

brightfish.be

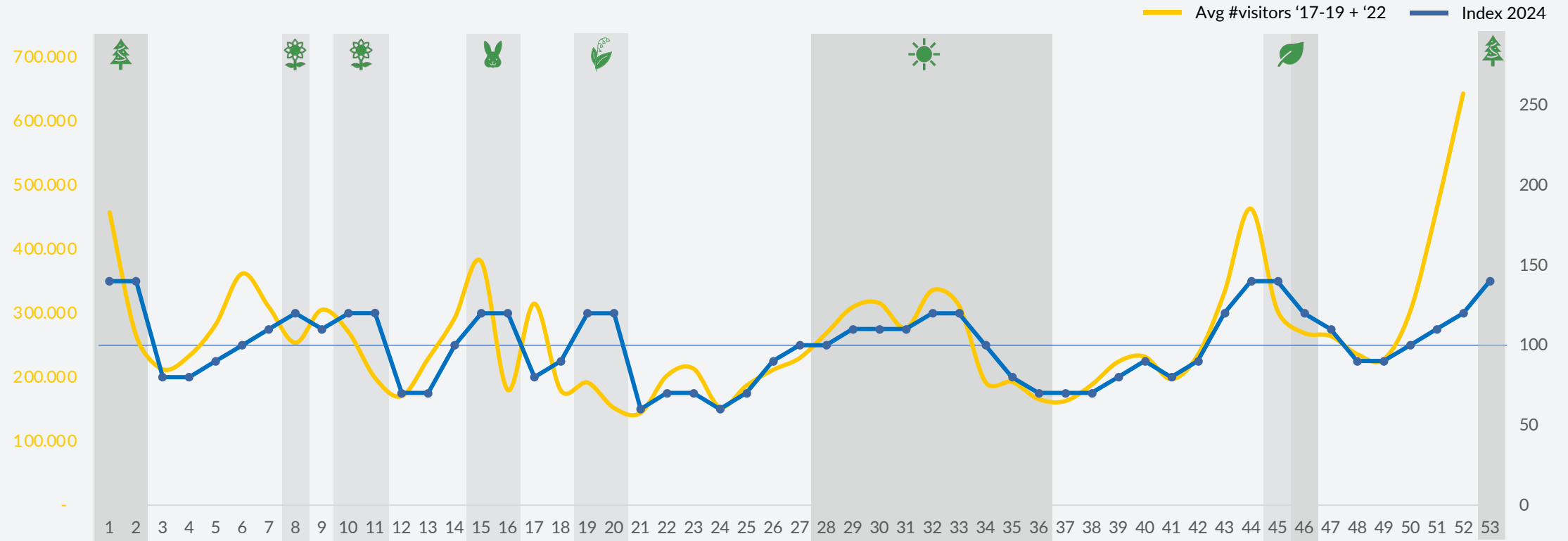
# EVERYBODY LOVES PRODUCTS FOR THE BIG SCREEN.

*( or: How I learned to stop worrying and love the cinema. )*



# CALENDAR 2024

BRIGHTFISH



	Christmas	Spring	Easter/May	Summer	Fall	Christmas
NL	25/12 - 07/01	12/02 - 18/02	01/04 - 14/04	01/07 - 31/08	28/10 - 03/11	23/12 - 05/01
FR	25/12 - 07/01	26/02 - 10/03	29/04 - 12/05	08/07 - 25/08	21/10 - 03/11	23/12 - 05/01
	✓	✗	✗	!	!	✓



## SEASONAL INDEX

	january					february					march					april					may					june				
ISO-weeks		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26			
Cine-weeks	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27			
Rate index	140		80		90	100	110	120	110	120		70	100	120	80	90	120	60	70	60	70	90	100							
Mon	25	1	8	15	22	29	5	12	19	26	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24			
Tue	26	2	9	16	23	30	6	13	20	27	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25			
Wed	27	3	10	17	24	31	7	14	21	28	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26			
Thu	28	4	11	18	25	1	8	15	22	29	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27			
Fri	29	5	12	19	26	2	9	16	23	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28			
Sat	30	6	13	20	27	3	10	17	24	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29			
Sun	31	7	14	21	28	4	11	18	25	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30			

	july					august					september					october					november					december				
ISO-weeks	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	1			
Cine-weeks	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	1			
Rate index	100	110			120		100	80	70			80	90	80	90	120	140		120	110	90		100	110	120	140				
Mon	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30			
Tue	2	9	16	23	30	6	13	20	27	3	10	17	24	31	8	15	22	29	5	12	19	26	3	10	17	24	31			
Wed	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1			
Thu	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	29	26	2			
Fri	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3			
Sat	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4			
Sun	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5			

 = school holiday


# LENGTH MATTERS

*"The length of a film should be directly related to the endurance of the human bladder."*  
Alfred Hitchcock

## THE AD LENGTH COEFFICIENT

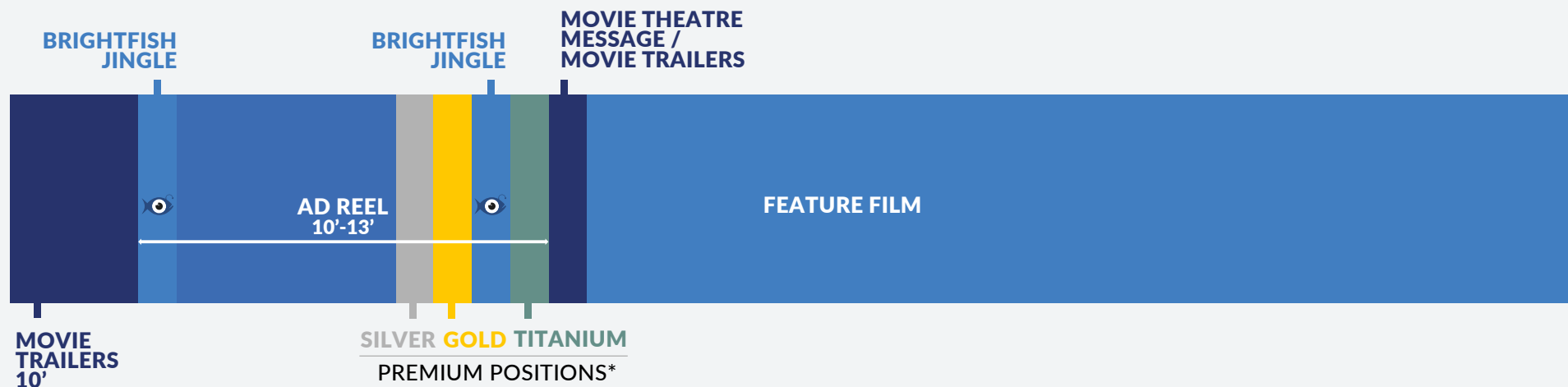
= Price variation according to the length of the ad  
(measured in seconds), with the epicenter set at 30sec.

15"	20"	25"	30"	35"	40"	45"	50"	55"	60"	65"	70"	75"	80"	85"
70%	85%	95%	100%	115%	130%	145%	160%	170%	180%	190%	200%	210%	220%	230%
90"	95"	100"	105"	110"	115"	120"	125"	130"	135"	140"	145"	150"	155"	160"
240%	250%	260%	270%	280%	290%	300%	305%	310%	320%	330%	340%	350%	360%	370%



# OUR PRESHOW

Our preshow appears ahead of every movie at the cinema.  
Every week, every day, every screening hour.  
A "Cinema Week" **starts on Wednesday** and **ends on Tuesday**.



## SILVER



The second to last ad in the Brightfish ad-reel.

PREMIUM INDEX: +10%

## GOLD



The last ad of the Brightfish ad-reel.

PREMIUM INDEX: +20%

## TITANIUM



A premium position outside the Brightfish ad-reel.

PREMIUM INDEX: +30%

**87,8%** of the cinema audience is in their seats before the preshow start.

**98,3%** of the cinema audience is in their seats before the movie starts.

Source: Vertigo Survey / n=5.008 / jul-nov 2023

\* Premium Positions are only available for Mission Everyone / Mission Restrict (No Kids)





## MINIMUM GUARANTEE FOR 2024

With a campaign period of at least 4 weeks, a minimum of **85%** of the estimated contacts (forecast) are offered as a minimum guarantee.\*

- 4 weeks: 85% guarantee
- 6 weeks: 90% guarantee
- 8 weeks: 95% guarantee

In case the campaign was not delivered in the agreed campaign period:

- Impressions that have not been delivered will be rescheduled in consultation with the advertiser (preference is given to an extension).
- Compensation must be included in the same title and format for the same brand within the current calendar year.
- Compensation never takes precedence over booked insertions.

\*Subject to available space in the ad reel.



BRIGHTFISH



# OUR PRODUCTS

*Empire Of Light (2022)*



# AN AUDIENCE FOR EVERYONE

As of now, within the 6 categories, there are already 17 pre-defined Missions.  
But there could be more down the line.

	EVERYONE	NO HORROR	RESTRICT SUGAR	RESTRICT ALCOHOL	RESTRICT MINORS	MALE	FEMALE	PURCHASERS	FAMILIES	YOUNGSTERS	-35	+35	NO-KIDS	MAINSTREAM	PREMIUM	GAMERS	ART
Young Kids	✓	✓					✓	✓	✓		✓						
Older Kids	✓	✓	✓				✓	✓	✓	✓	✓			✓		✓	
Adolescents	✓	✓	✓	✓		✓				✓	✓	✓	✓	✓		✓	
Grownups	✓	✓	✓	✓	✓	✓		✓				✓	✓	✓	✓	✓	
Horror	✓		✓	✓	✓		✓			✓	✓		✓	✓			
Art	✓	✓	✓	✓	✓	✓		✓				✓	✓		✓		✓





BRIGHTFISH

# MISSION: EVERYONE

## TAGS

Young Kids

Older Kids

Adolescents

Grownups

Horror

Art

ESTIMATED NATIONAL  
AUDIENCE REACH

100%

n = 64,612

This mission will include a broad target audience and wide variety of movies.  
From movies for the youngest among us, to genre movies, artsy fartsy stuff and even ethnic content.  
Your ad in front of everything and everyone we have to offer.

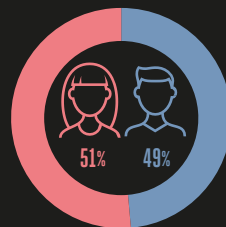
PRICE

€37.000

1 Week / 30 seconds

MAIN TARGET AUDIENCE

BROAD AUDIENCE



HAS CHILDREN -15y  
38%

IN SCHOOL

31%

EMPLOYEES

31%

WORKERS

22%

RETIRED

8%

OTHER

9%

3-14y

17%

15-24y

23%

25-34y

19%

35-49y

18%

50+

23%

60+

11%



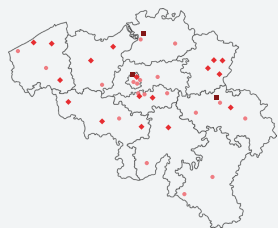
BRIGHTFISH

# DISTRIBUTION

Basic rate: 30sec / 100% / 1 pass

## CP NATIONAL

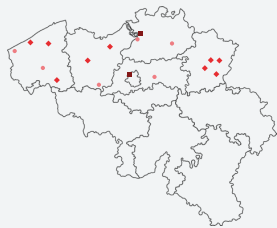
315 screens  
100%



€ 37.000

## CP NORTH + BXL\*

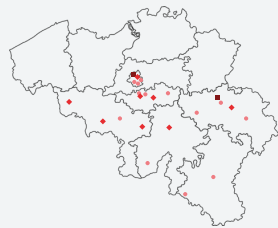
164 screens  
54,6%



€ 20.191

## CP SOUTH + BXL

176 screens  
53,4%



€ 19.757

## CP NORTH

139 screens  
46,6%



€ 17.243

## CP SOUTH

135 screens  
41,9%



€ 15.497

## CP BXL8

71 screens  
21,8%



€ 9.400

## CP BXL5

41 screens  
11,5%



€ 5.000

\*Kinepolis BXL only

## THE NUMBER OF PASSES

Cinema advertising is commercialized weekly. A period runs from Wednesday (the day of the movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

### HALF TEMPO

the ad campaign prior to half of the movie titles\*\*.

1 pass = 2 weeks



\*\*chosen at random



# MISSION: NO HORROR

## TAGS

Young Kids



Older Kids



Adolescents



Grownups



Horror



Art



ESTIMATED NATIONAL  
AUDIENCE REACH

93%

This mission will give you a broad and attentive audience with the exclusion of the horror genre.

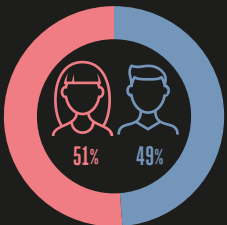
PRICE

€34.400

1 Week / 30 seconds

MAIN TARGET AUDIENCE

BROAD AUDIENCE



HAS CHILDREN -15y  
41%

IN SCHOOL

33%

EMPLOYEES

30%

WORKERS

21%

RETIRED

7%

OTHER

9%

3-14y

19%

15-24y

23%

25-34y

19%

35-49y

18%

50+

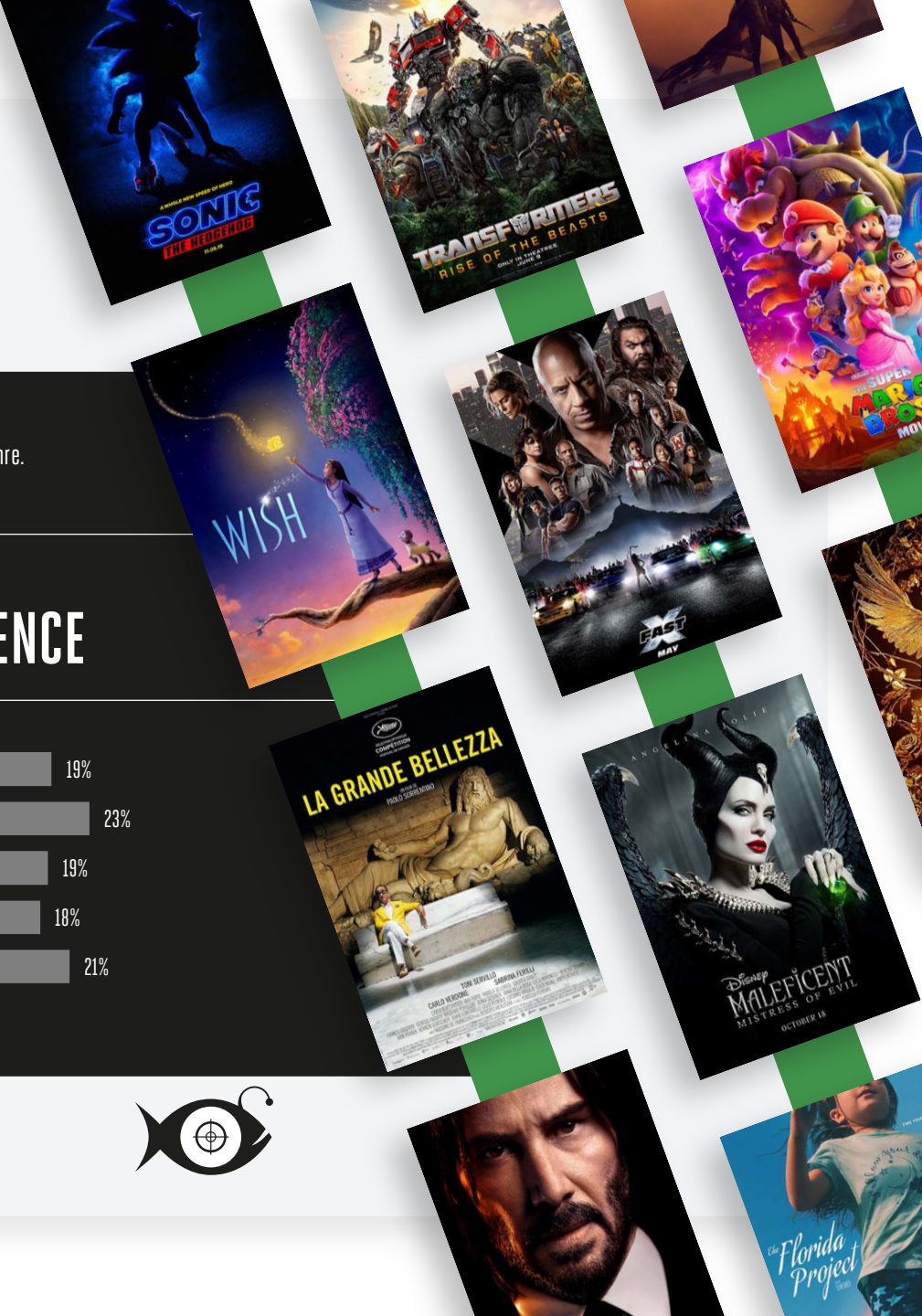
21%

60+

9%

n = 45.081

Profile based on years of historic data; your audience profile may differ due to variations in movie audience, attendance and programming.



