

DIGITAL RATES 2019

WWW.ROULARTAMEDIA.BE

Roularta
Media



RATES

CONTENT



DIGITAL

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ROULARTA DISPLAY SITE-SPECIFIC

The Roularta network is widely known for its high standard and quality websites. Next to our strong premium brands, we offer a selection of high-level executive brands that allow you to reach a very select target audience in a first-rate environment.



ROULARTA PREMIUM NETWORK

Knack.be-Levif.be (D/F), Weekend.be (D/F), Knackfocus.be (D), Focusvif.be (F), Sportmagazine.be (D/F), Plusmagazine.be (D/F), Nest.be (D/F), Flair.be (D/F), Fashionista.be (D), Feeling.be (D), Gael.be (F), Libelle.be (+Mama+Lekker) (D), Femmesdaujourdhui.be (+ Maman+Délices) (F)

FORMATS	ROS
(Large/Big) Leaderboard / Medium Rectangle / Skyscraper	20,00 €
Billboard / Half Page / Wide Skyscraper / Inread Video / Interscroller / Floor Ad(desktop only)	25,00 €
Take-Over + Half Page	50,00 €
2-AD	40,00 €
Pre-Roll	n/a

All rates are VAT-exclusive

ROULARTA EXECUTIVE NETWORK

Trends.be (D/F), Moneytalk.be (D/F), DataNews.be (D/F), InsideBeleggen.be/InitiëleBourse.be, Kanaalz.be/Canalz.be

FORMATS	ROS
(Large/Big) Leaderboard / Medium Rectangle / Skyscraper	30,00 €
Billboard / Half Page / Wide Skyscraper / Inread Video / Interscroller / Floor Ad(desktop only)	35,00 €
Take-Over + Half Page	60,00 €
2-AD	55,00 €
Pre-Roll (Kanaal/Canal Z)	40,00 €



INVENTORY ROULARTA NETWORK

Available Impressions/Month Desktop + Mobile

SITES	(LARGE/BIG) LEADERBOARD BILLBOARD	MEDIUM RECTANGLE HALF PAGE	2 AD TAKE OVER + HALF PAGE	SKYSCRAPER WIDE SKYSCRAPER	INREAD VIDEO INTERSCROLLER	FLOOR AD (DESKTOP ONLY)	PRE-ROLL
RUN OF NETWORK D	18,200,000	16,600,000		5,200,000	1,037,000		
RUN OF NETWORK F	7,600,000	7,140,000		3,100,000	365,500		
TOTAL NETWORK	25,800,000	23,740,000		8,300,000	1,402,500		
Knack.be	4,147,000	3,414,000	3,414,000	3,765,000	526,000	2,518,000	n/a
Levif.be	2,612,000	2,153,000	2,153,000	2,290,000	269,000	1,355,000	n/a
Weekend.be D	1,226,000	969,000	969,000	1,075,000	59,000	619,000	n/a
Weekend.be F	551,000	436,000	436,000	491,000	8,000	206,000	n/a
Plusmagazine.be D	365,000	341,000	341,000	281,000	65,000	258,000	n/a
Plusmagazine.be F	213,000	200,000	200,000	132,000	2,500	119,000	n/a
Knackfocus.be	237,000	175,000	175,000	209,000	5,000	143,000	n/a
Focusvif.be	101,000	83,000	83,000	84,000	2,500	65,000	n/a
Sportmagazine.be D	200,000	152,000	152,000	178,000	24,000	114,000	n/a
Sportmagazine.be F	93,000	80,000	80,000	85,000	4,000	61,000	n/a
Feeling.be D	856,000	1,515,000	856,000	n/a	80,000	844,000	n/a
Gael.be F	263,000	528,000	263,000	n/a	10,000	224,000	n/a
Libelle.be	1,375,000	2,236,000	1,375,000	n/a	125,000	1,416,479	n/a
Femmesdaujourhui.be	379,000	611,000	379,000	n/a	n/a	404,000	n/a
LibelleLekker.be	3,961,000	4,012,000	3,961,000	n/a	13,000	1,306,000	n/a
FemmesDélices.be	286,000	373,000	286,000	n/a	9,000	94,000	n/a
LibelleMama.be	365,000	250,000	365,000	n/a	8,000	245,000	n/a
FemmesMaman.be	635,000	370,000	635,000	n/a	4,000	362,000	n/a
Flair.be D	4,710,000	4,272,000	4,710,000	n/a	100,000	3,442,000	n/a
Flair.be F	1,915,000	1,720,000	1,915,000	n/a	27,000	1,288,000	n/a
Fashionista.be D	184,000	201,000	184,000	n/a	n/a	128,000	n/a
Trends.be	953,000	770,000	770,000	845,000	33,000	694,000	n/a
Trendstendances.be	672,000	565,000	565,000	596,000	19,000	454,000	n/a
Datanews.be D	324,000	277,000	277,000	271,000	42,000	208,000	n/a
Datanews.be F	86,000	70,000	70,000	70,000	2,500	61,000	n/a
Moneytalk D	200,000	163,000	163,000	191,000	22,000	140,000	n/a
Moneytalk F	66,000	54,000	54,000	63,000	8,000	43,000	n/a
Insidebeleggen.be	36,000	31,000	31,000	35,000	n/a	30,000	n/a
Initiedelabourse.be	17,000	14,000	14,000	17,000	n/a	14,000	n/a
KanaalZ.be D	145,000	105,000	105,000	131,000	n/a	108,935	40,000
CanalZ.be F	48,000	31,000	31,000	42,000	n/a	41,000	13,000



