

DIGITAL RATECARD

IPM ADVERTISING

Oct
2026

IPM Network

Our trusted brands will allow to drive new business creating loyalty and build customer advocacy

IPM GROUP



Strong information brands

450 employees to make the best local news



Dailies, Magazines, Internet, Audiovisual



Data & Technology

DMP,
Newsletter Adserver,
Video player,
CMP,
Etc.



Investing in the future

IPM GROUP

Dailies, Magazines

+ 1.166.000

readers last period in print media and pdf versions

Internet

2.831.000

monthly real users

Video

+ 40.000.000

monthly streams

Television

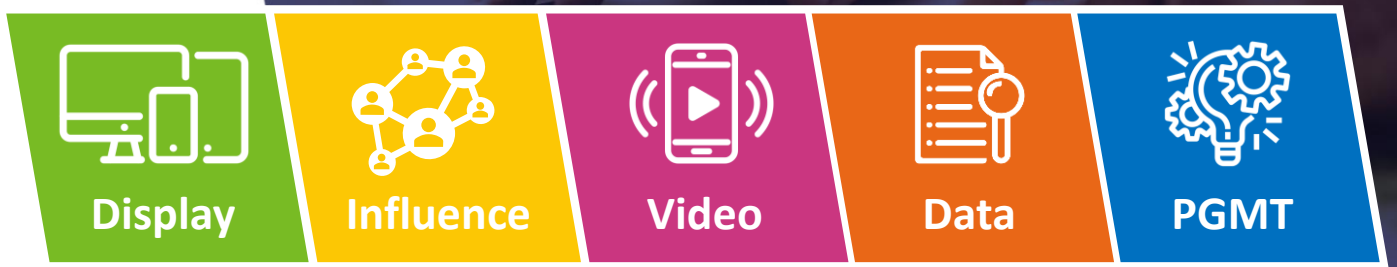
+659.171

weekly viewers LN24

Sources :
CIM, étude print 2024, univers 16+
CIM Web dec 2024
CIM TV, South, Jan-Septembre 2024

DIGITAL

RATECARD





DISPLAY / RON

In order to ease the buying of display formats we have decided to unify formats and rates :

PACK RON	IO/PG	PD	PA
IMU	10,00 €	5,00 €	4,00 €
Halfpage	10,00 €	5,00 €	4,00 €
Leaderboard	10,00 €	5,00 €	4,00 €
XL Leaderboard	10,00 €	5,00 €	4,00 €
Billboard	10,00 €	5,00 €	4,00 €
Parallax	15,00 €	NA	NA
Swipe Ad	12,00 €	NA	NA
In-Mail ad : 300x250 or 600x150	10,00 €	5,00 €	4,00 €
Wallpaper	15,00 €	NA	NA
Skinning	30,00 €	NA	NA
Interstitial open App	18,00 €	NA	NA

TARGETING	DESCRIPTION (non-exhaustive examples)	IO CPM	PGMT
Context	Contextual targeting per site or section/Brand Matching	4,00 €	3,00 €
Interest	Based on behavorial data or intentionalists	4,00 €	3,00 €
First Party	Based on socio demo data (ex. gender, age)/DCR	4,00 €	3,00 €
Targeting	Geotargeting, Device, Time slot, weather, …	3,00 €	2,00 €

JDE : restrictions applies, consult us for details.

IO = Insertion Order
PG = Programmatic Guaranteed
PD = Preferred Deal
PA = Private Auction



Display

DISPLAY / DIGITAL PACKAGE

Sites : nieuwsblad.be - standaard.be - gva.be - hbvl.be - lavenir.net - lalibre.be - parismatch.be - dhnet.be - moustique.be - Gourmandiz.dhnet.be.