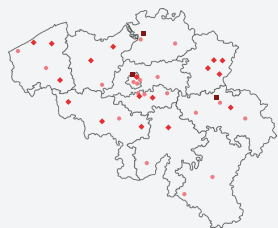
BRIGHTFISH

# DISTRIBUTION

Basic rate: 30sec / 100% / 1 pass

## CP NATIONAL

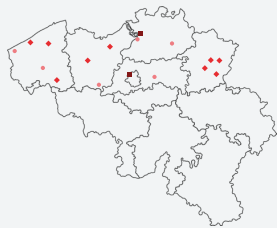
315 screens  
100%



€ 34.400

## CP NORTH + BXL\*

164 screens  
54,6%



€ 18.772

## CP SOUTH + BXL

176 screens  
53,4%



€ 18.368

## CP NORTH

139 screens  
46,6%



€ 16.032

## CP SOUTH

135 screens  
41,9%



€ 14.408

## CP BXL8

71 screens  
21,8%



€ 8.739

## CP BXL5

41 screens  
11,5%



€ 4.649

\*Kinepolis BXL only

## THE NUMBER OF PASSES

Cinema advertising is commercialized weekly. A period runs from Wednesday (the day of the movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

### HALF TEMPO

the ad campaign prior to half of the movie titles\*\*.

1 pass = 2 weeks



\*\*chosen at random





# MISSION: RESTRICT SUGAR

## TAGS

Young Kids

Older Kids

Adolescents

Grownups

Horror

Art

ESTIMATED NATIONAL  
AUDIENCE REACH



84%

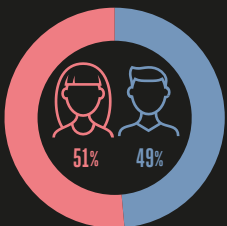
## PRICE

€31.100

1 Week / 30 seconds

## MAIN TARGET AUDIENCE

TWEENS AND UP



HAS CHILDREN -15y  
34%

IN SCHOOL

29%

EMPLOYEES

32%

WORKERS

23%

RETIRED

7%

OTHER

9%

3-14y

14%

15-24y

26%

25-34y

19%

35-49y

18%

50+

23%

60+

10%

n = 38.674

Profile based on years of historic data; your audience profile may differ due to variations in movie audience, attendance and programming.



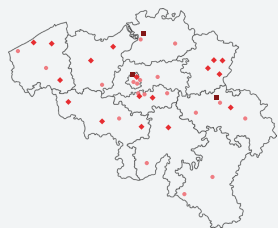
BRIGHTFISH

# DISTRIBUTION

Basic rate: 30sec / 100% / 1 pass

## CP NATIONAL

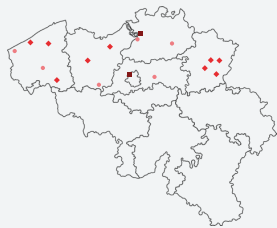
315 screens  
100%



€ 31.100

## CP NORTH + BXL\*

164 screens  
54,6%



€ 16.971

## CP SOUTH + BXL

176 screens  
53,4%



€ 16.606

## CP NORTH

139 screens  
46,6%



€ 14.494

## CP SOUTH

135 screens  
41,9%



€ 13.026

## CP BXL8

71 screens  
21,8%



€ 7.901

## CP BXL5

41 screens  
11,5%



€ 4.203

\*Kinepolis BXL only

## THE NUMBER OF PASSES

Cinema advertising is commercialized weekly. A period runs from Wednesday (the day of the movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

### HALF TEMPO

the ad campaign prior to half of the movie titles\*\*.

1 pass = 2 weeks



\*\*chosen at random



# MISSION: RESTRICT ALCOHOL

## TAGS

Young Kids  
Older Kids  
Adolescents  
Grownups  
Horror  
Art



ESTIMATED NATIONAL  
AUDIENCE REACH

73%

This mission will make sure that alcoholic and energy beverages are not displayed in front of children.  
About 27% of all admissions are herewith excluded from the total selection of moviegoers.

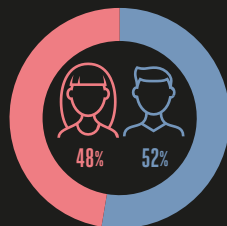
## PRICE

€27.000

1 Week / 30 seconds

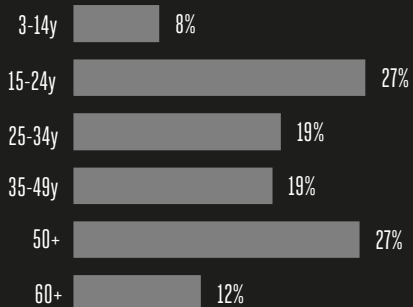
## MAIN TARGET AUDIENCE

# ADOLESCENTS AND UP



HAS CHILDREN -15y  
27%

n = 27.596



Profile based on years of historic data; your audience profile may differ due to variations in movie audience, attendance and programming.



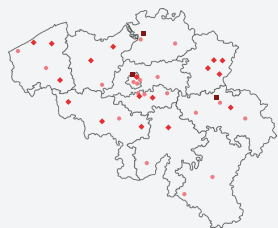
BRIGHTFISH

# DISTRIBUTION

Basic rate: 30sec / 100% / 1 pass

## CP NATIONAL

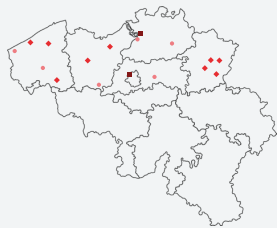
315 screens  
100%



€ 27.000

## CP NORTH + BXL\*

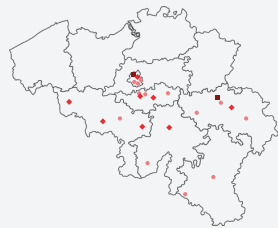
164 screens  
54,6%



€ 14.734

## CP SOUTH + BXL

176 screens  
53,4%



€ 14.417

## CP NORTH

139 screens  
46,6%



€ 12.583

## CP SOUTH

135 screens  
41,9%



€ 11.309

## CP BXL8

71 screens  
21,8%



€ 6.859

## CP BXL5

41 screens  
11,5%



€ 3.649

\*Kinepolis BXL only

## THE NUMBER OF PASSES

Cinema advertising is commercialized weekly. A period runs from Wednesday (the day of the movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

### HALF TEMPO

the ad campaign prior to half of the movie titles\*\*.

1 pass = 2 weeks



\*\*chosen at random





# MISSION: RESTRICT MINORS

## TAGS

Young Kids

Older Kids

Adolescents

Grownups

Horror

Art

ESTIMATED NATIONAL  
AUDIENCE REACH



47%

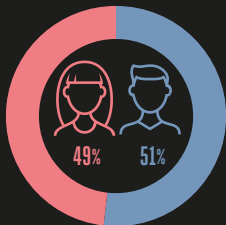
## PRICE

€17.400

1 Week / 30 seconds

## MAIN TARGET AUDIENCE

18 YEARS AND UP



HAS CHILDREN -15y  
23 %

IN SCHOOL

21%

EMPLOYEES

35%

WORKERS

23%

RETIRED

11%

OTHER

10%

3-14y

5%

15-24y

26%

25-34y

20%

35-49y

18%

50+

31%

60+

15%

n = 16.682

Profile based on years of historic data; your audience profile may differ due to variations in movie audience, attendance and programming.



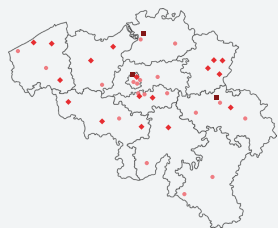
BRIGHTFISH

# DISTRIBUTION

Basic rate: 30sec / 100% / 1 pass

## CP NATIONAL

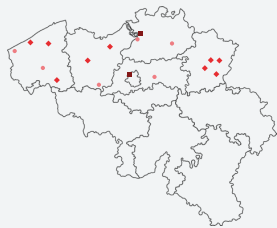
315 screens  
100%



€ 17.400

## CP NORTH + BXL\*

164 screens  
54,6%



€ 9.495

## CP SOUTH + BXL

176 screens  
53,4%



€ 9.291

## CP NORTH

139 screens  
46,6%



€ 8.109

## CP SOUTH

135 screens  
41,9%



€ 7.288

## CP BXL8

71 screens  
21,8%



€ 4.421

## CP BXL5

41 screens  
11,5%



€ 2.351

\*Kinepolis BXL only

## THE NUMBER OF PASSES

Cinema advertising is commercialized weekly. A period runs from Wednesday (the day of the movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

### HALF TEMPO

the ad campaign prior to half of the movie titles\*\*.

1 pass = 2 weeks



\*\*chosen at random



BRIGHTFISH

# MISSION: MALE

## TAGS

Young Kids  
Older Kids  
Adolescents  
Grownups  
Horror  
Art



ESTIMATED NATIONAL  
AUDIENCE REACH

66%

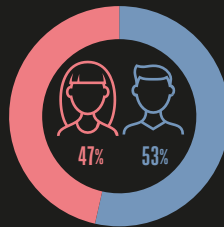
## PRICE

€31.700

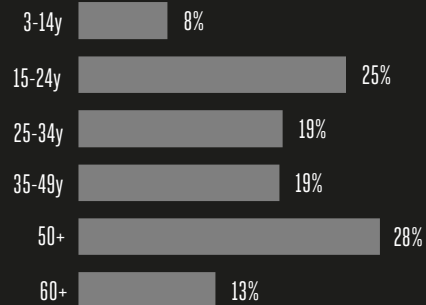
1 Week / 30 seconds / Premium Index included

## MAIN TARGET AUDIENCE

# MALE SKEWED



HAS CHILDREN -15y  
28 %



n = 24.684

Profile based on years of historic data; your audience profile may differ due to variations in movie audience, attendance and programming.



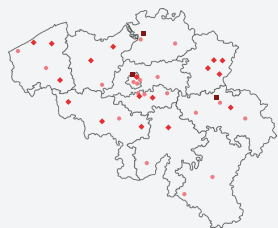
BRIGHTFISH

# DISTRIBUTION

Basic rate: 30sec / 100% / 1 pass

## CP NATIONAL

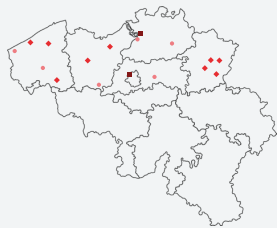
315 screens  
100%



€ 31.700

## CP NORTH + BXL\*

164 screens  
54,6%



€ 17.299

## CP SOUTH + BXL

176 screens  
53,4%



€ 16.927

## CP NORTH

139 screens  
46,6%



€ 14.773

## CP SOUTH

135 screens  
41,9%



€ 13.277

## CP BXL8

71 screens  
21,8%



NOT AVAILABLE  
FOR MISSION MALE

## CP BXL5

41 screens  
11,5%



\*Kinepolis BXL only

## THE NUMBER OF **PASSES**

Cinema advertising is commercialized weekly.  
A period runs from Wednesday (the day of the  
movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to  
all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

**HALF TEMPO  
NOT AVAILABLE  
FOR MISSION MALE**





BRIGHTFISH

# MISSION: FEMALE

## TAGS

Young Kids



Older Kids



Adolescents

Grownups

Horror



Art

ESTIMATED NATIONAL  
AUDIENCE REACH

34%

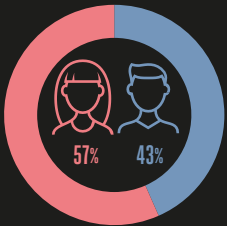
## PRICE

€16.400

1 Week / 30 seconds / Premium Index included

MAIN TARGET AUDIENCE

FEMALE SKEWED



HAS CHILDREN -15y  
53%

IN SCHOOL

41%

EMPLOYEES

26%

WORKERS

20%

RETIRED

4%

OTHER

10%

3-14y

29%

15-24y

23%

25-34y

19%

35-49y

17%

50+

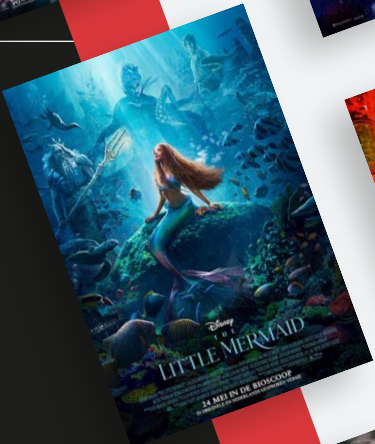
13%

60+

5%

n = 23.309

Profile based on years of historic data; your audience profile may differ due to variations in movie audience, attendance and programming.