ROULARTA PACKS

Apart from our separate titles, we offer you the comfort of choosing from a selection of pre-defined sites, or interests. Both of which can be chosen per language.



Run of NETWORK (All sites in the Roularta network) *	FORMATS	CPM
	(Large/Big) Leaderboard / Medium Rectangle / Skyscraper	15,00 €
	Billboard / Half Page / Wide Skyscraper / Inread Video / Interscroller	18,00 €

Run of LIFESTYLE *	FORMATS	CPM
	Weekend.be, Plusmagazine.be, Nest.be, Flair.be, Fashionista.be, Feeling.be, Gael.be, Libelle.be (+Mama+Lekker), Femmesdajourdhui.be (+ Maman+Délices)	
	(Large/Big) Leaderboard / Medium Rectangle	18,00 €
	Billboard / Half Page / Inread Video / Interscroller	20,00 €

Run of NEWS & BUSINESS *	FORMATS	CPM
	Knack.be, Levif.be, Knackfocus.be, Focusvif.be, Sportmagazine.be, Trends.be, Moneytalk.be, InsideBeleggen.be /Initiedelabourse.be, Kanaalz.be /Canalz.be	
	(Large/Big) Leaderboard / Medium Rectangle / Skyscraper	18,00 €
	Billboard / Half Page / Wide Skyscraper / Inread Video / Interscroller	20,00 €

Run of EXECUTIVE *	FORMATS	CPM
	Trends.be, Moneytalk.be, DataNews.be, InsideBeleggen.be/InitiedelaBourse.be, Kanaalz.be/Canalz.be	
	(Large/Big) Leaderboard / Medium Rectangle / Skyscraper	25,00 €
	Billboard / Half Page / Wide Skyscraper / Inread Video / Interscroller	28,00 €

* all rates on condition that the pack is kept intact.
All rates are VAT-exclusive



INVENTORY ROULARTA PACKS

Available Impressions/Month Desktop + Mobile

PACK	(LARGE/BIG) LEADERBOARD BILLBOARD	MEDIUM RECTANGLE HALF PAGE	SKYSCRAPER WIDE SKYSCRAPER	INREAD VIDEO INTERSCROLLER	FLOOR AD (DESKTOP ONLY)
RUN OF NETWORK (D)	18,200,000	16,600,000	5,200,000	1,037,000	
RUN OF NETWORK (F)	7,600,000	7,140,000	3,100,000	365,500	
Total RON	25,800,000	23,740,000	8,300,000	1,402,500	
LIFESTYLE (D)	12,600,000	11,800,000	n/a	385,000	8,258,479
LIFESTYLE (F)	4,000,000	4,140,000	n/a	60,500	2,697,000
NEWS & BUSINESS (D)	5,600,000	4,800,000	5,200,000	652,000	3,420,000
NEWS & BUSINESS (F)	3,600,000	3,000,000	3,100,000	305,000	1,870,000
EXECUTIVE NETWORK (D)	1,500,000	1,000,000	920,000	99,000	1,100,000
EXECUTIVE NETWORK (F)	840,000	700,000	560,000	36,000	680,000

INVENTORY CONTEXTUAL PACKS (ROC)

Available Impressions/Month Desktop + Mobile

PACK	(LARGE/BIG) LEADERBOARD BILLBOARD	MEDIUM RECTANGLE HALF PAGE	SKYSCRAPER WIDE SKYSCRAPER
Beauty (F)	350,000	390,000	350,000
Entertainment (D)	Q2-2019	Q2-2019	Q2-2019
Entertainment (F)	Q2-2019	Q2-2019	Q2-2019
Fashion (D)	400,000	550,000	400,000
Fashion (F)	100,000	140,000	100,000
Finance (D)	450,000	350,000	350,000
Finance (F)	160,000	150,000	150,000
Food (D)	5,100,000	3,150,000	3,150,000
Food (F)	400,000	280,000	280,000
Health (D)	1,230,000	1,550,000	1,230,000
Health (F)	330,000	440,000	330,000
Home & Deco (D)	240,000	360,000	240,000
Home & Deco (F)	100,000	175,000	100,000
Travel (D)	490,000	390,000	390,000
Travel (F)	120,000	140,000	120,000
Trends Style (D)	25,000	25,000	25,000
Trends Style (F)	10,000	10,000	10,000
Trends Immo (D)	20,000	14,000	14,000
Trends Immo (F)	18,000	15,000	15,000



ROULARTA BEHAVIOURAL & CONTEXTUAL

Apart from our separate titles, we offer you the comfort of choosing from a selection of pre-defined sites, or interests.
Both of which can be chosen per language.