Reach : 6.636.000 real users/month (**tboo & more**)

Behavioural targeting of your choice :
Sport fans, Business & finance, Lifestyle, Sustainability, Foodies or **Mobility**

NATIONAL PACKAGE OFFER 15.000€

-28% discount

PACKAGE	ADS & DATA	IPM
WEBSITES	Run of Newssites + **DATA**	Run of Network + **DATA**
FORMAT	Halfpage – Medium Rectangle	
PERIOD	Minimum 3 weeks	
IMPRESSIONS	**2.025.000** (67% NL – 33% FR)	

Always check IPMADVERTISING.BE/EN/RATES/ for the last version of this ratecard v01-09-2025

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DISPLAY / IN-MAIL

IPM uses an In-Mail adserver allowing ad campaigns on our very engaged newsletter subscribers
100 possible newsletters
Classical display formats (IMU / leaderboard)

No waste : only on **page views/impressions**
Planning can be done: in RON IPM, on a specific media and per per interest

IPM NETWORK	IO/PG	PD	PA
In-Mail : 300x250 and 600x150	10,00 €	5,00 €	4,00 €

TARGETING	DESCRIPTION	IO CPM	PGMT
Context/Interest	Contextual targeting per site or section	4,00 €	3,00 €
Targeting	Geotargeting, Device, Time slot, …	3,00 €	2,00 €

Price Calculation example: **« Sport » newsletter :**
1.520.460 impressions x (10€ CPM + 4€ Context Sport) = 21.286€

EXAMPLES IN-MAIL INTEREST PACKS	Sum of views
News	16.111.025
Sport	1.520.460
Economy	261.910
55+	165.040
Family	215.015
Immo	35.000
Culture	23.490
Total	**18.200.000**



PARTNER CONTENT

Partner content is available on our sites :
Dhnet, LaLibre, L'Avenir, Paris Match and Moustique

	PAGE VIEWS	Deep Reads (Scroll depth 25%)
RON IPM Network	1,50 €	1,90 €
ROS	1,95 €	2,47 €

Supplement Backlink (do follow) = 500€ / backlink / site
(minimum 1000 PageViews / Deep Reads)

Options :

PARTNER CONTENT	ARTICLES	PRODUCTION COST	LANGUAGE
Creation by IPM	3	2.000 €	FR

BOOST META		300

DEEP READS
SCROLL DEPTH
25%



CERTIFIED DIGITAL AD TRUST BELGIUM DISPLAY

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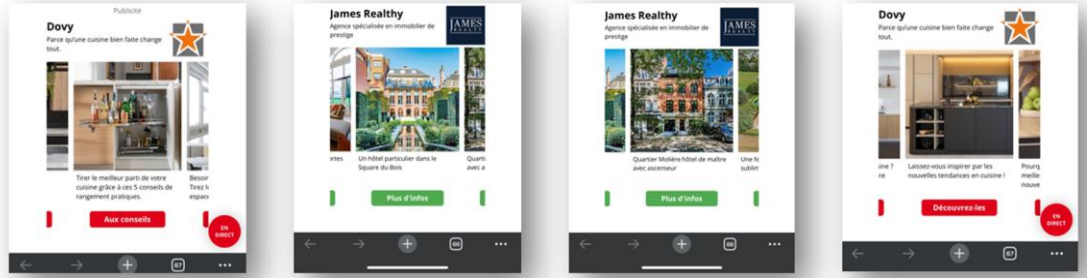
SWIPE AD

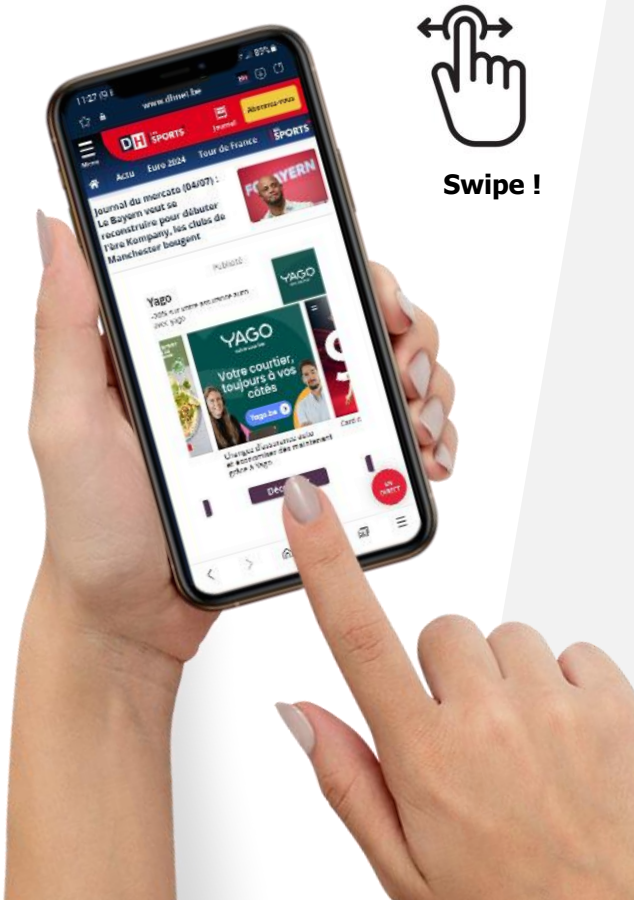
Swipe Ad is available on desktop and web mobile smartphone

