

L'Anglophone



L'Anglophone sprl
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MEDIA KIT 2010

CONCEPT

L'Anglophone is an English-language newspaper in Brussels that offers local, national and EU coverage to a cosmopolitan audience. Rather than being a "survival guide" for short-term expatriates, *L'Anglophone* aims to bring natives, newcomers and long-term residents together in Belgium by keeping its 340,000 English speakers informed about their local community. *L'Anglophone* has published online daily since October 2009 and intends to print monthly.

In cooperation with the BELGA wire service, *L'Anglophone* covers local and national news stories of interest to its readers. Other sections include: Feature Stories; Local Law Q&A; daily TV, movie, and event listings; an arts column; a style column; "The Best Case" (two local experts debate survey-driven questions); reviews of films, concerts, books and restaurants of note; and European Union news (we avoid the "political insider" fare found in so many English weeklies, focussing instead on the average citizen's perspective). Finally, *L'Anglophone* features Sudoku, British- and American-style crossword puzzles.

READER PROFILE

L'Anglophone is aimed toward Belgium's cosmopolitan, high-income, long-term expatriates from countries throughout the world, with particular emphasis on those buying homes, having children, and building a life here.

CIRCULATION

The first print edition of 10,000 copies arrived 25 May 2010. 9,000 copies were distributed to high-speed rail and airline passengers; 500 went to the European institutions, and the rest were made available for sale from news agents. Please email advertising@langlophone.com for a (hard or soft) copy, or details about stories planned for September.

L'Anglophone plans to print 10 issues per year.