



COLRUYTGROUP
Academy

A decorative graphic on the left side of the slide, consisting of a teal semi-circle and a yellow semi-circle, both with rounded ends.

Media Technical specifications

Table of content

- Website
- Mailings
- Social
- Magazine
- Academies
- Campaign & thematic package
- Funnel package

01

Website

Bannering

Content article

Content display

Top Banner Content Platform

- **Desktop:** 970 x 250 pixels, above the fold
- **Mobile:** 300 x 250 pixels, above the fold
- **Delivery of visual assets in both languages separately**
- **Delivery of URL**
 - Redirection possible to pages within or outside the Colruyt Group platform
- **Deadline:** 1 month before the live date

Desktop
970 x 250



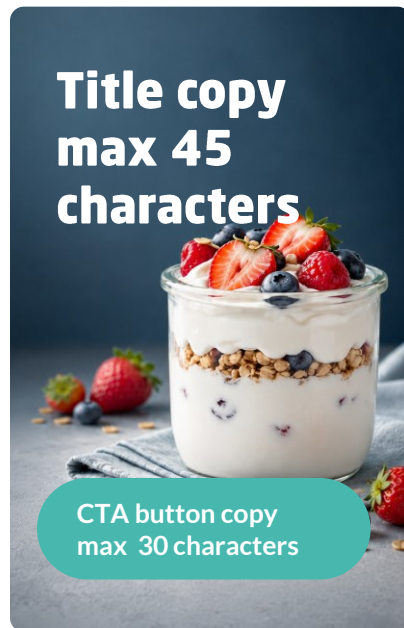
Mobile
300 x 250



Banner tile

Content Platform

- **1 Background image (no text on the image):** 510 x 842 pixels
 - Automatic rescaling to mobile
- **2 Title copy:** max 45 characters
- **3 CTA button copy:** max 30 characters
 - optimal max. 15 characters
- **Delivery of URL**
 - Redirection possible to pages within or outside the Colruyt Group platform
- **Deadline:** 1 month before the live date



The visual and copy, must be delivered separately and will be combined into one final banner tile on our website.

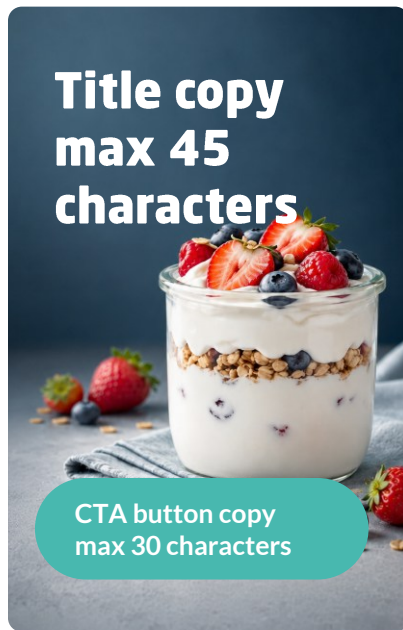


2 Title copy
max 45
characters

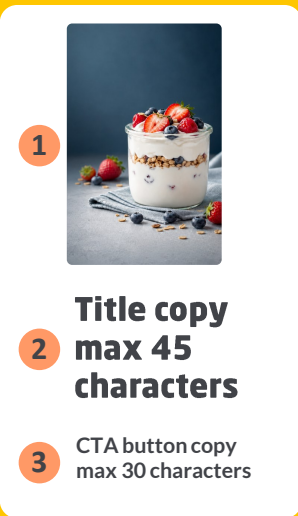
3 CTA button copy
max 30 characters

Banner tile Offer

- **1 Background image (no text on the image):** 510 x 842 pixels
 - Automatic rescaling to mobile
- **2 Title copy:** max 45 characters
- **3 CTA button copy:** max 30 characters
 - optimal max. 15 characters
- **Delivery of URL**
 - Redirection possible to pages within or outside the Colruyt Group platform
- **Deadline:** 1 month before the live date



The visual and copy, must be delivered separately and will be combined into one final banner tile on our website.