Run of BEHAVIOURAL*	Run of Network campaign targeted on our surfer's article consumption behavior. Readers are given an algorithmic score on their engagement within a specific field of interest, based on Recency, Frequency and Volume. This engagement score is continuously updated.	
	FORMATS	CPM
	(Large/Big) Leaderboard / Medium Rectangle / Skyscraper	18,00 €
	Billboard / Half Page / Wide Skyscraper	20,00 €

Run of CONTEXT (channels) *	Run of all (sub-)sections over all sites in the Roularta network. <i>Beauty - Entertainment - Fashion - Finance - Food - Health - Home & Deco - Travel - Trends Style- Trends Immo</i>	
	FORMATS	CPM
	(Large/Big) Leaderboard / Medium Rectangle	25,00 €
	Billboard / Half Page	30,00 €
	2 Ad	50,00 €

* all rates on condition that the pack is kept intact.
All rates are VAT-exclusive

Behavioural targetings:

Automotive D/F, Beauty D/F, Business D/F, Culture-Entertainment D/F, Decoration-Interior D/F, Entrepreneurs D/F, Fashion D/F, Film D/F, Finance D/F, Gastronomy-Cooking D/F, Health D/F, ICT & e-Business D/F, Invest-Stock Exchange D/F, Lifestyle D/F, Personal Finance D/F, Sports D/F, Travel-Citytrips D/F

Channels

Beauty: Fashionista/beauty, Feeling/beauty, Flair/beauty, Libelle/mooi, Femmesdajourdhui/Beauté, Flair/Mode-beauté, Gaël/beauté, Weekend/beauty

Entertainment: Knackfocus, Focusvif, Fashionista/celebs/fun, Flair/Celebs/lo/Film/TV/Boeken/Culture/People, Feeling/Lifestyle/Cultuur, Gael/Lifestyle/Culture, Femmesdajourdhui/Loisirs

Fashion: Fashionista/fashion, Feeling/fashion, Flair/fashion, Libelle/mooi, Femmesdajourdhui/mode, flair/mode-beauté, Gael/mode, Weekend/mode

Finance: Trends.be/Finance (D/F), Moneytalk.be (D/F), InsideBeleggen.be/InitiédelaBourse.be, Kanaalz.be/Canalz.be, Plus/Geld en Recht

Food: Fashionista/food, Feeling/food, Libelle/lekker, Femmesdajourdhui/cuisine, Flair/recettes, Gaël/gastronomie, Weekend/culinair

Health: Fashionista/body, Feeling/gezond, Feeling/psycho-relatie, Flair/body, Libelle/gezond, Femmesdajourdhui/bien-être, Femmesdajourdhui/psycho, Flair/santé, Gaël/bien-être, Knack/gezondheid, Levif/santé, Plus/gezondheid, Plus/santé

Home & Deco: Fashionista/deco, Feeling/home, Flair/deco, Libelle/thuis, Femmesdajourdhui/maison, Flair/deco, Gaël/maison, Weekend/wonen/maison

Travel: Feeling/cultuur/reizen, Flair/travel, Femmesdajourdhui/sorties/tourisme, Flair/adresses/voyage, Gael/culture/travel, Weekend/reizen/voyage



