Wallonie Aujourd'hui
wallonieaujourdhui.be

November 2026

MEDIA KIT

Turn your company updates into news

Publish your company's news on Wallonie Aujourd'hui: in journalistic format, on its own permanent page, indexable on Google and published in French and English. Or reach further by publishing on all 7 of the group's digital newspapers in Belgium at once.

From €79 + VAT · One-off payment · Automatic invoice

59,000+
appearances in Google search since September 2026

7
digital newspapers

3
publishing languages

Troc Media digital newspapers

01 — THE NETWORK

A network of 7 digital newspapers

Wallonie Aujourd'hui is part of Troc Media, which publishes 5 regional newspapers in Belgium, each devoted to the news of its own region. Objectif PME and KMO Vandaag, the national business news titles, complete the network. Your article can appear in just one of them or in several at once.

5	3	3,000+	1,000+
regional newspapers	publishing languages	articles published	new articles in 30 days

Le Courrier de Bruxelles
Région de Bruxelles-Capitale
courrierdebruxelles.be FR EN

Hainaut Aujourd'hui
Hainaut
hainautaujourdhui.be FR EN

Liège Aujourd'hui
Province de Liège
liegeaujourdhui.be FR EN

Wallonie Aujourd'hui
Wallonie THIS NEWSPAPER
wallonieaujourdhui.be FR EN

Vlaanderen Vandaag
Vlaanderen
vlaanderenvandaag.be NL EN

Objectif PME
National business news
objectifpme.be FR EN

KMO Vandaag
National business news
kmovandaag.be NL EN

Close to each region
Each newspaper is devoted to the news of its own community: its towns, its institutions and its businesses.

In their readers' languages
Between them they publish in French, English and Dutch, and each article is translated into the languages of its newspaper.

A business section in every newspaper
Company news has its own section in every regional newspaper, with the same design as the rest of the news.

Beyond Belgium
Troc Media also publishes 26 digital newspapers in other countries: Spain, Portugal, France and the UK.

Looking for more impact or an international campaign? Email us at **entreprises@wallonieaujourdhui.be** and we'll put together a tailored proposal.

02 — THE ARTICLE

A news article works harder than a post

A social media post disappears fast. A news article in a newspaper remains a permanent digital asset: you can share it with clients, link to it from your website or send it on WhatsApp or LinkedIn, and it stays indexable on Google.



What's included

- Its own permanent page on Wallonie Aujourd'hui, with its own URL
- A spot on the homepage when it is published, until newer articles take its place
- A dofollow link to your website, which you add in the form
- News format: headline, subheading, text and photos
- Versions in French and English, automatically translated
- Automatic invoice

> **In the newspaper's own design.** It is published with the same layout as the rest of Wallonie Aujourd'hui: it reads well on a phone and can be shared and linked to like any other page of the newspaper.

WHY IT IS A SOUND INVESTMENT

Pay once, lasting presence

An ad stops showing when the budget runs out. The article stays published, with no subscriptions or renewals.

The backing of a newspaper

Your news, published by a digital newspaper: a link that builds trust with clients, partners and suppliers.

Good for SEO

An indexable page on a news domain, with a dofollow link to your website.

Ready for AI search

AI assistants answer with information from the web, and the article sits on a site that is open to their crawlers.

03 — GOOGLE AND AI

Built to be found

Every article is published on the same technical foundations as the rest of the newspaper, designed so that search engines and AI assistants can crawl it and understand it.

ON GOOGLE, SINCE SEPTEMBER 2026

59,000+

appearances in Google search results

Data from Google Search Console, Google's tool for publishers, across the network's 7 newspapers. An appearance is each time one of their pages shows up in the results of a search.

Its own permanent URL

An address just for the article, declared as its canonical URL: always the same, with no expiry date.

News structured data

Schema.org NewsArticle markup with headline, dates, image and publisher, so that search engines recognise it as news.

Sitemap and news sitemap

It is listed in the newspaper's sitemap and, for its first 48 hours, in its news sitemap.

One URL per language

Each version (French and English) has its own indexable page, linked to the others with hreflang.

Dofollow link

A link without nofollow to your website, with the anchor text you choose when you prepare the article.

Ready to share

A large image and the headline when shared on WhatsApp, LinkedIn, Facebook or X, thanks to its Open Graph tags.