Content Article

Content tile (in the blog overview) in both languages separately :

Title

- Max. 56 characters (including spaces)
- This is the same as the blog article title
- Choose a title that grabs attention

Short description

- Max. 110 characters (including spaces) – summarize the article in 1 or 2 sentences
- Briefly describe what the reader will gain from the article

Blog article in both languages separately :

Title

- Max. 56 characters (including spaces)
- Choose a compelling title that addresses a problem and offers an answer

Intro

- Max. 250 characters (including spaces)
- Introduce what the reader can expect to learn or discover
- This determines whether the reader continues reading

Images:

- Desktop banner: 1920 x 500
- Mobile banner: 1000 x 620
- Content tile image: 750 x 480
- Image in the blog: 750 x 480

URL

- Link to the destination page

Body text (content):

- ± 2,000 characters (including spaces)
- Tips & tricks – stories – answer to a question
- Combination of background/context (explaining the why) with practical tips & tricks (e.g. “x tips to...”)
- Written in an engaging, activating, and motivating tone
- Divide into approx. 3 paragraphs with subheadings so the text is easy to scan and encourages further reading

Body text (recipe):

- Preference for healthier recipes
- ± 2,000 characters (including spaces)
- Extra required materials for recipe:
 - Recipe image(s)
 - Ingredients list
 - Step-by-step instructions
 - Number of servings + cooking time



5 natuurlijke oplossingen om je goed te voelen tijdens de (peri)menopauze

De overgang naar de menopauze is een tijd waarin je veel veranderingen ervaart. Het is belangrijk om je lichaam en geest goed te ondersteunen. Hier zijn vijf natuurlijke oplossingen die je kunnen helpen om je beter te voelen tijdens de (peri)menopauze.



Je schone extra ondersteuning? De natuurlijke oplossingen helpen je om je beter te voelen tijdens de (peri)menopauze. De natuurlijke oplossingen helpen je om je beter te voelen tijdens de (peri)menopauze.

02

Mailings

Bannering

Traffic Content Article

Exclusive discounts

Banner Mailing

- **Desktop & mobile:** 963 x 246 pixels, above the fold
- **Delivery of visual assets in both languages separately**
- **CTA copy:** max 25 karakters
- **Delivery of URL**
 - Redirection possible to pages within or outside the Colruyt Group platform
- **Deadline:** 1 month before the live date

Desktop
963 x 246



Insert productblok

- **Delivery of packshot product**
- **Copy:**
 - Title: max 36 characters** (including spaces) in both languages separately
 - Body: max 130 characters** (including spaces) in both languages separately
- **Delivery of URL**
 - Redirection possible to pages within or outside the Colruyt Group platform
- **Deadline:** 1 month before the live date



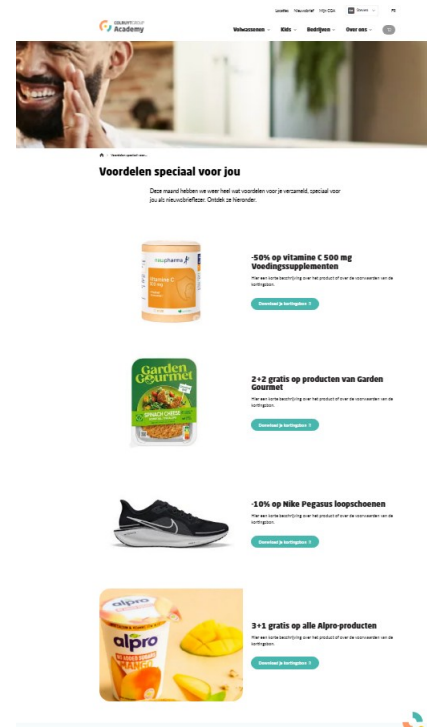
Exclusive discount Season

Content tile (in the mailing overview) in both languages separately :