INVENTORY BEHAVIOURAL TARGETING ON ROULARTA RON


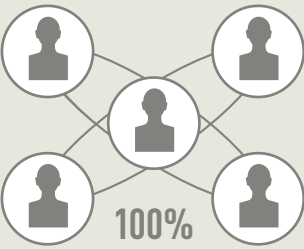

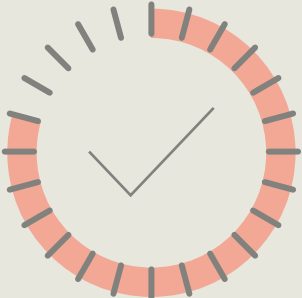




Available Impressions/Month Desktop + Mobile

PACK	(LARGE/BIG) LEADERBOARD BILLBOARD	MEDIUM RECTANGLE HALF PAGE	SKYSCRAPER WIDE SKYSCRAPER
Automotive (D)	406,000	406,000	406,000
Automotive (F)	65,100	65,100	65,100
Beauty (D)	231,000	231,000	231,000
Beauty (F)	98,000	98,000	98,000
Business (D)	770,000	770,000	770,000
Business (F)	511,000	511,000	511,000
Culture / Entertainment (D)	1,120,000	1,120,000	1,120,000
Culture / Entertainment (F)	182,000	182,000	182,000
Decoration / Interior (D)	126,000	126,000	126,000
Decoration / Interior (F)	44,800	44,800	44,800
Entrepreneurs (D)	532,000	532,000	532,000
Entrepreneurs (F)	364,000	364,000	364,000
Fashion (D)	231,000	231,000	231,000
Fashion (F)	105,000	105,000	105,000
Film (D)	238,000	238,000	238,000
Film (F)	133,000	133,000	133,000
Finance (D)	105,000	105,000	105,000
Finance (F)	175,000	175,000	175,000
Gastronomy / Cooking (D)	406,000	406,000	406,000
Gastronomy / Cooking (F)	147,000	147,000	147,000
Health (D)	1,050,000	1,050,000	1,050,000
Health (F)	560,000	560,000	560,000
ICT & e-business (D)	322,000	322,000	322,000
ICT & e-business (F)	175,000	175,000	175,000
Invest / Stock Exchange (D)	462,000	462,000	462,000
Invest / Stock Exchange (F)	140,000	140,000	140,000
Lifestyle (D)	686,000	686,000	686,000
Lifestyle (F)	266,000	266,000	266,000
Personal finance (D)	189,000	189,000	189,000
Personal finance (F)	57,400	57,400	57,400
Sports (D)	700,000	700,000	700,000
Sports (F)	259,000	259,000	259,000
Travel / Citytrips (NL)	609,000	609,000	609,000
Travel / Citytrips (F)	161,000	161,000	161,000



ROULARTA CPH

CPH campaigns will always run on the entire Roularta Network, allowing advertisers to buy (per hour) the guaranteed attention of their audience, counting exclusively impressions that were in screen for at the least 5 seconds. Measurement using Moat technology.

 <p>BRAND SAFETY</p>	 <p>100% HUMAN TRAFFIC</p>	 <p>BRAND AWARENESS +47% THAN NON CPH</p>	
<p>IMPRESSIONS ARE MINIMUM</p>  <p>5^{SEC} IN VIEW</p>	 <p>100% VIEWABILITY</p> 	 <p>UNIVERSAL INTERACTION 3X MORE THAN NON CPH CAMPAIGNS</p>	<p>AVERAGE IN-VIEW TIME +76% THAN NON CPH</p>

Run of Network COST PER HOUR - 100% VIEWABILITY *	FORMATS	CPH
	Big or Large Leaderboard / Billboard / Half Page / Wide Skyscraper	20 €
	CONDITIONS	
<ul style="list-style-type: none"> • Minimum investment: 10K • Minimum duration: 4 weeks • Minimum formats: 3 + desktop only 		

* all rates on condition that the pack is kept intact.
All rates are VAT-exclusive



ROULARTA DEDICATED MAILINGS

Database targeting based on media brand, interest or socio-demographic information

Advantages of Dedicated Mailings:

Your message is sent as a partner-mail by Roularta brands, giving you a 1-1 approach

Use our brand(s) to reinforce your brand(s)

Generate direct clicks to your site or online store

MEDIA BRAND

All brands Roularta

# OPT-Ins	CPM*
3.000 - 10.000	370.00 €
10.001 - 20.000	350.00 €
20.001 - 50.000	330.00 €
50.001 - 100.000	300.00 €
> 100.000	270.00 €

* For supplementary Socio- demographic (age, gender, location) targeting: + 25%

INTEREST

Finance, Culture, Fashion, Cooking, Déco, ...

# OPT-Ins	CPM*
2.500 - 10.000	465.00 €
10.001 - 20.000	440.00 €
20.001 - 50.000	415.00 €
50.001 - 100.000	375.00 €
> 100.000	335.00 €

* For supplementary Socio- demographic (age, gender, location) targeting: + 25%

PRODUCTION COSTS

Campaign management (testing HTML - sending - reporting)	One language € 370 - two languages € 425
Campaign management + lay-out	One language € 500 - two languages € 800
Lay-out: ready to use copy and images must be delivered	