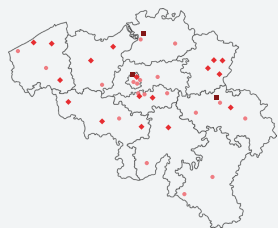
BRIGHTFISH

# DISTRIBUTION

Basic rate: 30sec / 100% / 1 pass

## CP NATIONAL

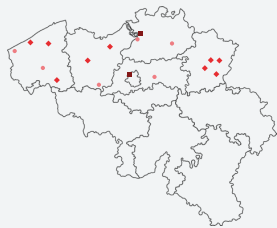
315 screens  
100%



€ 16.400

## CP NORTH + BXL\*

164 screens  
54,6%



€ 8.950

## CP SOUTH + BXL

176 screens  
53,4%



€ 8.757

## CP NORTH

139 screens  
46,6%



€ 7.643

## CP SOUTH

135 screens  
41,9%



€ 6.869

## CP BXL8

71 screens  
21,8%



## CP BXL5

41 screens  
11,5%



NOT AVAILABLE  
FOR MISSION FEMALE

\*Kinepolis BXL only

## THE NUMBER OF **PASSES**

Cinema advertising is commercialized weekly.  
A period runs from Wednesday (the day of the  
movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to  
all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

HALF TEMPO  
NOT AVAILABLE  
FOR MISSION FEMALE



BRIGHTFISH

# MISSION: PURCHASERS

## TAGS

Young Kids



Older Kids



Adolescents



Grownups

Horror



Art

ESTIMATED NATIONAL  
AUDIENCE REACH

67%

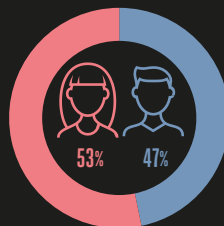
## PRICE

€32.200

1 Week / 30 seconds / Premium Index included

## MAIN TARGET AUDIENCE

RFP



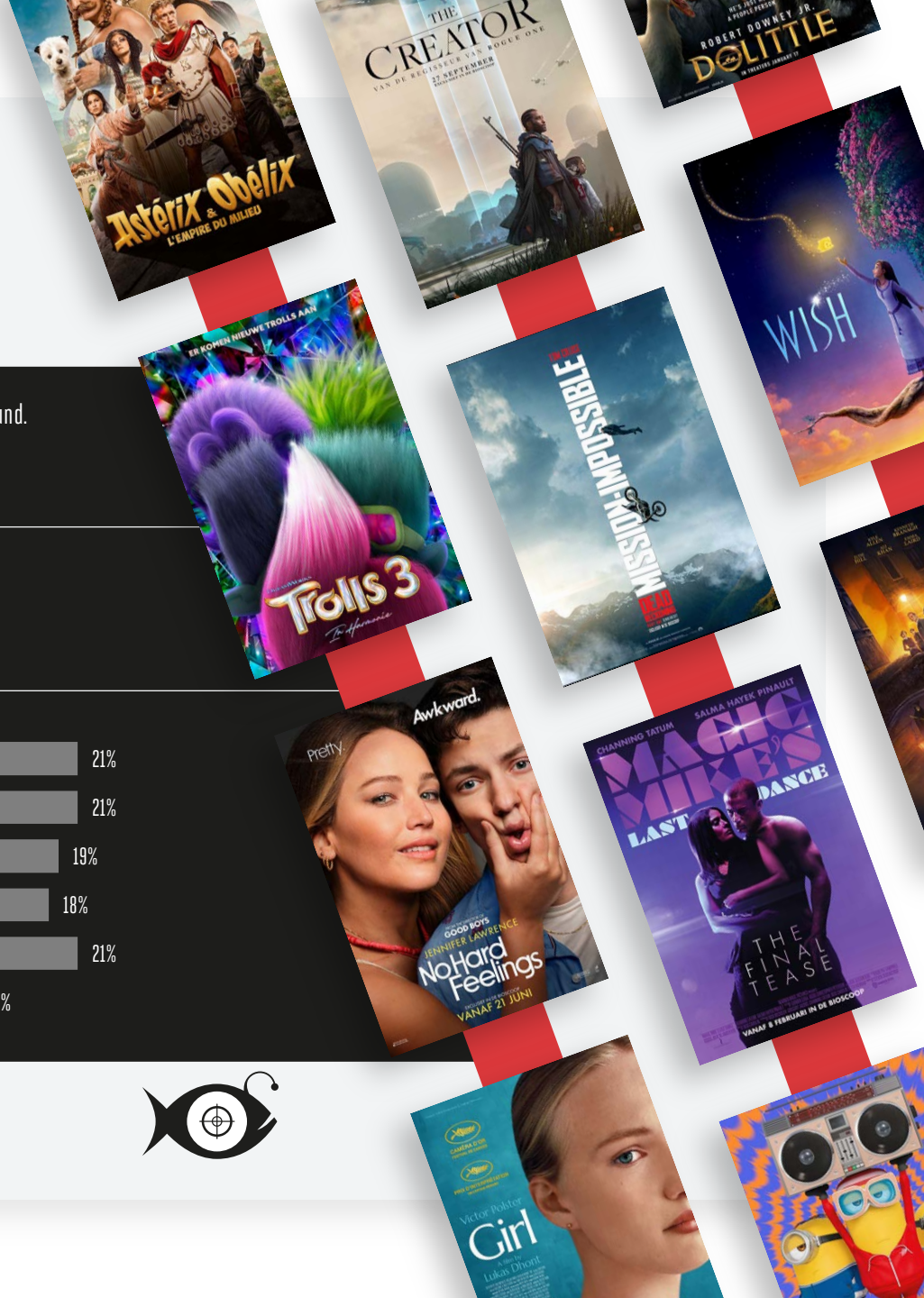
HAS CHILDREN -15y  
43%

IN SCHOOL	33%
EMPLOYEES	29%
WORKERS	21%
RETIRED	7%
OTHER	9%

3-14y	21%
15-24y	21%
25-34y	19%
35-49y	18%
50+	21%
60+	10%

n = 34.167

Profile based on years of historic data; your audience profile may differ due to variations in movie audience, attendance and programming.





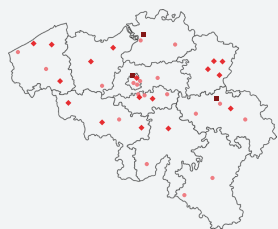
BRIGHTFISH

# DISTRIBUTION

Basic rate: 30sec / 100% / 1 pass

## CP NATIONAL

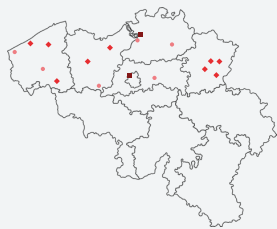
315 screens  
100%



€ 32.200

## CP NORTH + BXL\*

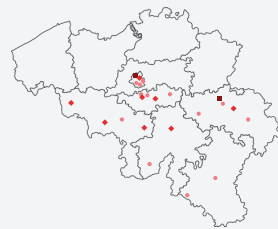
164 screens  
54,6%



€ 17.572

## CP SOUTH + BXL

176 screens  
53,4%



€ 17.194

## CP NORTH

139 screens  
46,6%



€ 15.006

## CP SOUTH

135 screens  
41,9%



€ 13.486

## CP BXL8

71 screens  
21,8%



NOT AVAILABLE FOR  
MISSION PURCHASERS

## CP BXL5

41 screens  
11,5%



\*Kinepolis BXL only

## THE NUMBER OF **PASSES**

Cinema advertising is commercialized weekly.  
A period runs from Wednesday (the day of the  
movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to  
all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

**HALF TEMPO**  
**NOT AVAILABLE FOR**  
**MISSION PURCHASERS**





# MISSION: MAINSTREAM

## TAGS

Young Kids  
Older Kids  
Adolescents  
Grownups  
Horror  
Art



ESTIMATED NATIONAL  
AUDIENCE REACH

74%

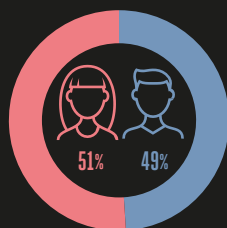
## PRICE

€35.600

1 Week / 30 seconds / Premium Index included

## MAIN TARGET AUDIENCE

# MAINSTREAM CINEMAGOER



HAS CHILDREN -15y  
35%

IN SCHOOL	31%
EMPLOYEES	31%
WORKERS	23%
RETIRED	6%
OTHER	9%

3-14y	14%
15-24y	27%
25-34y	20%
35-49y	18%
50+	21%
60+	9%

n = 35.309

Profile based on years of historic data; your audience profile may differ due to variations in movie audience, attendance and programming.



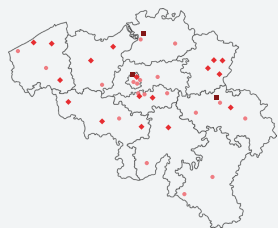
BRIGHTFISH

# DISTRIBUTION

Basic rate: 30sec / 100% / 1 pass

## CP NATIONAL

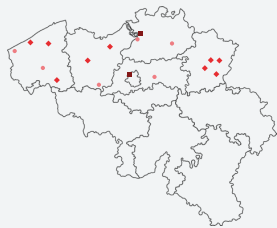
315 screens  
100%



€ 35.600

## CP NORTH + BXL\*

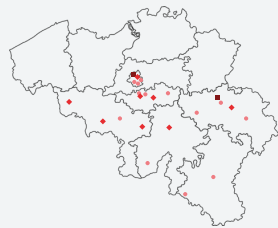
164 screens  
54,6%



€ 19.427

## CP SOUTH + BXL

176 screens  
53,4%



€ 19.009

## CP NORTH

139 screens  
46,6%



€ 16.591

## CP SOUTH

135 screens  
41,9%



€ 14.911

## CP BXL8

71 screens  
21,8%



NOT AVAILABLE FOR  
MISSION MAINSTREAM

## CP BXL5

41 screens  
11,5%



\*Kinepolis BXL only

## THE NUMBER OF **PASSES**

Cinema advertising is commercialized weekly.  
A period runs from Wednesday (the day of the  
movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to  
all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

**HALF TEMPO**  
**NOT AVAILABLE FOR**  
**MISSION MAINSTREAM**



# MISSION: FAMILIES

## TAGS

Young Kids



Older Kids



Adolescents

Grownups

Horror

Art

ESTIMATED NATIONAL  
AUDIENCE REACH

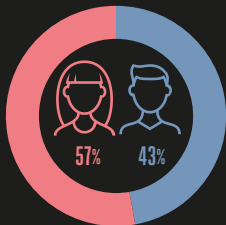
27%

## PRICE

€13.000

1 Week / 30 seconds / Premium Index included

MAIN TARGET AUDIENCE  
**FAMILIES**



HAS CHILDREN -15y  
57%

IN SCHOOL

43%

EMPLOYEES

25%

WORKERS

19%

RETIRED

4%

OTHER

9%

3-14y

32%

15-24y

20%

25-34y

18%

35-49y

17%

50+

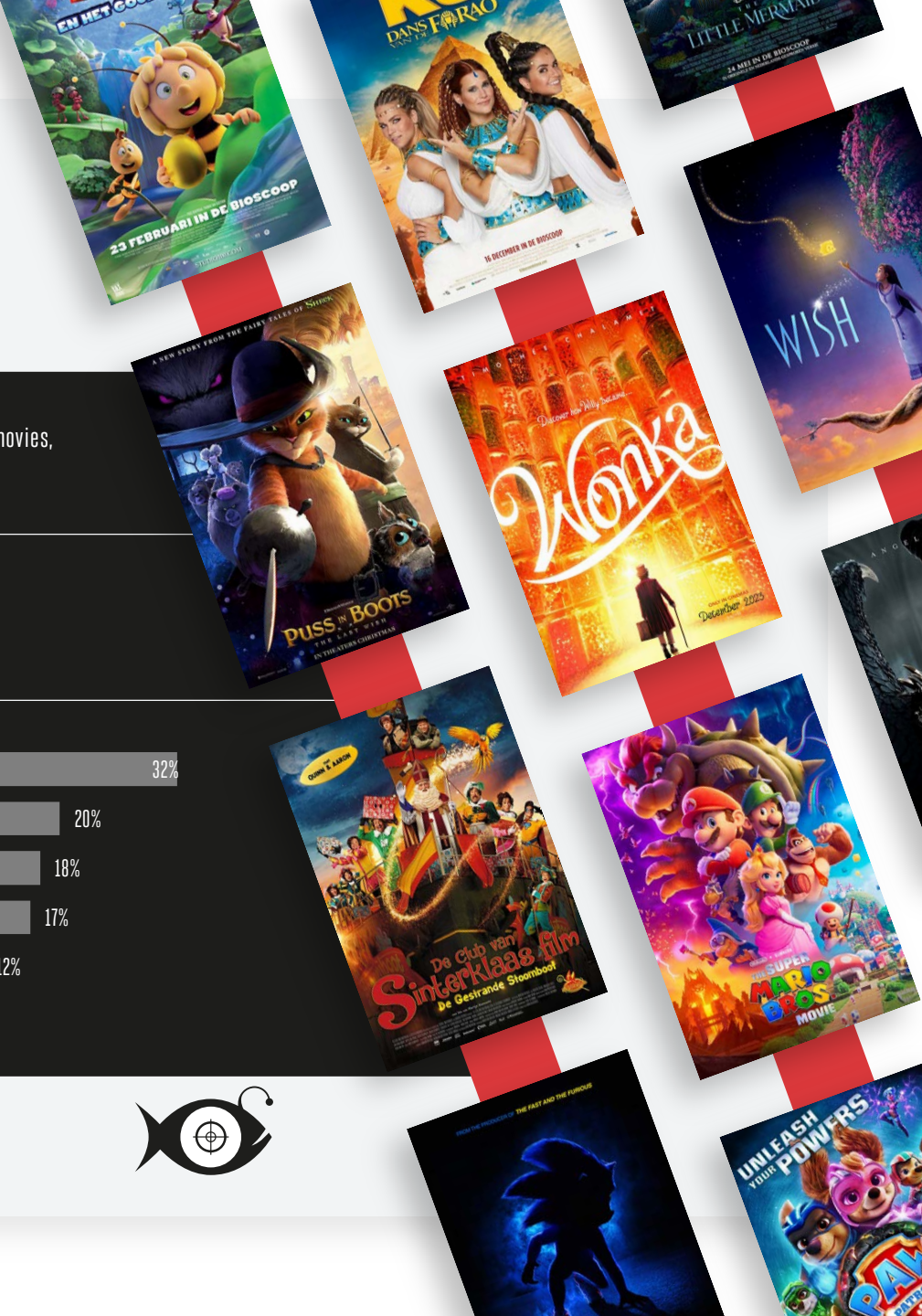
12%

60+

5%

n = 20.397

Profile based on years of historic data; your audience profile may differ due to variations in movie audience, attendance and programming.





