoshoot of your testimony**

References produces your photos and videos to illustrate your article.

**+2.500€**



## Recruitment Boost

**Jobposting (Target premium job)**

8 weeks online on References.be + sponsored and targeted campaigns on social media  
with 15 guaranteed applications.

**+500€**

# Références







# Technical information

	Branding Pack	Storytelling Pack	Employer Branding Pack
Print visual Sudinfo and Le Soir	288 B x 200 H mm in pdf		288 B x 200 H mm in pdf
Optional: print publication in 7Dimanche	214 B x 140 H mm in pdf		214 B x 140 H mm in pdf
Interview by Références in the print dossier & hosted on References.be  + Distribution via Lesoir.be and Sudinfo.be, Références's newsletter and social media		<ul style="list-style-type: none"><li>• Theme covered</li><li>• Contactdetails person to interview</li><li>• Image(s) (min. 1 MB): person to interview</li><li>• Illustrationpicture for the article</li><li>• Optional video: YouTube- or Vimeo-link</li></ul>	<ul style="list-style-type: none"><li>• Theme covered</li><li>• Contactdetails person to interview</li><li>• Image(s) (min. 1 MB): person to interview</li><li>• Illustrationpicture for the article</li><li>• Optional video: YouTube- or Vimeo-link</li></ul>
Banners (Lesoir.be, Sudinfo.be, References.be)	HTML5- of JPG-format: 840 B x 150 H px + 300 B x 250 H px + 320 B x 100 H px Referring link		HTML5- of JPG-formaat: 840 B x 150 H px + 300 B x 250 H px + 320 B x 100 H px Referring link


Reservation Deadline: 2nd of December

Publication: as from 16th of December



# Technical information

## Boosts

	Branding Pack	Storytelling Pack	Employer Branding Pack
Visibility Boost		HTML5- of JPG-format: 840 B x 150 H px + 300 B x 250 H px + 320 B x 100 H px Referral link	HTML5- of JPG-format: 840 B x 150 H px + 300 B x 250 H px + 320 B x 100 H px Referral link
Video Boost	Form to be completed later	Form to be completed later	Form to be completed later
Recruitment Boost	Job description + recruitment contact details	Job description + recruitment contact details	Job description + recruitment contact details

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**A question? Contact us !**  
**+32 2 225 56 45**  
**hello@references.be**

**Références**