All rates are VAT-exclusive



ROULARTA NEWSLETTERS

NEWSLETTERS	LG	SUBSCRIBERS	WEEKDAYS	# INSERTIONS	TOTAL GUARANTEED IMPRESSIONS	Leaderboard or IMU		Leaderboard + IMU	
						CPM	BUDGET	CPM	BUDGET
Knack	D	157,000	Monday till Sunday	7	200,000	20 €	4,000 €	25 €	5,000 €
Levif	F	80,000	Monday till Sunday	7	100,000	20 €	2,000 €	25 €	2,500 €
Knackfocus	D	49,000	Wednesday and Friday	4	30,000	30 €	900 €	35 €	1,050 €
Leviffocus	F	16,500	Thursday	2	5,800	30 €	174 €	35 €	203 €
Knack/Auto	D	123,000	Tuesday	1	25,000	50 €	1,250 €	55 €	1,375 €
Levif/Auto	F	54,000	Tuesday	1	10,000	50 €	500 €	55 €	550 €
Knack/Gezondheid	D	150,000	Friday	2	50,000	50 €	2,500 €	55 €	2,750 €
Levif/Santé	F	55,000	Friday	2	15,000	50 €	750 €	55 €	825 €
Weekend	D	120,000	Tue + Wed + Fri	3	70,000	30 €	2,100 €	35 €	2,450 €
Weekend	F	48,500	Tue + Fri	2	20,000	30 €	600 €	35 €	700 €
Weekend/culinair-recepten	D	89,000	Friday	1	20,000	50 €	1,000 €	55 €	1,100 €
Weekend/culinair-news	D	128,000	D : Thursday	1	25,000	50 €	1,250 €	55 €	1,375 €
Weekend/culinair-news	F	49,000	F : Wednesday	1	9,500	50 €	475 €	55 €	523 €
Weekend/reizen	D	126,500	Monday	2	60,000	30 €	1,800 €	35 €	2,100 €
Weekend/reizen	F	46,500	Monday	2	17,000	30 €	510 €	35 €	595 €
Nest	D	28,500	Monthly	1	7,000	50 €	350 €	55 €	385 €
Nest	F	14,200	Monthly	1	2,800	50 €	140 €	55 €	154 €
Plusmagazine	D	82,000	Thursday	2	55,000	30 €	1,650 €	35 €	1,925 €
Plusmagazine	F	53,000	Thursday	2	20,000	30 €	600 €	35 €	700 €
Plusmagazine/health	D	64,000	Fortnightly	2	40,000	50 €	2,000 €	55 €	2,200 €
Plusmagazine/health	F	31,000	Fortnightly	2	16,000	50 €	800 €	55 €	880 €
Plusmagazine/mijnclub	D	79,000	Fortnightly	2	40,000	50 €	2,000 €	55 €	2,200 €
Plusmagazine/monclub	F	37,000	Fortnightly	2	15,000	50 €	750 €	55 €	825 €
Sportmagazine	D	52,000	Wednesday	2	20,000	30 €	600 €	35 €	700 €
Sportmagazine	F	28,000	Wednesday	2	10,000	30 €	300 €	35 €	350 €
Trends/KZ	D	113,500	Monday till Friday	5	100,000	30 €	3,000 €	35 €	3,500 €
Trends/Cz	F	64,000	Monday till Friday	5	50,000	30 €	1,500 €	35 €	1,750 €
Trends Style	D	94,000	Thursday	4	60,000	30 €	1,800 €	35 €	2,100 €
Trends Style	F	59,000	Thursday	4	30,000	30 €	900 €	35 €	1,050 €
Trends Immo	D	24,000	Friday	2	10,000	30 €	300 €	35 €	350 €
Trends Immo	F	19,000	Wednesday	2	9,000	30 €	270 €	35 €	315 €
MoneyTalk.be	D	56,000	Monday till Friday	5	30,000	50 €	1,500 €	55 €	1,650 €
MoneyTalk.be	F	26,000	Tuesday	1	5,000	50 €	250 €	55 €	275 €
Datanews	D	30,000	Monday till Saturday	6	50,000	30 €	1,500 €	35 €	1,750 €
Datanews	F	10,500	Monday till Saturday	6	18,000	30 €	540 €	35 €	630 €
Datanewsjobs	D	13,500	Fortnightly	2	9,000	50 €	450 €	55 €	495 €
Datanewsjobs	F	5,800	Fortnightly	2	3,000	50 €	150 €	55 €	165 €
Insidebeleggen	D	2,200	Monday till Friday	5	4,000	100 €	400 €	110 €	440 €
Initiedelabourse	F	1,400	Monday till Friday	5	2,500	100 €	250 €	110 €	275 €

* Last updated: December 2018

All rates are VAT-exclusive



ROULARTA NATIVE

Editorial Integration / Branded Story / Information Services

Attention: Rates for content page + below mentioned standard features. Optional features such as video, influencers, polls, contests, data-collect... are at your disposal upon request. The supplementary costs will be determined ad hoc.