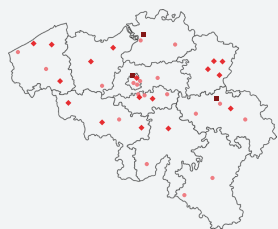
BRIGHTFISH

# DISTRIBUTION

Basic rate: 30sec / 100% / 1 pass

## CP NATIONAL

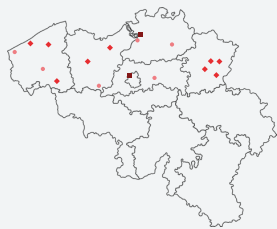
315 screens  
100%



€ 25.500

## CP NORTH + BXL\*

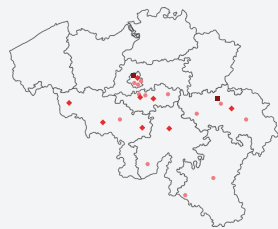
164 screens  
54,6%



€ 13.915

## CP SOUTH + BXL

176 screens  
53,4%



€ 13.616

## CP NORTH

139 screens  
46,6%



€ 11.884

## CP SOUTH

135 screens  
41,9%



€ 10.680

## CP BXL8

71 screens  
21,8%



NOT AVAILABLE  
FOR MISSION FAMILIES

## CP BXL5

41 screens  
11,5%



\*Kinepolis BXL only

## THE NUMBER OF **PASSES**

Cinema advertising is commercialized weekly.  
A period runs from Wednesday (the day of the  
movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to  
all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

**HALF TEMPO  
NOT AVAILABLE  
FOR MISSION FAMILIES**



BRIGHTFISH

# MISSION: YOUNGSTERS

## TAGS

Young Kids

Older Kids

Adolescents

Grownups

Horror

Art

ESTIMATED NATIONAL  
AUDIENCE REACH

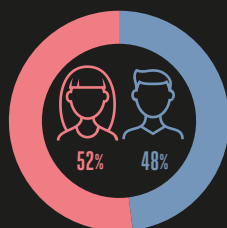
44%

## PRICE

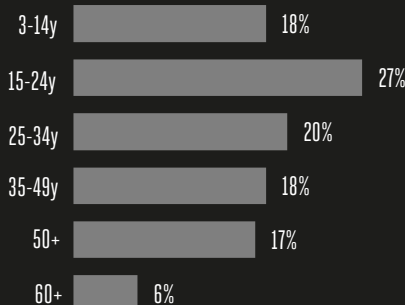
€21.200

1 Week / 30 seconds / Premium Index included

MAIN TARGET AUDIENCE  
**TEENS & ADOLESCENTS**

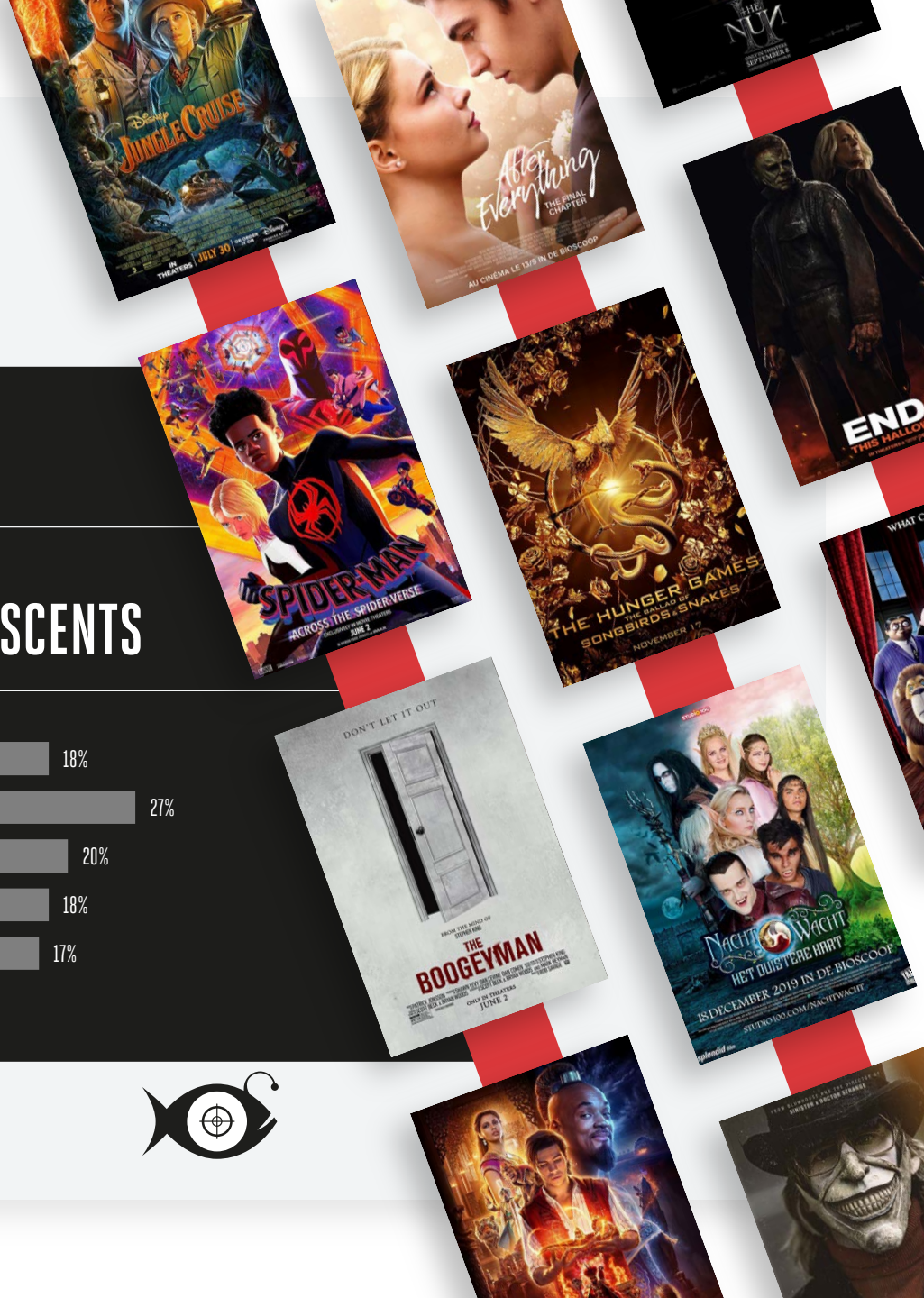


HAS CHILDREN -15y  
39%



n = 24.904

Profile based on years of historic data; your audience profile may differ due to variations in movie audience, attendance and programming.



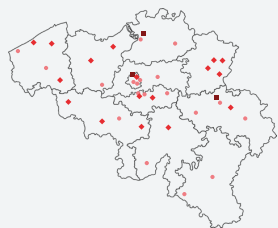
BRIGHTFISH

# DISTRIBUTION

Basic rate: 30sec / 100% / 1 pass

## CP NATIONAL

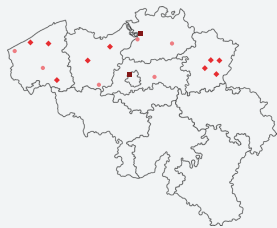
315 screens  
100%



€ 21.200

## CP NORTH + BXL\*

164 screens  
54,6%



€ 11.569

## CP SOUTH + BXL

176 screens  
53,4%



€ 11.320

## CP NORTH

139 screens  
46,6%



€ 9.880

## CP SOUTH

135 screens  
41,9%



€ 8.879

## CP BXL8

71 screens  
21,8%



## CP BXL5

41 screens  
11,5%



NOT AVAILABLE FOR  
MISSION YOUNGSTERS

\*Kinepolis BXL only

## THE NUMBER OF **PASSES**

Cinema advertising is commercialized weekly.  
A period runs from Wednesday (the day of the  
movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to  
all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

**HALF TEMPO**  
**NOT AVAILABLE FOR**  
**MISSION YOUNGSTERS**





# MISSION: -35

## TAGS

Young Kids



Older Kids



Adolescents



Grownups

Horror



Art

ESTIMATED NATIONAL  
AUDIENCE REACH

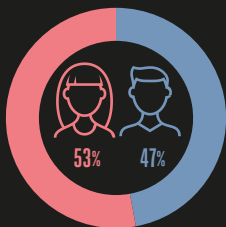
60%

## PRICE

€28.900

1 Week / 30 seconds / Premium Index included

MAIN TARGET AUDIENCE  
**YOUNG-MATURE SKEWED**



HAS CHILDREN -15y  
47%

IN SCHOOL

38%

EMPLOYEES

28%

WORKERS

21%

RETIRED

4%

OTHER

9%

3-14y

24%

15-24y

24%

25-34y

19%

35-49y

18%

50+

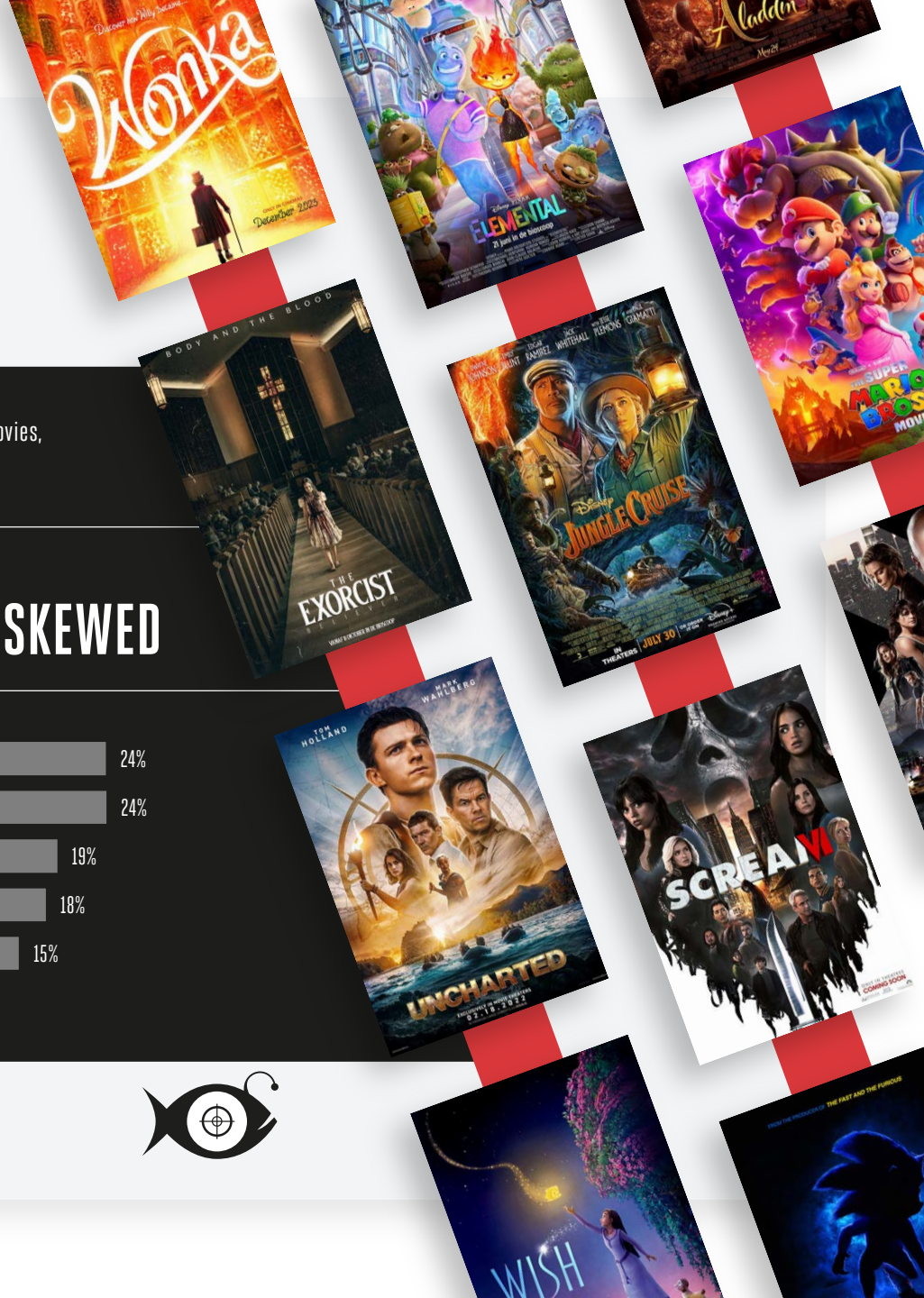
15%

60+

6%

n = 34.223

Profile based on years of historic data; your audience profile may differ due to variations in movie audience, attendance and programming.



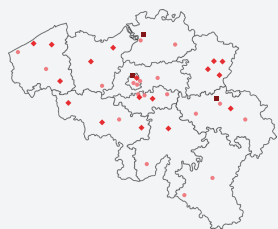
BRIGHTFISH

# DISTRIBUTION

Basic rate: 30sec / 100% / 1 pass

## CP NATIONAL

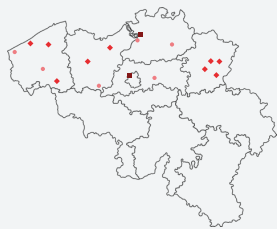
315 screens  
100%



€ 28.900

## CP NORTH + BXL\*

164 screens  
54,6%



€ 15.771

## CP SOUTH + BXL

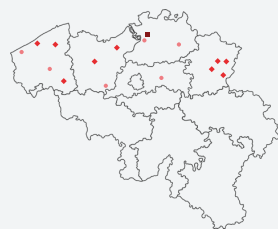
176 screens  
53,4%



€ 15.432

## CP NORTH

139 screens  
46,6%



€ 13.468

## CP SOUTH

135 screens  
41,9%



€ 12.104

## CP BXL8

71 screens  
21,8%



NOT AVAILABLE  
FOR MISSION -35

## CP BXL5

41 screens  
11,5%



\*Kinepolis BXL only

## THE NUMBER OF **PASSES**

Cinema advertising is commercialized weekly.  
A period runs from Wednesday (the day of the  
movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to  
all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

**HALF TEMPO  
NOT AVAILABLE  
FOR MISSION -35**





BRIGHTFISH

# MISSION: 35+

## TAGS

Young Kids

Older Kids

Adolescents

Grownups

Horror

Art

ESTIMATED NATIONAL  
AUDIENCE REACH



66%

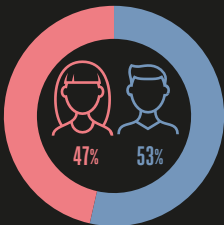
This mission will make sure you reach a more mature audience through the selection of specific movies.  
From drama to art and blockbusters, but also action franchises and more (don't forget to nurture your inner child).

PRICE

€31.700

1 Week / 30 seconds / Premium Index included

MAIN TARGET AUDIENCE  
**MATURE-OLDER SKEWED**



HAS CHILDREN -15y  
28%

IN SCHOOL

25%

EMPLOYEES

34%

WORKERS

23%

RETIRED

9%

OTHER

8%

3-14y

8%

15-24y

25%

25-34y

19%

35-49y

19%

50+

28%

60+

13%

n = 24.684

Profile based on years of historic data; your audience profile may differ due to variations in movie audience, attendance and programming.



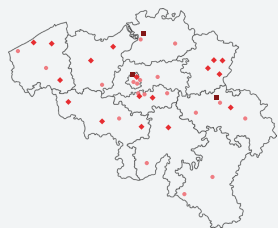
BRIGHTFISH

# DISTRIBUTION

Basic rate: 30sec / 100% / 1 pass

## CP NATIONAL

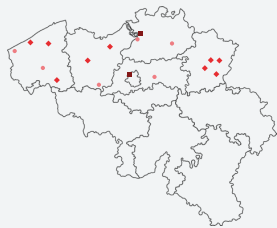
315 screens  
100%



€ 31.700

## CP NORTH + BXL\*

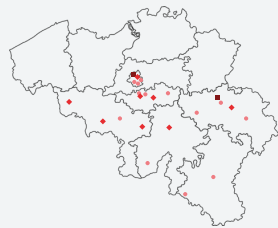
164 screens  
54,6%



€ 17.299

## CP SOUTH + BXL

176 screens  
53,4%



€ 16.927

## CP NORTH

139 screens  
46,6%



€ 14.773

## CP SOUTH

135 screens  
41,9%



€ 13.277

## CP BXL8

71 screens  
21,8%



NOT AVAILABLE  
FOR MISSION 35+

## CP BXL5

41 screens  
11,5%



\*Kinepolis BXL only

## THE NUMBER OF **PASSES**

Cinema advertising is commercialized weekly.  
A period runs from Wednesday (the day of the  
movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to  
all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

**HALF TEMPO  
NOT AVAILABLE  
FOR MISSION 35+**



# MISSION: NO-KIDS

## TAGS

Young Kids

Older Kids

Adolescents

Grownups

Horror

Art

ESTIMATED NATIONAL  
AUDIENCE REACH



73%

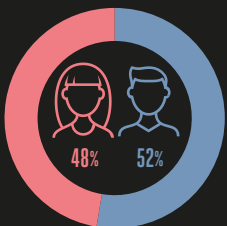
## PRICE

€35.100

1 Week / 30 seconds / Premium Index included

## MAIN TARGET AUDIENCE

# ADOLESCENTS AND UP



HAS CHILDREN -15y  
27%

n = 27.596

IN SCHOOL

25%

EMPLOYEES

34%

WORKERS

23%

RETIRED

9%

OTHER

9%

3-14y

8%

15-24y

27%

25-34y

19%

35-49y

19%

50+

27%

60+

12%

Profile based on years of historic data; your audience profile may differ due to variations in movie audience, attendance and programming.