Open to AI search engines

The group's newspapers allow crawlers from OpenAI (ChatGPT), Anthropic (Claude), Perplexity and Google, among others, and publish a guide for AI assistants (llms.txt). The article is within reach of the AI search engines that draw their answers from the web.

Indexing, ranking on Google and appearing in AI answers depend on each platform: nobody can guarantee them.

04 — MANY USES

One article, many uses

Once it is published, you can use it wherever it helps you.

WhatsApp
Send it to your clients

LinkedIn
Share it with contacts and followers

Website
Link to it from the news page of your website

Google
Add it to your Google Business Profile

Instagram and Facebook
Post it on social media

Quotes
Attach it to quotes and emails

What can you publish?

- Opening of a new location
- Product or service launch
- Company profile
- Anniversary or milestone
- Award or certification
- Taking part in a trade fair
- New partnership or agreement
- Local, social or cultural project
- Campaign, expansion or new phase

News that doesn't expire

It is not here today and gone tomorrow: it is a news article in a newspaper, with its own URL, which you can link to from your website, send to clients and share on social media whenever it suits you. No subscriptions or renewals.

HOW IT WORKS

Three steps to get your article in the paper

1. You write the article in our form, or email us and we will prepare it for you from your website.
2. You see it exactly as it will be published and change the text and photos as many times as you need.
3. When you are happy with it, you pay and it goes live straight away. If you are not convinced, you pay nothing.

05 — PRICES

Choose the reach of your article

LOCAL

Wallonie Aujourd'hui

This newspaper only

€79 + VAT

One-off payment · Automatic invoice

- 1 article published on Wallonie Aujourd'hui
- Initial homepage placement
- Your own permanent URL
- 1 dofollow link to your website*
- Versions in French and English
- Indexable page on Google

RECOMMENDED

LOCAL + NATIONAL B2B

Wallonie Aujourd'hui + Objectif PME

The local paper + the national business title

€119 + VAT

One-off payment · Automatic invoice

- Everything in the Local plan
- Also published on Objectif PME
- 2 permanent URLs
- 2 dofollow links*
- Stronger brand presence
- For companies, B2B services, start-ups and corporate news

MAXIMUM COVERAGE

THE WHOLE NETWORK

All 7 newspapers in the network

7 newspapers · 7 URLs · nationwide coverage

€249 + VAT

One-off payment · Automatic invoice

- Published in 7 digital newspapers
- 7 permanent URLs
- 7 dofollow links*
- Wider regional coverage
- An indexable page on every newspaper
- Ideal for campaigns, agencies, franchises and growing brands

* You add the dofollow link in the form, with the anchor text and address of your choice.

Secure payment · Automatic invoice · Published straight away · No subscriptions

FREQUENTLY ASKED QUESTIONS

Does the article stay published for good?

Yes. It has its own URL and stays published indefinitely, with no subscriptions or renewals, as long as it meets the newspaper's publishing terms.

Will it appear on Google?

It is published as an indexable page, with news structured data and listed in the newspaper's sitemaps. When and how it is shown is up to Google, but the page is ready to be crawled from day one.

Is it translated automatically?

Yes. You write it in one language and it is published in all the newspaper's languages (French and English), automatically translated. Each version has its own indexable URL.

What does it look like once published?

In the newspaper's news format: headline, subheading, photo and text, with the same layout as the rest of its pages. Misleading, offensive or unlawful content is not accepted.

Do we need to have the text written already?

No. You can start from an idea, a press release or your website. If the headline is the hard part, we'll suggest 2 or 3 before publishing.

Can it be shared on social media?

Yes. When shared on WhatsApp, LinkedIn, Facebook, X or by email, it shows its image and headline.

WALLONIE AUJOURD'HUI

Shall we get started?

If you're not convinced, you pay nothing.

Write it yourselves

Write the article in the form and see it exactly as it will be published before you pay.

wallonieaujourdhui.be/en/entreprises/publier

Or let us prepare it for you

Email entreprises@wallonieaujourdhui.be with your website address and we'll prepare the article for you.

entreprises@wallonieaujourdhui.be

Not sure what headline to use?
Tell us in three lines what you want to announce and we'll suggest 2 or 3 headlines with a news angle. We reply the same working day.

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