Product Cost per Language = 600€, both languages = 1000€*

	MIN. # WEEKS	CONTENT PAGE	EDITORIAL BOX	NEWSLETTER INSERTION	SUBSCRIBERS	TWITTER	FACEBOOK POST	PAGEVIEW RATE	GUARANTEED PAGE VIEWS	MEDIA VALUE	PROD. COST
Flair/D	2	1	√	-	-	-	√	2.00 €	3,500	7,000 €	600 €
Flair/F	2	1	√	-	-	-	√	2.00 €	1,200	2,400 €	600 €
Fashionista	2	1	√	-	-	-	√	2.00 €	800	1,600 €	600 €
Libelle	2	1	√	1	146,000	-	√	3.00 €	3,000	9,000 €	600 €
Femmesdajourdhui	2	1	√	1	53,000	-	√	3.00 €	1,000	3,000 €	600 €
Libellelekker	2	1-3 rcps	√	1	118,000	-	√	3.00 €	2,500	7,500 €	600 €
Femmesdélices	2	1-3 rcps	√	1	28,000	-	√	3.00 €	400	1,200 €	600 €
Libellemama	4	1	√	2	31,000	-	√	3.00 €	1,000	3,000 €	600 €
Femmesmamans	4	1	√	2	8,000	-	√	3.00 €	500	1,500 €	600 €
Feeling	3	1	√	1	64,000	-	√	4.00 €	1,500	6,000 €	600 €
Gael	3	1	√	1	26,000	-	√	4.00 €	300	1,200 €	600 €
LamaisonVictor.be/D	8	1	√	2	27,317	-	√	4.00 €	1,000	4,000.00 €	600 €
LamaisonVictor.be/F	8	1	√	2	20,372	-	√	4.00 €	600	2,400.00 €	600 €
Nest.be/D	4	1	√	1	26,700	-	√	4.00 €	500	2,000.00 €	600 €
Nest.be/F	4	1	√	1	14,200	-	√	4.00 €	250	1,000.00 €	600 €
Plusmagazine.be/D	3	1	√	1	79,700	-	√	4.00 €	750	3,000.00 €	600 €
Plusmagazine.be/F	3	1	√	1	50,200	-	√	4.00 €	400	1,600.00 €	600 €
Weekend.be/D	2	1	√	1	126,000	√	√	4.00 €	1,250	5,000.00 €	600 €
Weekend.be/F	2	1	√	1	50,600	√	√	4.00 €	500	2,000.00 €	600 €
Trendsstyle.be/D	3	1	√	1	101,300	√	√	4.00 €	750	3,000.00 €	600 €
Trendsstyle.be/F	3	1	√	1	59,800	√	√	4.00 €	400	1,600.00 €	600 €
Knack.be/news	2	1	√	1	158,200	√	√	4.00 €	1,000	4,000.00 €	600 €
Levif.be/news	2	1	√	1	74,300	√	√	4.00 €	400	1,600.00 €	600 €
Knackfocus.be	3	1	√	1	52,600	√	√	4.00 €	500	2,000.00 €	600 €
Focusvif.be	3	1	√	1	17,500	√	√	4.00 €	250	1,000.00 €	600 €
Sportmagazine.be/D	4	1	√	1	52,100	√	√	4.00 €	500	2,000.00 €	600 €
Sportmagazine.be/F	4	1	√	1	26,700	√	√	4.00 €	250	1,000.00 €	600 €
Trends.be/D	2	1	√	1	115,300	√	√	5.00 €	750	3,750.00 €	600 €
Trends.be/F	2	1	√	1	64,800	√	√	5.00 €	400	2,000.00 €	600 €
Datanews.be/D	3	1	√	1	31,000	√	√	5.00 €	500	2,500.00 €	600 €
Datanews.be/F	3	1	√	1	11,000	√	√	5.00 €	200	1,000.00 €	600 €

*If second language is not translation but complete new content, prod rate of 600€ will be kept. ** FOR DOSSIERS: Global production cost will be defined by Roularta Brand Studio (RBS)

All rates are VAT-exclusive

PRODUCT NAME	NATIVE CONDITIONS		
	BRANDED STORY	NATIVE ARTICLE/DOSSIER--- INFORMATION SERVICES	EDITORIAL INTEGRATION
What?	Tailor-made article with perfect match between advertiser & media brand	Tailor-made article with perfect match between advertiser & media brand	Editorial article in collaboration with the advertiser
Brands?	All brands Run of Lifestyle	All brands Run of News & Business	Flair, Libelle, Femmes, Feeling, Gael
Approval Editor	Mandatory		
Label?	SAMEN MET (PARTNER)	Mediabrand INFORMATION SERVICES	Mediabrand & (PARTNER)
Lead?	Advertiser / Roularta (50-50)		Roularta (90%)
Logo?	Yes		No
Social Media?	Yes		
Packshot?	Yes		Optional
Engagement vs Objectives?	Guaranteed number of views		
Creation?	Roularta Brand Studio		Studio



ROULARTA ADVERTORIAL / PARTNER CONTENT (advertorial integration)

PROD COST* if written by RBS €600 (1 language) or € 1.000 (2 languages) - if 100% written by client, technical cost €200

Attention: Rates for content page + below mentioned standard features. Optional features such as video, influencers, polls, contests, data-collect... are at your disposal upon request. The supplementary costs will be determined ad hoc.