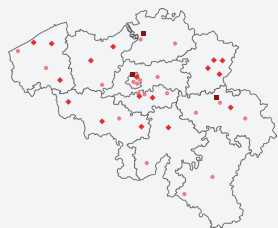
BRIGHTFISH

# DISTRIBUTION

Basic rate: 30sec / 100% / 1 pass

## CP NATIONAL

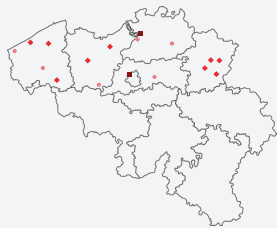
315 screens  
100%



€ 35.100

## CP NORTH + BXL\*

164 screens  
54,6%



€ 19.154

## CP SOUTH + BXL

176 screens  
53,4%



€ 18.742

## CP NORTH

139 screens  
46,6%



€ 16.358

## CP SOUTH

135 screens  
41,9%



€ 14.701

## CP BXL8

71 screens  
21,8%



NOT AVAILABLE  
FOR MISSION NO KIDS

## CP BXL5

41 screens  
11,5%



\*Kinepolis BXL only

## THE NUMBER OF **PASSES**

Cinema advertising is commercialized weekly.  
A period runs from Wednesday (the day of the  
movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to  
all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

HALF TEMPO  
NOT AVAILABLE  
FOR MISSION NO KIDS



BRIGHTFISH

# MISSION: PREMIUM

## TAGS

Young Kids  
Older Kids  
Adolescents  
Grownups  
Horror  
Art



ESTIMATED NATIONAL  
AUDIENCE REACH

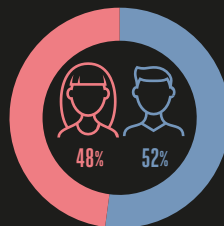
40%

## PRICE

€19.200

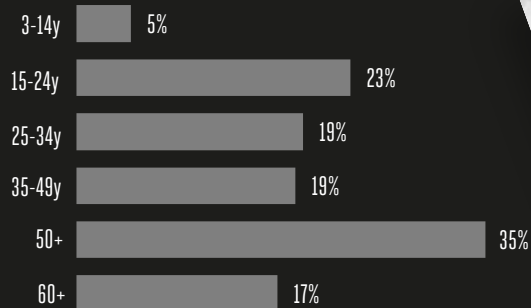
1 Week / 30 seconds / Premium Index included

MAIN TARGET AUDIENCE  
**AFFLUENT AUDIENCES**



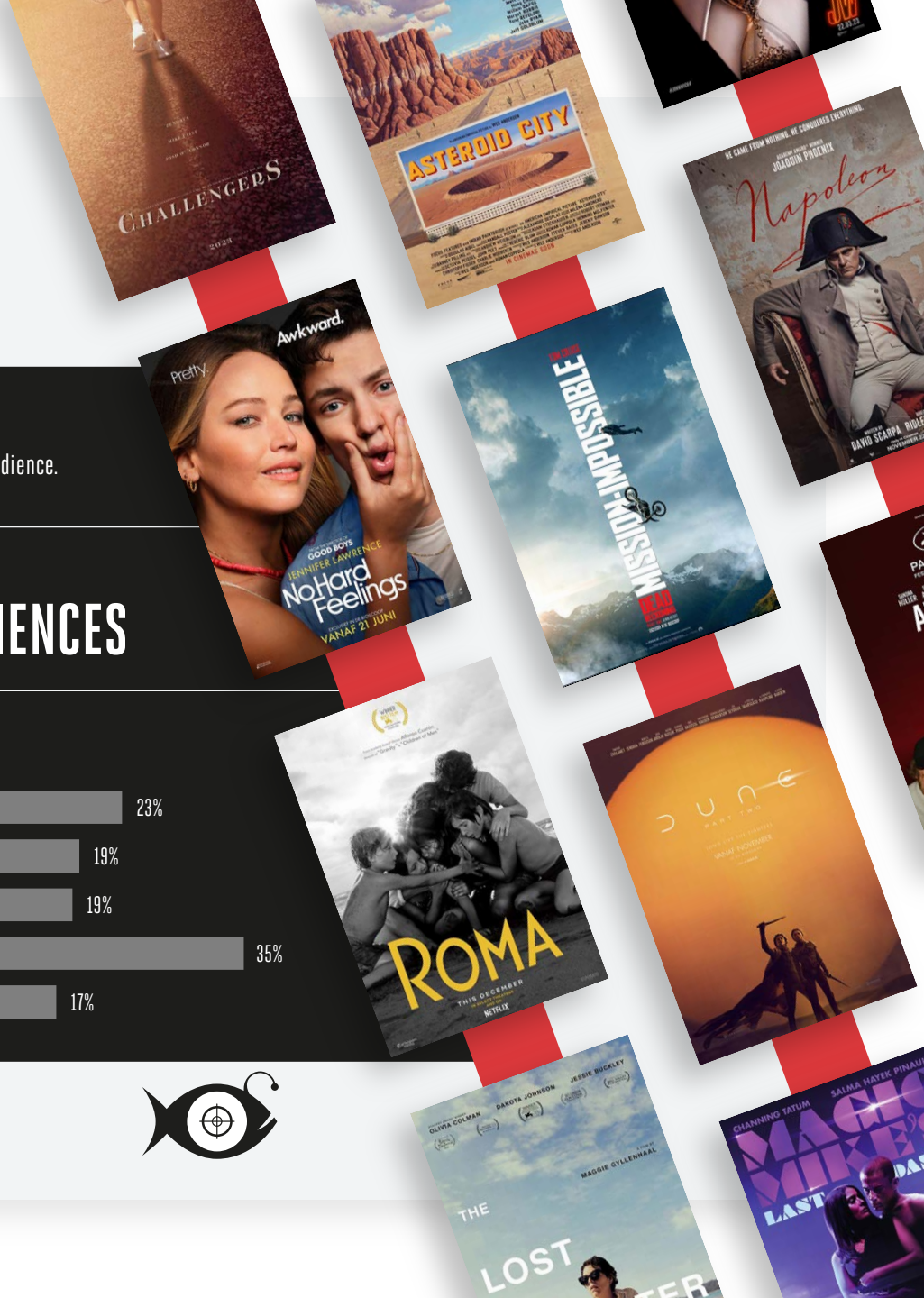
HAS CHILDREN -15y  
23%

IN SCHOOL	19%
EMPLOYEES	36%
WORKERS	23%
RETIRED	13%
OTHER	9%



n = 13.770

Profile based on years of historic data; your audience profile may differ due to variations in movie audience, attendance and programming.



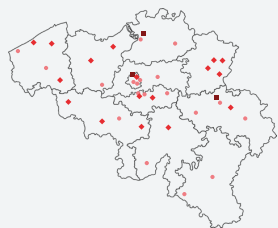
BRIGHTFISH

# DISTRIBUTION

Basic rate: 30sec / 100% / 1 pass

## CP NATIONAL

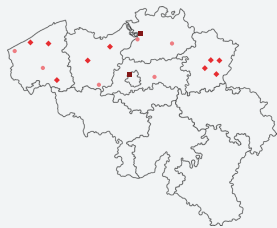
315 screens  
100%



€ 19.200

## CP NORTH + BXL\*

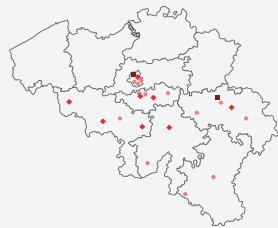
164 screens  
54,6%



€ 10.478

## CP SOUTH + BXL

176 screens  
53,4%



€ 10.252

## CP NORTH

139 screens  
46,6%



€ 8.948

## CP SOUTH

135 screens  
41,9%



€ 8.042

## CP BXL8

71 screens  
21,8%



NOT AVAILABLE  
FOR MISSION PREMIUM

## CP BXL5

41 screens  
11,5%



\*Kinepolis BXL only

## THE NUMBER OF **PASSES**

Cinema advertising is commercialized weekly.  
A period runs from Wednesday (the day of the  
movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to  
all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

**HALF TEMPO  
NOT AVAILABLE  
FOR MISSION PREMIUM**





# MISSION: GAMERS

## TAGS

Young Kids

Older Kids

Adolescents

Grownups

Horror

Art

ESTIMATED NATIONAL  
AUDIENCE REACH

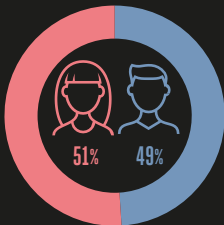
67%

## PRICE

€32.200

1 Week / 30 seconds / Premium Index included

MAIN TARGET AUDIENCE  
**GAMERS**



HAS CHILDREN -15y  
36%

IN SCHOOL

31%

EMPLOYEES

31%

WORKERS

22%

RETIRED

7%

OTHER

9%

3-14y

15%

15-24y

25%

25-34y

20%

35-49y

18%

50+

21%

60+

9%

n = 32.397

Profile based on years of historic data; your audience profile may differ due to variations in movie audience, attendance and programming.



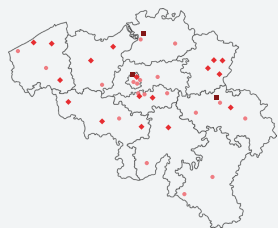
BRIGHTFISH

# DISTRIBUTION

Basic rate: 30sec / 100% / 1 pass

## CP NATIONAL

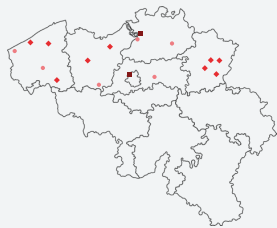
315 screens  
100%



€ 32.200

## CP NORTH + BXL\*

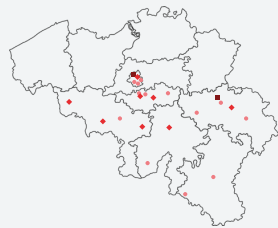
164 screens  
54,6%



€ 17.572

## CP SOUTH + BXL

176 screens  
53,4%



€ 17.194

## CP NORTH

139 screens  
46,6%



€ 16.684

## CP SOUTH

135 screens  
41,9%



€ 15.660

## CP BXL8

71 screens  
21,8%



NOT AVAILABLE  
FOR MISSION GAMERS

## CP BXL5

41 screens  
11,5%



\*Kinepolis BXL only

## THE NUMBER OF **PASSES**

Cinema advertising is commercialized weekly.  
A period runs from Wednesday (the day of the  
movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to  
all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

**HALF TEMPO  
NOT AVAILABLE  
FOR MISSION GAMERS**





# MISSION: ART

## TAGS

Young Kids  
Older Kids  
Adolescents  
Grownups  
Horror  
Art



ESTIMATED NATIONAL  
AUDIENCE REACH

10%

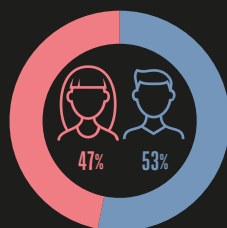
## PRICE

€4.800

1 Week / 30 seconds / Premium Index included

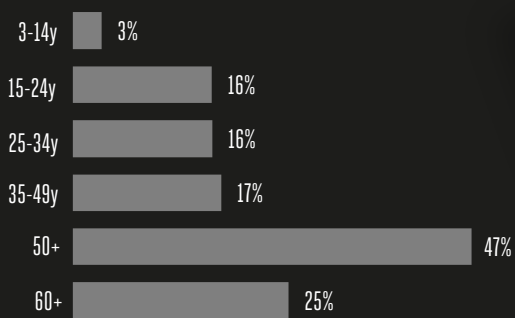
## MAIN TARGET AUDIENCE

# VALUE SEEKERS



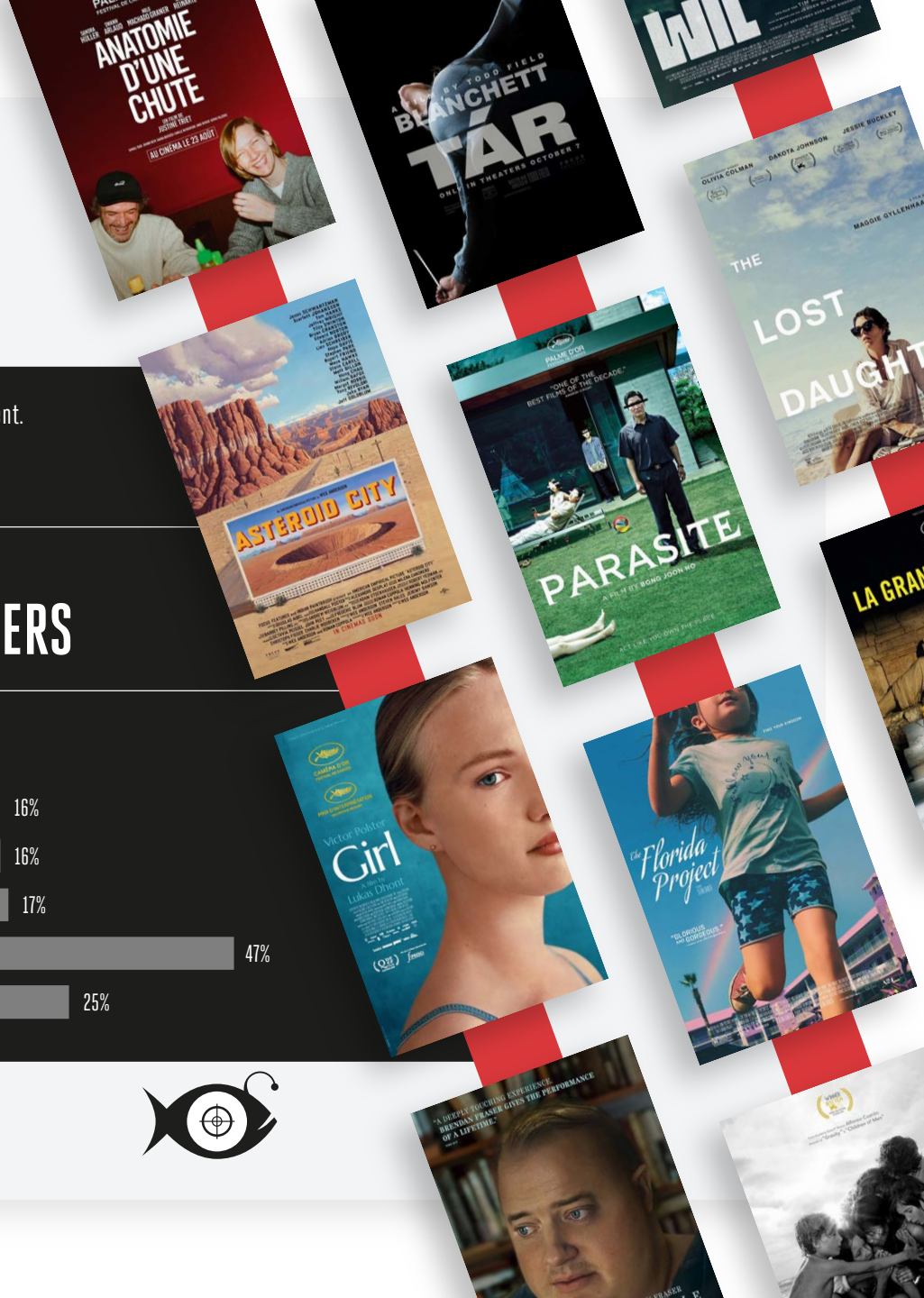
HAS CHILDREN -15y  
21%

IN SCHOOL	12%
EMPLOYEES	37%
WORKERS	22%
RETIRED	18%
OTHER	9%



n = 3,365

Profile based on years of historic data; your audience profile may differ due to variations in movie audience, attendance and programming.