- **Delivery of packshot product or image**
 - Content tile image: 750 x 480
- **Discount copy:** Max. 36 characters (including spaces)

Landingspage in both languages separately :

- **Extra copy next to the discount copy:** max 160 characters
- **A6 PDF format with All technical, legal, and operational information and valid barcode or code**
 - Partners are free to define their own terms and conditions
- **Deadline:** 1 month before the live date



Exclusive discount Campaign

Content tile (in the mailing overview) in both languages separately :

- **Delivery of packshot product or image**
 - Content tile image: 750 x 480
- **Discount copy:** Max. 36 characters (including spaces)

Landingspage in both languages separately :

- **Extra copy next to the discount copy:** Max. 160 characters
- **A6 PDF format with All technical, legal, and operational information and valid barcode or code**
 - Partners are free to define their own terms and conditions
- **Deadline:** 1 month before the live date



03

Social media

Learn post

Try post

Inspire post

Learn post

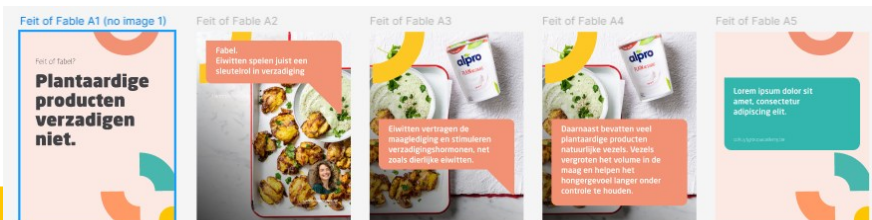
Format & Structure

- **Number of visuals:** the format consists of a minimum of 3 and a maximum of 5 visuals
- **Each slide has a fixed role:**
 - A1: Statement / Fact-or-Myth question
 - A2: Explanation (fact or myth)
 - A3 (optional A4): Further explanation + partner integration (product and/or lifestyle image + message)
 - A5 (if applicable): Closing / Call to Action / branding

Visuals

- For visuals 1 to 3 or 4, supporting visuals related to the topic must be supplied.
One visual may continue across multiple slides to create a sense of flow.
- Resolution: minimum 150 dpi

Deadline: 2 months before live



Imagery

- Backgrounds: lifestyle imagery, possibly showing the product in use
- Products: pure packshots; integration only within a circular frame
- Usage rights: images must be royalty-free or provided with clear usage rights
- No text on images

Text & Content

- Text must be delivered as editable copy (Word document or email)
- Length guidelines:
 - Headlines: max. 45 characters
 - Body copy per visual: max. 230 characters

Tone of voice

- Informative and accessible
- Non-medical / non-diagnostic
- Positive

Partner Integration Options

- The topic aligns with the monthly theme, or
- An expert or testimonial from xxx is featured, or
- A reference to a product that supports the tip or message, or
- Product integration:
 - Subtle and visually balanced
 - Background integration: product shown in use within a warm setting
 - Product shot: displayed only within a circular frame

Try post

Format & Structure

Video Format

- Recording of kitchen hacks that make everyday life easier for the viewer
- No full recipes
- Fixed on-screen CGA host

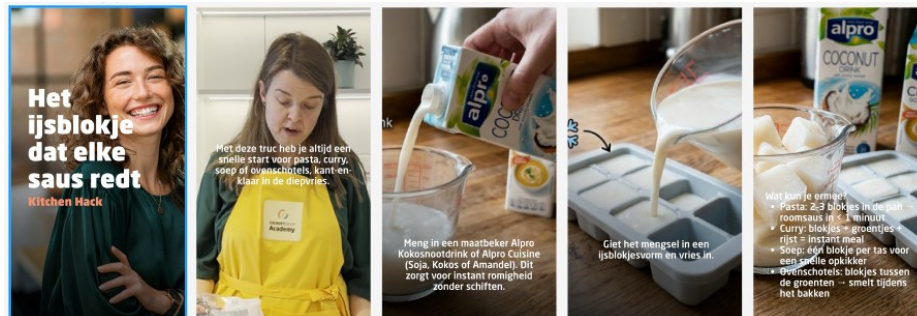
Structure

- Opening title card: mention of the hack + intended result
- Video: explanation and demonstration of the hack
- Closing title card: CGA Call to Action