	MIN. # WEEKS	ADV. PAGE	EDITORIAL BOX/ BANNERS	GUARANTEED IMPRESSIONS	NEWSLETTER INSERTIONS	# SUBSCRIBERS	MEDIA VALUE	PROD. COST
Flair/D + Fashionista	2	1	√	222,500	1	98,000	6,000 €	600 €
Flair/F	2	1	√	62,500	1	50,000	2,000 €	600 €
Libelle	2	1	√	265,500	1	146,000	7,500 €	600 €
Femmesdajourdhui	2	1	√	85,250	1	53,000	2,500 €	600 €
Libellelekker	2	1	√	226,500	1	118,000	6,300 €	600 €
Femmesdélices	2	1	√	29,000	1	28,000	1,000 €	600 €
Libellemama	4	1	√	78,500	2	31,000	2,500 €	600 €
Femmesmamans	4	1	√	50,500	2	8,000	1,250 €	600 €
Feeling	3	1	√	202,000	1	64,000	5,000 €	600 €
Gael	3	1	√	30,500	1	26,000	1,000 €	600 €
Nest.be/D	2	1	√	67,500	1	28,500	1,700 €	600 €
Nest.be/F	2	1	√	35,500	1	14,200	850 €	600 €
Plusmagazine.be/D	2	1	√	45,000	2	82,000	2,550 €	600 €
Plusmagazine.be/F	2	1	√	38,000	2	53,000	1,360 €	600 €
Weekend.be/D	2	1	√	107,500	3	120,000	4,250 €	600 €
Weekend.be/F	2	1	√	55,000	2	48,500	1,700 €	600 €
Trendsstyle.be/D	3	1	√	105,000	1	94,000	2,550 €	600 €
Trendsstyle.be/F	3	1	√	56,250	1	59,000	1,350 €	600 €
Knack.be/news	2	1	√	141,450	1	157,000	3,400 €	600 €
Levif.be/news	2	1	√	53,700	1	80,000	1,360 €	600 €
Knackfocus.be	3	1	√	51,250	3	49,000	1,700 €	600 €
Focusvif.be	3	1	√	29,450	3	16,500	850 €	600 €
Sportmagazine.be/D	4	1	√	55,000	2	52,000	1,700 €	600 €
Sportmagazine.be/F	4	1	√	27,500	2	28,000	850 €	600 €
Trends.be/D	2	1	√	127,500	1	113,500	3,150 €	600 €
Trends.be/F	2	1	√	70,000	1	64,000	1,700 €	600 €
Moneytalk.be/D	3	1	√	85,000	1	56,000	2,000 €	600 €
Moneytalk.be/F	3	1	√	50,000	1	26,000	1,250 €	600 €
Datanews.be/D	3	1	√	67,500	3	30,000	2,100 €	600 €
Datanews.be/F	3	1	√	32,000	3	10,500	850 €	600 €

ROD COST* if written by RBS €600 (1 language) or € 1.000 (2 languages) - if 100% written by client, technical cost €200

*If second language is not translation but complete new content, prod rate of 600€ will be kept.

** FOR DOSSIERS: Global production cost will be defined by Roularta Brand Studio (RBS)

All rates are VAT-exclusive

	ADVERTORIAL CONDITIONS
PRODUCT NAME	ADVERTORIAL / PUBLI/PARTNER CONTENT
What?	Publi article /dossier with theme and content chosen by advertiser
Label?	ADVERTORIAL / PARTNER CONTENT
Lead?	Advertiser (95%)
Logo?	Mandatory
Social Media?	No
Packshot?	Yes
Engagement vs Objectives?	Guaranteed impressions on traffic plan
Creation?	Advertiser or Roularta Brand Studio



NATIVE ADVERTISING / ADVERTORIAL +

Advertisers more than ever are looking for creative ways to communicate with their target groups about their brand. To meet this growing demand, Roularta combined all of its expertise in native advertising, cross-media creativity and content marketing in one competence centre that can develop total solutions for the advertiser: Roularta Brand Studio. Our experts will be more than happy to guide and assist you with all special features you'd like to integrate in your content campaigns. Here's a small taste of what you can do:

SUPPLEMENTARY FEATURES

Poll 750€	Data Collect 1.250€	Influencer / Ambassadors Fee cfr fame	Video Production 2.000€ per language	Foto Shoot 1 language 5.000€ Bilingual 6.000€	Contest 750€
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CONTENT SOLUTIONS - RATES ON DEMAND

Social Activation	Round Table (Print + Online)		Tested On (Print + Online)	Tailor made Creativity
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ROULARTA SPONSORING EDITORIAL DOSSIER

Editorial file of 6 to 8 articles written by our journalists, where an advertiser can adopt the content by sponsoring.