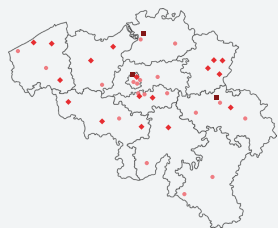
BRIGHTFISH

# DISTRIBUTION

Basic rate: 30sec / 100% / 1 pass

## CP NATIONAL

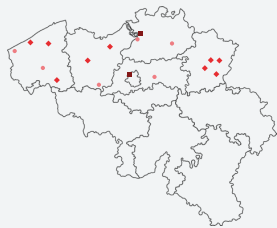
315 screens  
100%



€ 4.800

## CP NORTH + BXL\*

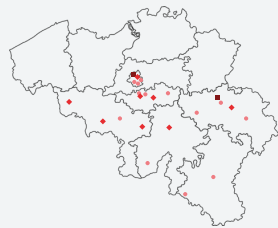
164 screens  
54,6%



€ 2.619

## CP SOUTH + BXL

176 screens  
53,4%



€ 2.563

## CP NORTH

139 screens  
46,6%



€ 2.237

## CP SOUTH

135 screens  
41,9%



€ 2.010

## CP BXL8

71 screens  
21,8%



NOT AVAILABLE  
FOR MISSION ART

## CP BXL5

41 screens  
11,5%



\*Kinepolis BXL only

## THE NUMBER OF **PASSES**

Cinema advertising is commercialized weekly.  
A period runs from Wednesday (the day of the  
movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to  
all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

**HALF TEMPO  
NOT AVAILABLE  
FOR MISSION ART**



# LOCAL MISSION: EVERYONE

## TAGS

Young Kids

Older Kids

Adolescents

Grownups

Horror

Art

ESTIMATED NATIONAL  
AUDIENCE REACH

100%

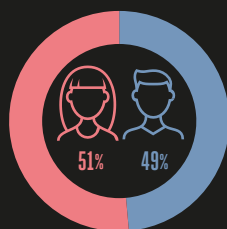
This mission will include a broad target audience  
and wide variety of movies.

From movies for the youngest among us, to genre  
movies, artsy fartsy stuff and even ethnic content.

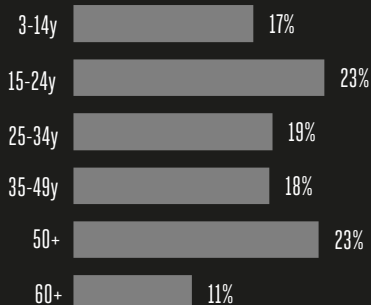
Your ad in front of everything  
and everyone we have to offer.

MAIN TARGET AUDIENCE

## BROAD AUDIENCE



HAS CHILDREN -15y  
38%



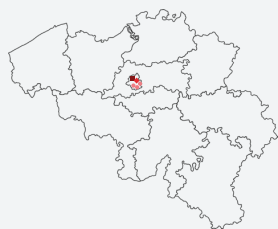
n = 64,612

Profile based on years of historic data; your audience profile may differ due to variations in movie audience, attendance and programming.



# LOCAL Mi: EVERYONE

basic rate: 30sec / 100% / 1 pass

**BRUSSELS**

CITY	CINEMA	#PROJECTIONS	#SCREENS	#SEATS	PRICING
Brussels	Galleries	56	2	395	270 €
Brussels	Kinepolis Brussels	700	25	6.208	3.460 €
Brussels	Vendôme	140	5	850	450 €
Schaerbeek	White Cinema	224	8	994	500 €
Sint-Pieters Woluwe	Le Stockel	28	1	396	320 €

## THE NUMBER OF PASSES

Cinema advertising is commercialized weekly. A period runs from Wednesday (the day of the movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

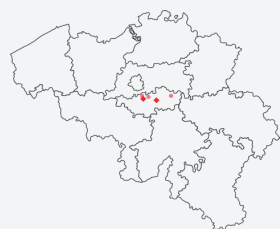
**HALF TEMPO  
NOT AVAILABLE FOR  
LOCAL MISSION EVERYONE**





# LOCAL Mi: EVERYONE

basic rate: 30sec / 100% / 1 pass

**WALLOON BRABANT**

CITY	CINEMA	#PROJECTIONS	#SCREENS	#SEATS	PRICING
Brain-L'Alleud	Kinepolis Imagibraine	280	10	2.192	1.820 €
Jodoigne	L'Etoile	28	1	235	120 €
Louvain-La-Neuve	Cinescope	364	13	2.875	1.590 €
Rixensart	Cine Centre	28	1	275	190 €
Waterloo	Wellington	196	7	1.205	990 €

## THE NUMBER OF PASSES

Cinema advertising is commercialized weekly. A period runs from Wednesday (the day of the movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to all of the movie titles\*.

1 pass = 1 week



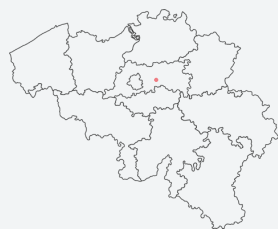
\*certain events excluded

**HALF TEMPO  
NOT AVAILABLE FOR  
LOCAL MISSION EVERYONE**



# LOCAL Mi: EVERYONE

basic rate: 30sec / 100% / 1 pass



FLEMISH BRABANT

## CITY

Leuven

## CINEMA

Kinepolis

## #PROJECTIONS

196

## #SCREENS

7

## #SEATS

1.650

## PRICING

1.260 €

## THE NUMBER OF PASSES

Cinema advertising is commercialized weekly. A period runs from Wednesday (the day of the movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

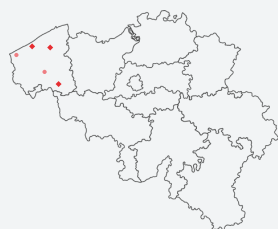
**HALF TEMPO  
NOT AVAILABLE FOR  
LOCAL MISSION EVERYONE**





# LOCAL Mi: EVERYONE

basic rate: 30sec / 100% / 1 pass

**WEST FLANDERS**

CITY	CINEMA	#PROJECTIONS	#SCREENS	#SEATS	PRICING
Brugge	Kinepolis	224	8	1.481	1.560 €
Koksijde	Studio	168	6	1.111	330 €
Kortrijk	Kinepolis	280	10	2.377	1.750 €
Oostende	Kinepolis	224	8	1.689	780 €
Roeselare	Cityscoop	196	7	1.199	600 €

## THE NUMBER OF PASSES

Cinema advertising is commercialized weekly. A period runs from Wednesday (the day of the movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to all of the movie titles\*.

1 pass = 1 week



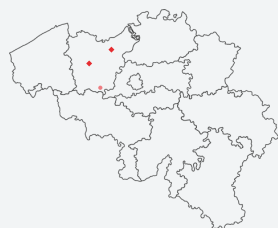
\*certain events excluded

**HALF TEMPO  
NOT AVAILABLE FOR  
LOCAL MISSION EVERYONE**



# LOCAL Mi: EVERYONE

basic rate: 30sec / 100% / 1 pass



**EAST FLANDERS**

CITY	CINEMA	#PROJECTIONS	#SCREENS	#SEATS	PRICING
Geraardsbergen	Focus	112	4	719	360 €
Gent	Kinepolis	336	12	3.107	2.710 €
Sint-Niklaas	Siniscoop	224	8	2.256	1.260 €

## THE NUMBER OF PASSES

Cinema advertising is commercialized weekly. A period runs from Wednesday (the day of the movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to all of the movie titles\*.

1 pass = 1 week



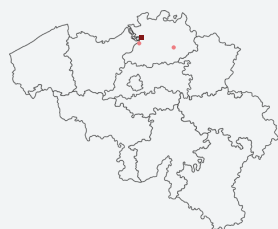
\*certain events excluded

**HALF TEMPO  
NOT AVAILABLE FOR  
LOCAL MISSION EVERYONE**



# LOCAL Mi: EVERYONE

basic rate: 30sec / 100% / 1 pass



ANTWERP

CITY	CINEMA	#PROJECTIONS	#SCREENS	#SEATS	PRICING
Antwerpen	Kinepolis	672	24	7.271	4.880 €
Geel	Studio	112	4	1.124	310 €
Zwijndrecht	Rubens	28	1	143	60 €

## THE NUMBER OF PASSES

Cinema advertising is commercialized weekly. A period runs from Wednesday (the day of the movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to all of the movie titles\*.

1 pass = 1 week



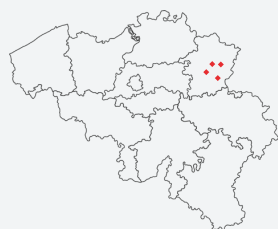
\*certain events excluded

**HALF TEMPO  
NOT AVAILABLE FOR  
LOCAL MISSION EVERYONE**



# LOCAL Mi: EVERYONE

basic rate: 30sec / 100% / 1 pass

**LIMBURG**

CITY	CINEMA	#PROJECTIONS	#SCREENS	#SEATS	PRICING
Genk	Pathé	280	10	2.054	1.300 €
Hasselt	Kinepolis	364	13	2.868	2.040 €
Lanaken	Pathé	224	6	996	340 €
Maasmechelen	Pathé	308	11	2.041	700 €

## THE NUMBER OF PASSES

Cinema advertising is commercialized weekly. A period runs from Wednesday (the day of the movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

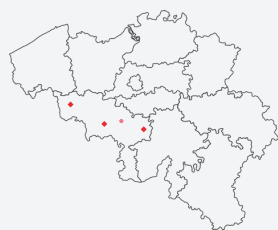
**HALF TEMPO  
NOT AVAILABLE FOR  
LOCAL MISSION EVERYONE**





# LOCAL Mi: EVERYONE

basic rate: 30sec / 100% / 1 pass

**HAINAUT**

CITY	CINEMA	#PROJECTIONS	#SCREENS	#SEATS	PRICING
Charleroi	Pathé	420	15	3.747	2.370 €
La Louvière	Stuart	196	7	1.026	490 €
Mons	Imagix	392	14	3.567	2.310 €
Tournai	Imagix	280	10	1.946	1.230 €

## THE NUMBER OF PASSES

Cinema advertising is commercialized weekly. A period runs from Wednesday (the day of the movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to all of the movie titles\*.

1 pass = 1 week



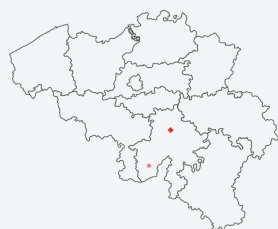
\*certain events excluded

**HALF TEMPO  
NOT AVAILABLE FOR  
LOCAL MISSION EVERYONE**



# LOCAL Mi: EVERYONE

basic rate: 30sec / 100% / 1 pass



NAMUR

CITY	CINEMA	#PROJECTIONS	#SCREENS	#SEATS	PRICING
Jambes	Acinapolis Pathé	336	12	2.549	2.050 €
Nismes	Cine Chaplin	28	1	100	50 €

## THE NUMBER OF PASSES

Cinema advertising is commercialized weekly. A period runs from Wednesday (the day of the movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to all of the movie titles\*.

1 pass = 1 week



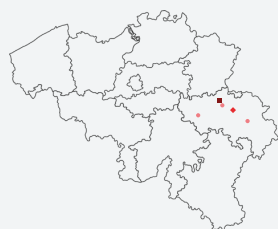
\*certain events excluded

**HALF TEMPO  
NOT AVAILABLE FOR  
LOCAL MISSION EVERYONE**



# LOCAL Mi: EVERYONE

basic rate: 30sec / 100% / 1 pass



LIEGE

CITY	CINEMA	#PROJECTIONS	#SCREENS	#SEATS	PRICING
Huy	Imagix	196	7	1.423	450 €
Liège	Kinepolis	448	16	4.746	2.570 €
Liège	Palace	140	5	1.015	450 €
Malmedy	Movie Mills	140	5	736	300 €
Verviers	Pathé	224	8	1.573	810 €

## THE NUMBER OF PASSES

Cinema advertising is commercialized weekly. A period runs from Wednesday (the day of the movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to all of the movie titles\*.

1 pass = 1 week



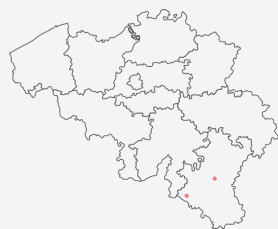
\*certain events excluded

**HALF TEMPO  
NOT AVAILABLE FOR  
LOCAL MISSION EVERYONE**



# LOCAL Mi: EVERYONE

basic rate: 30sec / 100% / 1 pass



LUXEMBURG

CITY	CINEMA	#PROJECTIONS	#SCREENS	#SEATS	PRICING
Bouillon	Bouillon-Cine	28	1	165	50 €
Libramont	Pathé	56	2	239	150 €

## THE NUMBER OF PASSES

Cinema advertising is commercialized weekly. A period runs from Wednesday (the day of the movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

**HALF TEMPO  
NOT AVAILABLE FOR  
LOCAL MISSION EVERYONE**





# LOCAL MISSION: FAMILIES

## TAGS

Young Kids



Older Kids



Adolescents

Grownups

Horror

Art

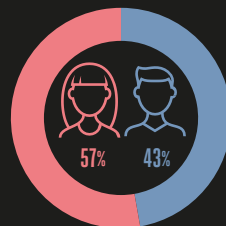
ESTIMATED NATIONAL  
AUDIENCE REACH

27%

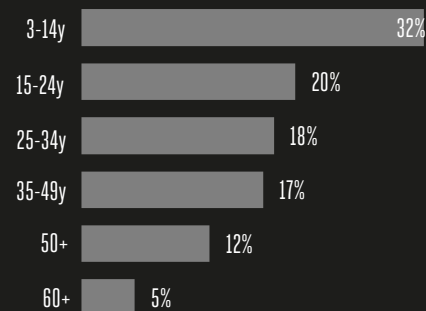
This mission will give you a younger audience than average through the sole selection of family movies, but also their (grand-)parents/guardians/family members will be present.