Partner Integration Options

- Product shown on-screen and/or
- Subtle verbal reference by the presenter

Deadline: 2 months before live



Inspire post

Choice between 2 formats & Structure

Format Image

- **Number of visuals:** maximum 5
- **Fixed role per slide:**
 - **Slide 1:** Intro + format title
 - **Slide 2:** Tip 1
 - **Slide 3:** Tip 2
 - **Slide 4:** Tip 3
 - **Slide 5:** CTA + branding

Format Video

- An expert presents **3 relevant and well-substantiated tips** related to the theme and the key statement introduced upfront.
- The tips are **relevant for the viewer**.
- **No promotional tips.**
- The tips are **discussed and aligned in advance**.



Visuals

- **Resolution:** minimum 150 dpi
- **Content:**
 - Lifestyle or supporting image per slide, **or**
 - One continuous visual across multiple slides
 - Consistent style across all slides
 - **No text on the visuals**
 - **Packshots:** only integrated within a bol

Text & Content

- Text must be delivered as **editable copy** (Word or email)
- **Length guidelines:**
 - Titles: max. **45 characters**
 - Body text per visual: max. **230 characters**
- **Tone of voice:**
 - Informative and accessible
 - Non-medical / non-diagnostic
 - Expert-driven but approachable
 - Positive

Partner integration options

- Linked to an expert
- Reference to a product that aligns with the tip
- Product integration

04

Magazine 'Stay Inspired'

Advertising

Content inspiration

Exclusive discounts

Advertising



- 1/1 page
- Format: full bleed – H 270 mm x W 210 mm
- Delivery: PDF with crop marks
in both languages separately



- 2/1 page
- Format: full bleed – H 270 mm x W 420 mm
- Delivery: PDF with crop marks
in both languages separately

Deadline:

- May 2026 edition: 30/01/2026
- October 2026 edition: 10/07/2026
- February 2027 edition: 01/11/2026

Advertorial

Format in both languages separately:

- 1/1 page full bleed – H 270 mm x W 210 mm
- 2/1p full bleed - H 270 mm x B 420 mm

Title - intro:

- Title: $\pm$ 50 characters (including spaces)
- Intro: $\pm$ 250 characters (including spaces)

Body:

- Structure: X tips or questions and answers
 - Content-wise, you can take two approaches: either inspire readers through practical tips and tricks, or highlight a corporate initiative from the brand's perspective.
 - 1/1 page $\pm$ 1,200 characters (including spaces)
 - 2/1 page $\pm$ 3,300 characters (including spaces)

Quote:

- ± 90 characters (including spaces)

[illegible]

Cooking inspiration

- **Delivery of recipee shot** in high res print quality
 - Food top shot
 - Drink front shot
- **Recipee-text** in both languages
- **Recipee and ingredient features:** focusing on health or convenience, according to the theme

Deadline:

- May 2026 edition: 30/01/2026
- October 2026 edition: 10/07/2026
- February 2027 edition: 01/11/2026



Product inspiration - recipe

- **Delivery of packshot product**
- **Product features within the theme:** Max. 245 characters (including spaces)

Deadline:

- May 2026 edition: 30/01/2026
- October 2026 edition: 10/07/2026
- February 2027 edition: 01/11/2026



Product inspiration - inspirational product

- Delivery of packshot product
- Product features within the theme: Max. 580 characters (including spaces)

Deadline:

- May 2026 edition: 30/01/2026
- October 2026 edition: 10/07/2026
- February 2027 edition: 01/11/2026



Product inspiration - Product suggestion

- Delivery of packshot product and brand & product name

Deadline:

- May 2026 edition: 30/01/2026
- October 2026 edition: 10/07/2026
- February 2027 edition: 01/11/2026



Get inspired page

- **Delivery of packshot product or image**
- **Copy in both languages separately** : Title and content-driven, non-commercial body text where the brand can be mentioned in and at the bottom of the text.
- **URL-link:** for QR-code if you would like to use one that leads to a Group website or an external website.