Sponsoring = banners around the articles + cobranded traffic plan to the dossier.

Minimum presence of 2 weeks.



WEBSITE	EDITORIAL BOOST	CO-BRANDED BANNERS RON	GUARANTEED IMPRESSIONS	CPM	PACKAGE RATE
Plusmagazine D/F	√	√	750,000	20 €	15,000 €
Weekend D/F	√	√			
Trendsstyle D/F	√	√			
Knack.be/news D	√	√			
Levif.be/news F	√	√			
Knackfocus D	√	√			
Focusvif F	√	√			
Sportmagazine D/F	√	√			
Trends D/F	√	√			
Moneytalk D/F	√	√			
Datanews D/F	√	√			

* Editorial boost will be a mix of social media, editorial boxes & teasers used by the publisher to push all articles.
All rates are VAT-exclusive

	CONDITIONS
PRODUCT NAME	SPONSORING / EDITORIAL DOSSIER
What?	Editorial dossier of +-6 articles written by our journalists, where an advertiser can sponsor the content. Sponsoring = banners around the articles + cobranded traffic plan to the dossier.
Label?	NONE
Lead?	Roularta Editorial team (100%)
Social Media?	Included in editorial boost of dossier (Newsletters + Social Media)
Packshot?	No
Engagement vs Objectives?	Guaranteed impressions on traffic plan
Who?	Roularta Editorial team (100%)



FLOATING CAMPAIGNS ON ROULARTA RON*

Over a period of minimum 6 weeks, your campaign will run on the entire Roularta network running 3 desktop formats, together with their mobile equivalent (mandatory). A capping of 1/12 hours will be set to increase the number of unique visitors your campaign will touch. You can choose between 2 sets of formats: Standard or Impact.



STANDARD	DESKTOP SIZE*	MOBILE SIZE	CPM RATECARD	CPM FLOATING
Leaderboard	728x90	600x150	€ 20.00	€ 6.00
Big Leaderboard	960 x150	600x150		
Rectangle	300x250	300x250		
Skyscraper	120 x600	600x100		
IMPACT	DESKTOP SIZE*	MOBILE SIZE	CPM RATECARD	CPM FLOATING
Billboard	970x250	600x150	€ 25.00	€ 7.50
Halfpage	300x600	300x250		
Wide Skyscraper	160x600	600x100		

* Targeting on Run of News & Business / Run of Lifestyle= +25%

CONDITIONS:

- Minimum investment: 10K
- Minimum duration: 6 weeks
- Minimum formats: 3 + mobile
- Capping= fixed at 1/12h

- End date of campaign is indicative, not guaranteed. Extension possible if impressions not obtained at end date
- No under-deliveries nor compensations (or credit notes) possible, remaining impressions can be used for new campaign within 6 months.

*** If mobile material is not delivered, campaign duration will triple!!!**

All rates are VAT-exclusive



ROULARTA PROGRAMMATIC



PROGRAMMATIC ADVERTISING

DISPLAY + MOBILE			
RATE	FORMAT	DEAL	CPM
Floor price	728x90, 300x250, 160x600, 840x150, 840x250, 970x250, 300x600, 120x600, 320x50, 320x100	Pack RON	4.00 €
		Context Pack	4.50 €
		Behavioural targeting + RON	5.00 €
		Site Specific	5.50 €
First Look	728x90, 300x250, 160x600, 840x150, 840x250, 970x250, 300x600, 120x600, 320x50, 320x100	Pack RON	10.00 €
		Context Pack	14.00 €
		Behavioural targeting + RON	15.00 €
		Site Specific	16.00 €
VIDEO			
RATE	FORMAT	DEAL	CPM
Floor price	Pre-roll	Canal Z	15.00 €
		Pack RON	7.00 €
	Inread	Context Pack	7.50 €
		Site Specific	8.00 €
First look	Pre-roll	Canal Z	28.00 €
		Pack RON	15.00 €
	Inread	Context Pack	16.00 €
		Site Specific	17.00 €





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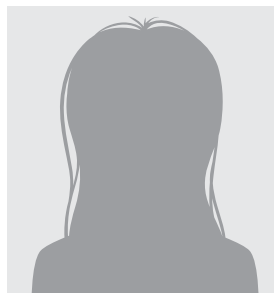
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