MAIN TARGET AUDIENCE

## FAMILIES

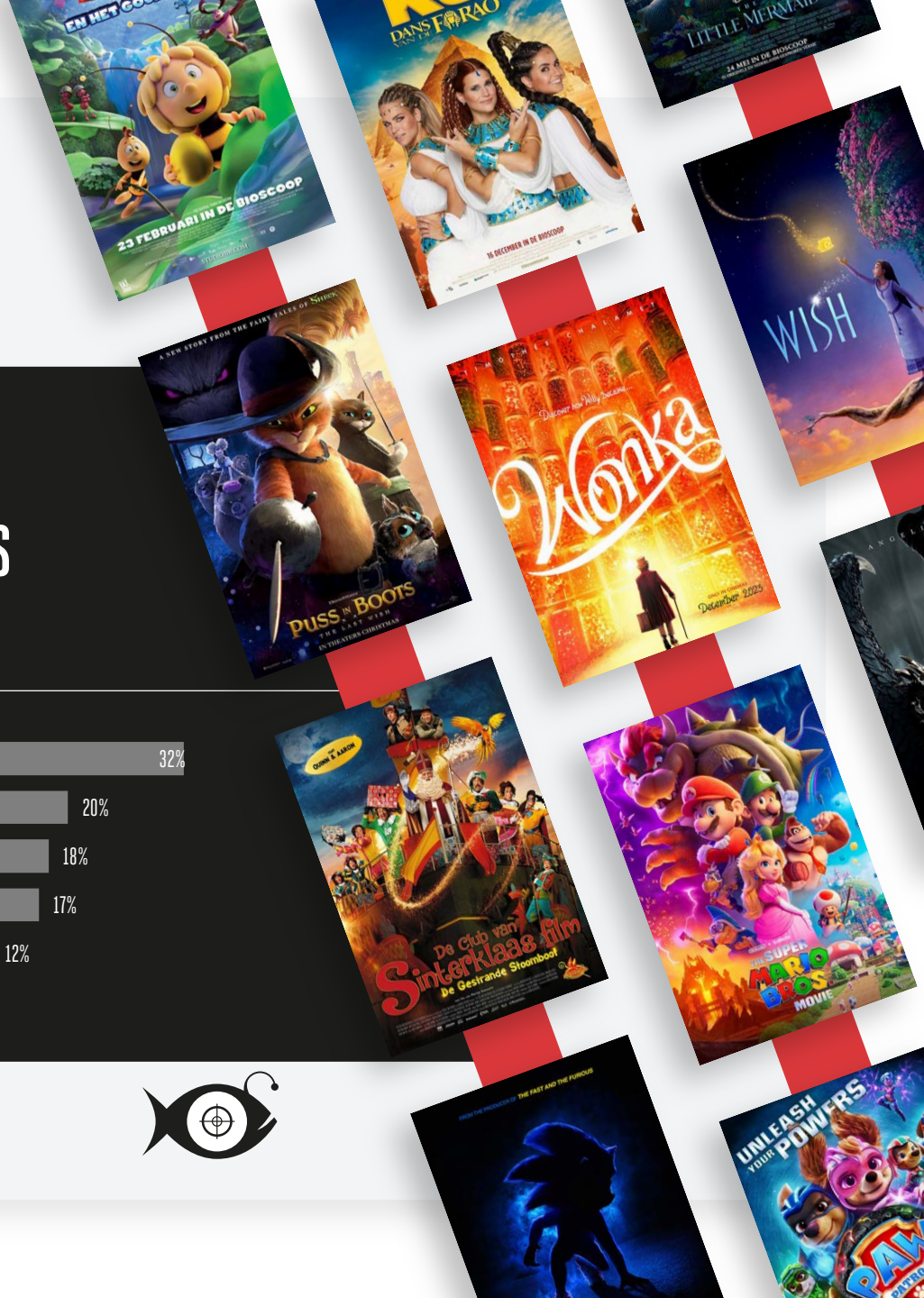


HAS CHILDREN -15y  
57%



n = 20.397

Profile based on years of historic data; your audience profile may differ due to variations in movie audience, attendance and programming.



# LOCAL Mi: FAMILIES

basic rate: 30sec / 100% / 4weeks

BRIGHTFISH

CITY	CINEMA	PRICING*
Jambes	Acinapolis Pathé	2.870 €
Louvain-La-Neuve	Cinescope	2.230 €
Mons	Imagix Mons	3.240 €
Antwerpen	Kinepolis Antwerpen	6.840 €
Bruxelles	Kinepolis Brussel	4.850 €
Gent	Kinepolis Gent	3.800 €
Hasselt	Kinepolis Hasselt	2.860 €
Braine-L'Alleud	Kinepolis Imagibraine	2.550 €
Kortrijk	Kinepolis Kortrijk	1.450 €
Liège	Kinepolis Liège	3.600 €
Charleroi	Pathé Charleroi	3.320 €

\* All pricing for a period of 4 weeks

## 4 WEEKS OF SCREEN-TIME

Local Mission Families has a duration of (minimum) 4 weeks. However, these weeks do not necessarily have to be consecutive. You can choose when these weeks take place. Admittedly, they do have to take place within the year (2024).



# LOCAL MISSION: MAINSTREAM

## TAGS

Young Kids  
Older Kids  
Adolescents  
Grownups  
Horror  
Art



ESTIMATED NATIONAL  
AUDIENCE REACH

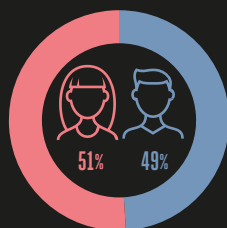
74%

This mission will give you our most loyal audience, blockbusters, movies with big productions, famous casts and sequels.

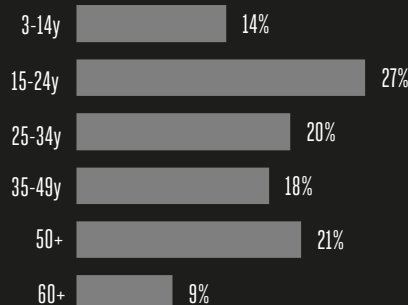
The movies we all know and hear about, with a wide range in audience.

MAIN TARGET AUDIENCE

## MAINSTREAM CINEMAGOER



HAS CHILDREN -15y  
35%



n = 35,309

Profile based on years of historic data; your audience profile may differ due to variations in movie audience, attendance and programming.



# MAINSTREAM PACK

basic rate: 30sec / 100% / 4weeks

BRIGHTFISH

CITY	CINEMA	PRICING*
Jambes	Acinapolis Pathé	6.730 €
Louvain-La-Neuve	Cinescope	5.230 €
Mons	Imagix Mons	7.580 €
Antwerpen	Kinepolis Antwerpen	16.010 €
Bruxelles	Kinepolis Brussel	11.350 €
Gent	Kinepolis Gent	8.890 €
Hasselt	Kinepolis Hasselt	6.700 €
Braine-L'Alleud	Kinepolis Imagibrairie	5.970 €
Kortrijk	Kinepolis Kortrijk	5.740 €
Liège	Kinepolis Liège	8.430 €
Charleroi	Pathé Charleroi	7.780 €

\* All pricing for a period of 4 weeks

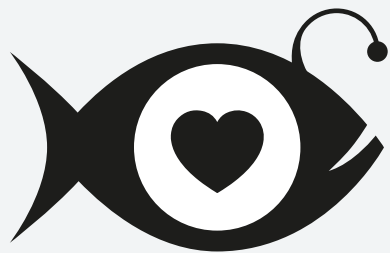
## 4 WEEKS OF SCREEN-TIME

Local Mission Mainstream has a duration of (minimum) 4 weeks. However, these weeks do not necessarily have to be consecutive. You can choose when these weeks take place. Admittedly, they do have to take place within the year (2024).





# MOVIE MATCH



## MOVIE MATCH

Advertise along a specific movie that fits your brand and reach the audience that you want to appeal to. Any movie can be bought as a Movie Match. (with a guaranteed reach)

Your campaign will be present in the last third of the ad reel (prior to the movie match).



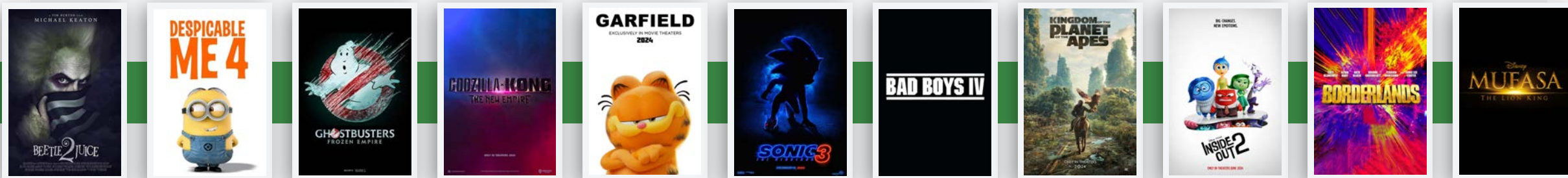
**YOUR AD CAMPAIGN EXCLUSIVELY  
PRIOR TO THE MOVIE OF YOUR CHOICE.**



BRIGHTFISH

# MOVIE MATCH

Any movie throughout the year is possible. More info on movie releases: [movies.brightfish.be](https://movies.brightfish.be)



PRICE : CPM 220  
FORECAST : check with sales



Campaign will be stopped when 150% of guarantee is attained.  
( This can be extended subject to a surcharge. )  
No Movie Matches in December, subject to last minute available ad space.



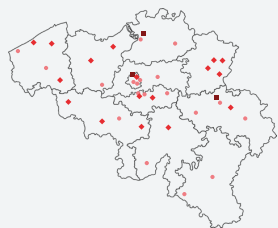
BRIGHTFISH

# DISTRIBUTION

Movie Match

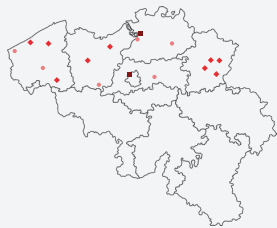
## CP NATIONAL

315 screens  
100%



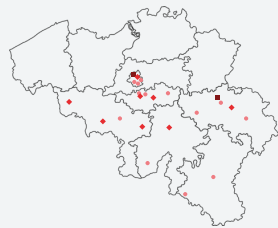
## CP NORTH + BXL\*

164 screens  
54,6%



## CP SOUTH + BXL

176 screens  
53,4%



## CP NORTH

139 screens  
46,6%



## CP SOUTH

135 screens  
41,9%



## CP BXL8

71 screens  
21,6%



## CP BXL5

41 screens  
11,5%



NOT AVAILABLE  
FOR MOVIE MATCHES

\*Kinepolis BXL only

## THE NUMBER OF **PASSES**

Cinema advertising is commercialized weekly.  
A period runs from Wednesday (the day of the  
movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to  
all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

HALF TEMPO  
NOT AVAILABLE  
FOR MOVIE MATCHES



# MISSION EXPANSION



## 12 FLEX

Give your ad campaign the room to breathe in multiple waves! '12 Flex' is your advertising campaign on the big screen, 12 weeks long, in front of an attentive target group, in an optimal environment.



### YOUR AD CAMPAIGN IN CINEMA FOR 12 WEEKS\*

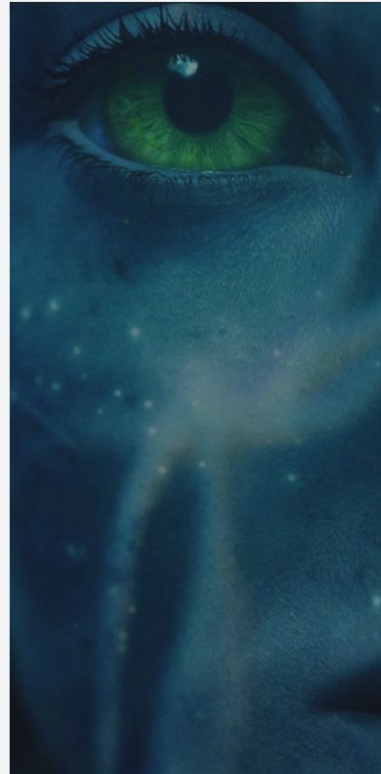
in multiple waves: you choose 4 weeks fix and 8 weeks 'floating'.

\* Available for Mission Everyone / Restrict





# 12FLEX



PRICE

€150.000

12 Weeks / 30 seconds / Mission Everyone / National

= €12.500 / week net invest

IN SHORT

4 WEEKS FIX, 8 WEEKS FLOATING

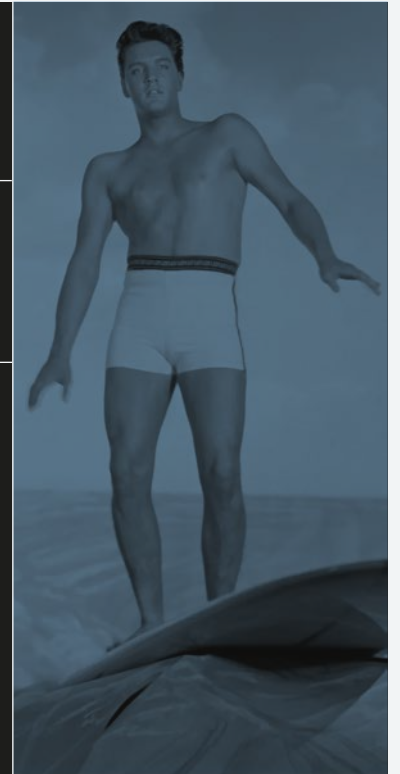
GUARANTEE

MIN 85% GUARANTEE FOR THE 12 WEEKS

CONDITIONS

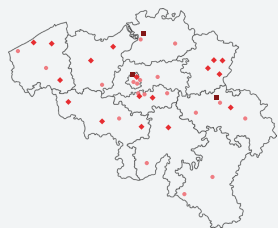
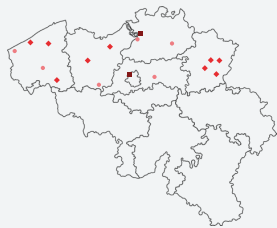
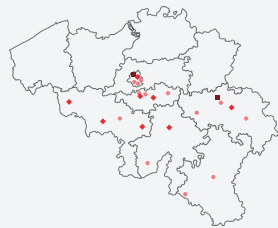
- WAVES OF MINIMUM 2 CONSECUTIVE WEEKS
- ONLY AVAILABLE FOR MISSION EVERYONE / RESTRICT (NO KIDS)
- PREMIUM POSITIONS NOT AVAILABLE
- NO CUMULATION WITH PROMOS

EXCLUSION  
OF WEEKS  
50-53



If you are open to a more flexible planning, 12FLEX offers you the enjoyment of more weeks and more reach for almost the same amount. Don't settle for a restricted time period but give your campaign the room to breathe.



**CP NATIONAL**315 screens  
100%**CP NORTH + BXL\***164 screens  
54,6%**CP SOUTH + BXL**176 screens  
53,4%**CP NORTH**139 screens  
46,6%**CP SOUTH**135 screens  
41,9%**CP BXL8**71 screens  
21,6%**CP BXL5**41 screens  
11,5%**MISSION EVERYONE / RESTRICT****NOT AVAILABLE  
FOR 12FLEX**

\*Kinepolis BXL only

**THE NUMBER  
OF PASSES**

Cinema advertising is commercialized weekly.  
A period runs from Wednesday (the day of the  
movie releases) to the following Tuesday.

**FULL TEMPO**

the ad campaign prior to  
all of the movie titles\*.