Deadline:

- May 2026 edition: 30/01/2026
- October 2026 edition: 10/07/2026
- February 2027 edition: 01/11/2026



Get inspired insert

- **Delivery of packshot product**
- **Copy in both languages separately** : Title and content-driven, non-commercial body text where the brand can be mentioned in the text.

Deadline:

- May 2026 edition: 30/01/2026
- October 2026 edition: 10/07/2026
- February 2027 edition: 01/11/2026

**GET INSPIRED**

BLIJF GEMOTIVEERD MET HET JUISTE MATERIAAL

Boost je workout met deze sportieve tips van Nike. Uptatendunt uta sam quia sequis sim uptatendunt uta sam quia sequis sim

- ▶ Stel doelen. Geef je training richting voor motivatie
- ▶ Pak het samen aan. Profiteer van de energie van je sportbuddy
- ▶ Draag je beste gear. Investeer in goede schoenen en sportieve kleding



**GET INSPIRED**

**WIST JE DAT...
...YOGHURT JE BOTTEN VERSTERKT**

Joske Vermeide, productmanager bij Danone, legt uit: Otatus milis dolorem erped etur aut ratasim persolorem iumquo doluptatur as que odit faciderunt, ullabor eribus ditaectemos atem autempor pis eliquam renist

- ▶ Godic tempos si. asin explab ipsam unt hiliquia derio.
- ▶ Blita vid exces excearum accupta santis eriosam, sa arumetus.
- ▶ Blita vid exces excearum accupta santis eriosam, sa arumetus.



Exclusive discount

Complete and submit the PSD template in both languages separately

LINK

Deadline:

- May 2026 edition: 30/01/2026
- October 2026 edition: 10/07/2026
- February 2027 edition: 01/11/2026



05

Academies

Goodiebags

Advertising

Goodiebag

VOUCHER

Complete and submit the PSD template in both languages

LINK

The action must be valid for at least 2 month after the season.

Deadline:

- Booklet 2 2026: October to march – delivery by June 2026
- Booklet 1 2027: April to september – delivery by Januari 2027



SAMPLING/GADGET/FLYER

Delivers the agreed quantities of sampling, gadget or flyer (maximum size = A5) on time to the following address:

*For the attention of Carla Blommaerts
Stroppen Hall 1
Bilkensveld 9
1500 Halle
Quay 9 and 10*

The best-before date of the samples must be valid for at least one month after the season.

Deadline:

- Season 1: April to June - delivery by March 15, 2026
- Season 2: September to December - delivery by August 15, 2026
- Season 3: January to March - delivery by December 15, 2026

Goodiebag quantities per period

SAMPLING/GADGET/FLYER

	Season 1 April to June	Season 2 September to December	Season 3 January to March
Food goodiebag	11.600	14.750	8.800
Baby goodiebag	110	110	60
Kidsgoodiebag	8.184	6.536	4.256
Academy Talks goodiebag	1.250		

Digital Signage

- **Delivery MP4 file in both languages separately**
- **Dimensions DS:** horizontal 1920 x 1080
- **Duration:** minimum 5 seconds - maximum 10 seconds
- **Deadline:** 1 month before the live date



Poster

- **Dimensions:** Ready-to-use poster A3 in both languages separately
 - **Quantities:** 14 NL - 6 FR
- **Delivery to the following address:**
For the attention of Carla Blommaerts
Strophen Hall 1
Bilkensveld 9
1500 Halle
Quay 9 and 10
- **Deadline:** 1 month before the live date





Thank you for delivering all the materials within the requested deadline, allowing us to deploy all planned media on time.