1 pass = 1 week

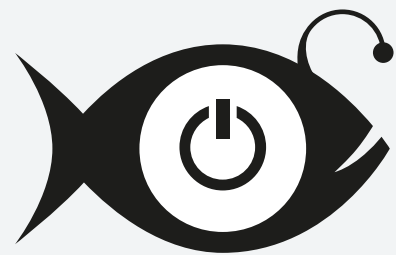


\*certain events excluded

**HALF TEMPO  
NOT AVAILABLE  
FOR 12 FLEX**

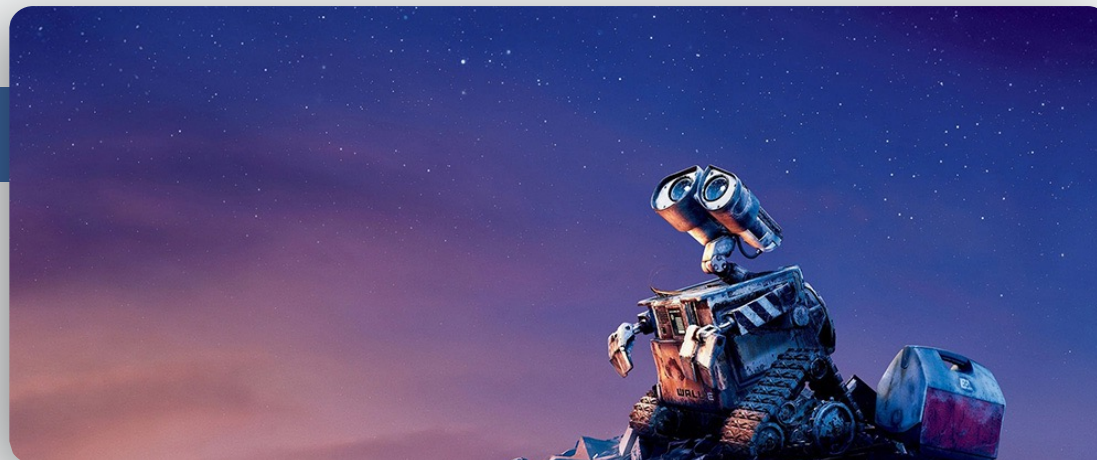


# MISSION EXPANSION



## ALWAYS ON

Place your ad campaign in our ad reel with 'Always On' and increase the impact on moviegoers, by having a presence on the Big Screen for up to 40 weeks of the year.





**YOUR AD CAMPAIGN ON THE BIG SCREEN  
FOR ALMOST THE ENTIRE YEAR\***

\* Available for Mission Everyone / Restrict / Families




# ALWAYS ON: EVERYONE

	<p>PRICE</p> <p>€ <b>220.000</b></p> <p>20 Weeks / 30 seconds / Mission Everyone / National</p> <p>⋮</p> <p>€ <b>310.000</b></p> <p>30 Weeks / 30 seconds / Mission Everyone / National</p> <p>⋮</p> <p>€ <b>400.000</b></p> <p>40 Weeks / 30 seconds / Mission Everyone / National</p> <p>= average €10.000 / week net invest for national coverage</p>	<p>IN SHORT</p> <p><b>A FIXED PERIOD OF 20-40 WEEKS</b></p>	
		<p>GUARANTEE</p> <p><b>MIN 85% GUARANTEE</b></p>	
		<p>CONDITIONS</p> <ul style="list-style-type: none"><li>■ MAXIMUM 2 MINUTES OF THE AD REEL</li><li>■ ONLY AVAILABLE FOR MISSION EVERYONE / RESTRICT (NO KIDS) / FAMILIES</li><li>■ TITANIUM PREMIUM POSITION NOT AVAILABLE</li><li>■ NO CUMULATION WITH PROMOS</li></ul>	

Place your ad campaign in our ad reel with 'Always On' and increase the impact on moviegoers, by having a presence on the Big Screen for up to 40 weeks of the year.



# ALWAYS ON: RESTRICT HORROR

	<p>PRICE</p> <p>€ <b>204.000</b></p> <p>20 Weeks / 30 seconds / Mission Restrict Horror / National</p>	<p>IN SHORT</p> <p><b>A FIXED PERIOD OF 20-40 WEEKS</b></p>	
	<p>€ <b>293.000</b></p> <p>30 Weeks / 30 seconds / Mission Restrict Horror / National</p>	<p>GUARANTEE</p> <p><b>MIN 85% GUARANTEE</b></p>	
	<p>€ <b>372.000</b></p> <p>40 Weeks / 30 seconds / Mission Restrict Horror / National</p> <p>= average €10.000 / week net invest for national coverage</p>	<p>CONDITIONS</p> <ul style="list-style-type: none"><li>■ MAXIMUM 2 MINUTES OF THE AD REEL</li><li>■ ONLY AVAILABLE FOR MISSION EVERYONE / RESTRICT (NO KIDS) / FAMILIES</li><li>■ TITANIUM PREMIUM POSITION NOT AVAILABLE</li><li>■ NO CUMULATION WITH PROMOS</li></ul>	



**EXCLUSION  
OF WEEKS  
50-53**

Place your ad campaign in our ad reel with 'Always On' and increase the impact on moviegoers, by having a presence on the Big Screen for up to 40 weeks of the year.





# ALWAYS ON: RESTRICT SUGAR



	<p>PRICE</p> <p>€ <b>185.000</b></p> <p>20 Weeks / 30 seconds / Mission Restrict Sugar / National</p>	<p>IN SHORT</p> <p><b>A FIXED PERIOD OF 20-40 WEEKS</b></p>	
	<p>€ <b>265.000</b></p> <p>30 Weeks / 30 seconds / Mission Restrict Sugar / National</p>	<p>GUARANTEE</p> <p><b>MIN 85% GUARANTEE</b></p>	
	<p>€ <b>336.000</b></p> <p>40 Weeks / 30 seconds / Mission Restrict Sugar / National</p> <p>= average €9.000 / week net invest for national coverage</p>	<p>CONDITIONS</p> <ul style="list-style-type: none"><li>■ MAXIMUM 2 MINUTES OF THE AD REEL</li><li>■ ONLY AVAILABLE FOR MISSION EVERYONE / RESTRICT (NO KIDS) / FAMILIES</li><li>■ TITANIUM PREMIUM POSITION NOT AVAILABLE</li><li>■ NO CUMULATION WITH PROMOS</li></ul>	

**EXCLUSION  
OF WEEKS  
50-53**

Place your ad campaign in our ad reel with 'Always On' and increase the impact on moviegoers, by having a presence on the Big Screen for up to 40 weeks of the year.





# ALWAYS ON: RESTRICT ALCOHOL

	<p>PRICE</p> <p>€ <b>160.000</b></p> <p>20 Weeks / 30 seconds / Mission Restrict Alcohol / National</p>	<p>IN SHORT</p> <p><b>A FIXED PERIOD OF 20-40 WEEKS</b></p>	
	<p>€ <b>230.000</b></p> <p>30 Weeks / 30 seconds / Mission Restrict Alcohol / National</p>	<p>GUARANTEE</p> <p><b>MIN 85% GUARANTEE</b></p>	
	<p>€ <b>292.000</b></p> <p>40 Weeks / 30 seconds / Mission Restrict Alcohol / National</p> <p>= average €8.000 / week net invest for national coverage</p>	<p>CONDITIONS</p> <ul style="list-style-type: none"><li>■ MAXIMUM 2 MINUTES OF THE AD REEL</li><li>■ ONLY AVAILABLE FOR MISSION EVERYONE / RESTRICT (NO KIDS) / FAMILIES</li><li>■ TITANIUM PREMIUM POSITION NOT AVAILABLE</li><li>■ NO CUMULATION WITH PROMOS</li></ul>	
			<p><b>EXCLUSION OF WEEKS 50-53</b></p>

Place your ad campaign in our ad reel with 'Always On' and increase the impact on moviegoers, by having a presence on the Big Screen for up to 40 weeks of the year.



# ALWAYS ON: FAMILIES

	<p>PRICE</p> <p>€ <b>77.000</b></p> <p>20 Weeks / 30 seconds / Mission Families / National</p>	<p>IN SHORT</p> <p><b>A FIXED PERIOD OF 20-40 WEEKS</b></p>	
	<p>€ <b>111.000</b></p> <p>30 Weeks / 30 seconds / Mission Families / National</p>	<p>GUARANTEE</p> <p><b>MIN 85% GUARANTEE</b></p>	
	<p>€ <b>140.000</b></p> <p>40 Weeks / 30 seconds / Mission Families / National</p> <p>= average € 4.000 / week net invest for national coverage</p>	<p>CONDITIONS</p> <ul style="list-style-type: none"><li>■ MAXIMUM 2 MINUTES OF THE AD REEL</li><li>■ ONLY AVAILABLE FOR MISSION EVERYONE / RESTRICT (NO KIDS) / FAMILIES</li><li>■ TITANIUM PREMIUM POSITION NOT AVAILABLE</li><li>■ NO CUMULATION WITH PROMOS</li></ul>	

**EXCLUSION  
OF WEEKS  
50-53**

Place your ad campaign in our ad reel with 'Always On' and increase the impact on moviegoers, by having a presence on the Big Screen for up to 40 weeks of the year.

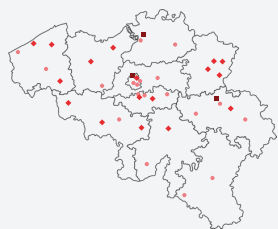


# DISTRIBUTION

Always On

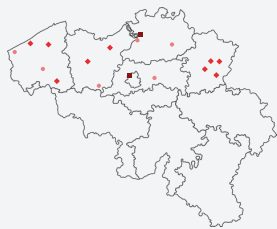
## CP NATIONAL

315 screens  
100%



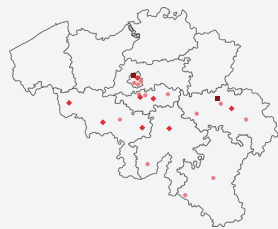
## CP NORTH + BXL\*

164 screens  
54,6%



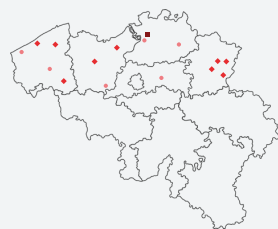
## CP SOUTH + BXL

176 screens  
53,4%



## CP NORTH

139 screens  
46,6%



## CP SOUTH

135 screens  
41,9%



## CP BXL8

71 screens  
21,6%



## CP BXL5

41 screens  
11,5%



MISSION EVERYONE / RESTRICT / FAMILIES

NOT AVAILABLE  
FOR ALWAYS ON

\*Kinepolis BXL only

## THE NUMBER OF PASSES

Cinema advertising is commercialized weekly.  
A period runs from Wednesday (the day of the  
movie releases) to the following Tuesday.

### FULL TEMPO

the ad campaign prior to  
all of the movie titles\*.

1 pass = 1 week



\*certain events excluded

HALF TEMPO  
NOT AVAILABLE  
FOR ALWAYS ON



# COMMERCIAL MODALITIES

Multiple discounts are applied cumulatively.

<b>SPONSOR MENTION</b> ( Storyboard approval is required. )	Mentioning another brand without commercial arguments: <b>+20%</b> Two or more mentions: <b>+30%</b>
<b>CO-BRANDING</b> ( Storyboard approval is required. )	2 different products from the same advertiser with commercial arguments: <b>+20%</b> 2 different advertisers with commercial arguments: <b>+40%</b>
<b>PREFERRED PLACEMENT</b>	Silver: <b>+10%</b> Gold: <b>+20%</b> Titanium: <b>+30%</b> National distribution only. Available only for Mission Everyone and Mission restrict (No Kids).
<b>DUO ADS</b>	The sum of both ads is used to determine the rate.
<b>NO KIDS</b>	Can be purchased if a restriction is imposed.
<b>PROMOS</b>	Once a promo has been awarded, cumulation with other promos is no longer possible.

<b>WELCOME DISCOUNT</b>	<b>-10%</b>	For advertisers and brands that were not active at Brightfish in the past calendar year.
<b>FELLOWSHIP DISCOUNT</b>	<b>-30%</b>	For the benefit of books, press, film and music distributors.
<b>PUBLIC SERVICE DISCOUNT</b>	<b>-30%</b>	For non-commercial advertisers with a message of public interest.
<b>CHARITY DISCOUNT 1</b> Subject to available ad space	<b>-50%</b>	If there <u>IS</u> a call for action, money donation or an account number present. (also for NGO's)
<b>CHARITY DISCOUNT 2</b> Subject to available ad space	<b>-85%</b>	If there is <u>NO</u> call for action, money donation or an account number present. (also for NGO's)

Discounts are NOT applied to creative products, technical and/or production costs.





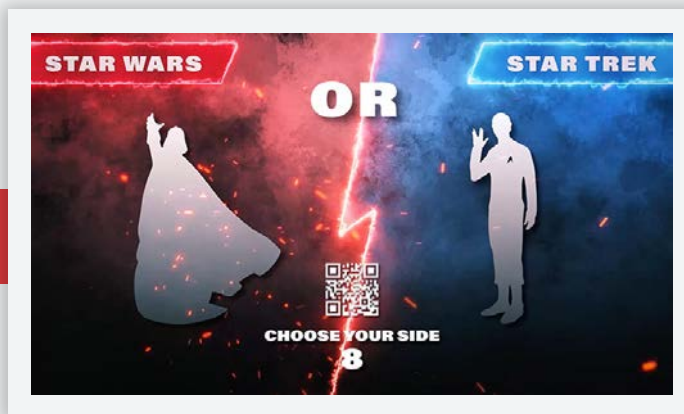
# SOMETHING EXTRA

## LIKE A TAILOR WOULD!

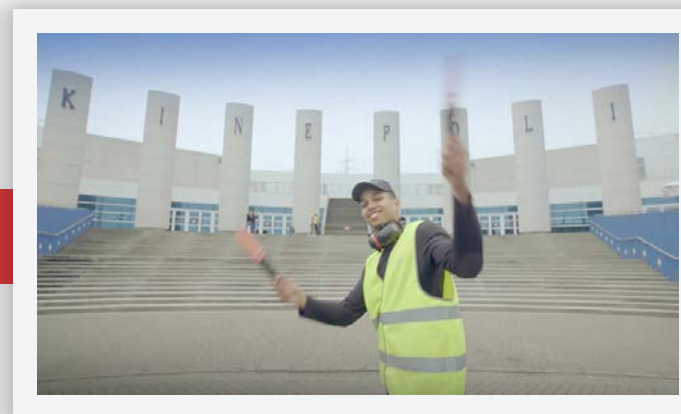
Are you looking for a custom solution? Anything is possible!  
Together with our in-house creative production team, we can build your idea/desire  
from a blank sheet of paper, all the way to the actual creation.



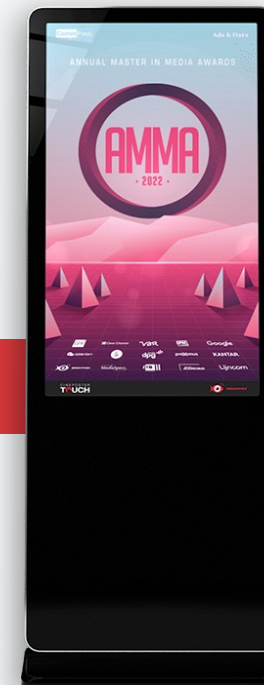
static poster creation



on-screen creation



aftermovie creation










animated poster creation



# DISTRIBUTION - ALL

BRIGHTFISH

	 MISSION EVERYONE	 MISSION RESTRICT	 ALL MISSIONS	 MOVIE MATCH	 12 FLEX	 ALWAYS ON	 PREMIUM POSITION
CP NATIONAL	✓	✓	✓	✓	✓	✓	✓
CP SOUTH + BXL	✓	✓	✓	✓	✓	✓	
CP NORTH + BXL	✓	✓	✓	✓	✓	✓	
CP SOUTH	✓	✓	✓	✓	✓	✓	
CP NORTH	✓	✓	✓	✓	✓	✓	
CP BXL8	✓	✓					
CP BXL5	✓	✓					
AVAILABLE FOR					MISSION EVERYONE MISSION RESTRICT	MISSION EVERYONE MISSION RESTRICT MISSION FAMILIES	MISSION EVERYONE MISSION RESTRICT