Cards auto swipe every 3 seconds

Possibility to choose between 3 cards or 4 cards or 5 cards

	CPM IO	DATA
RON IPM Network	12 €	4 €
ROS	16 €	4 €





More information about techspecs here

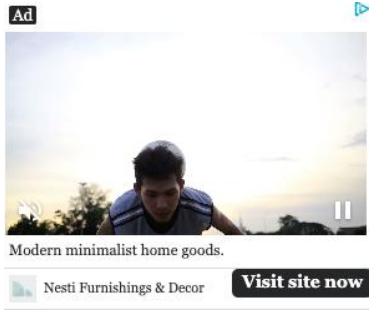
Native

NATIVE SOLUTIONS

Native
Ad



Native
Outstream Video



Native
App Install



Native
Video App Install



NATIVE	CPM IO	DATA
RON IPM Network	12 €	4 €
ROS	16 €	4 €

More information about techspecs here

Brand Safety at IPM:
Quality and safe contexts

"Our core mission is to deliver high-quality, fact-checked news to our audiences. At the same time, we also offer brand safety solutions to ensure a secure and reliable environment for our advertisers."

Exclusion of Sensitive Topics: Our automated filtering system can, on demand, detect and exclude sensitive content to safeguard brand integrity. This is achieved through real-time crawling by our technology, leveraging IAB category classification.

Scan Articles → **Detect Sensitive Topic** → **Remove article from campaign**



Keyword-Based Exclusion: Ensure your brand stays protected by automatically filtering out content that contains any keywords from your exclusion list.

A Blend of Technology and Human Expertise: For videos, by example content categorization is conducted manually by our editors, ensuring accuracy and relevance.

We have also developed a unique and very innovative technology, supported by AI, which matches not only your brand but above all the DNA of your product to our content.

Display



NEW

IPM DAILIES

Take advantage of the power of our news websites with our new pack **IPM Dailies**.

www.lalibre.be / www.lavenir.net / www.dhnet.be

Timing	Impressions	Media value	Price
7 days	1.150.000	16.100 €	10.350 €

TARGETING	DESCRIPTION (non-exhaustive examples)	IO CPM	PGMT
Context	Contextual targeting per site or section/Brand Matching	4,00 €	3,00 €
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First Party	Based on socio demo data (ex. gender, age)/DCR	4,00 €	3,00 €
Targeting	Geotargeting, Device, Time slot, weather, …	3,00 €	2,00 €

Multi formats :

970x250, 300x600, 300x250 & 320x200 minimum.



Influence

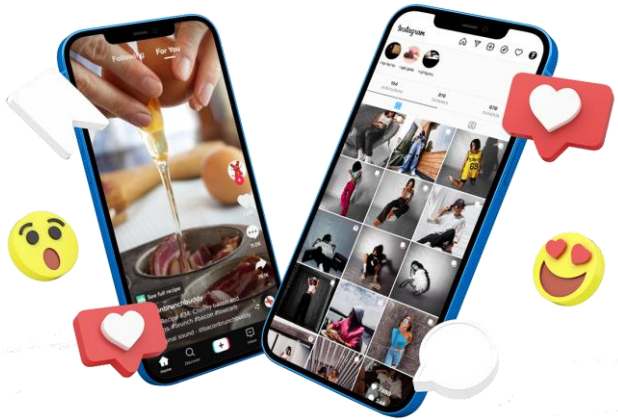
INFLUENCE PREMIUM MEDIA

Discover our new influence marketing offers available on all major social networks.

Campaigns realized in collaboration with influencers and targeted according to your themes !

Examples of communities

- **Mobility**
- **Sustainability**
- **Finance**
- **55+**
- **Beauty & Health**
- **Etc**



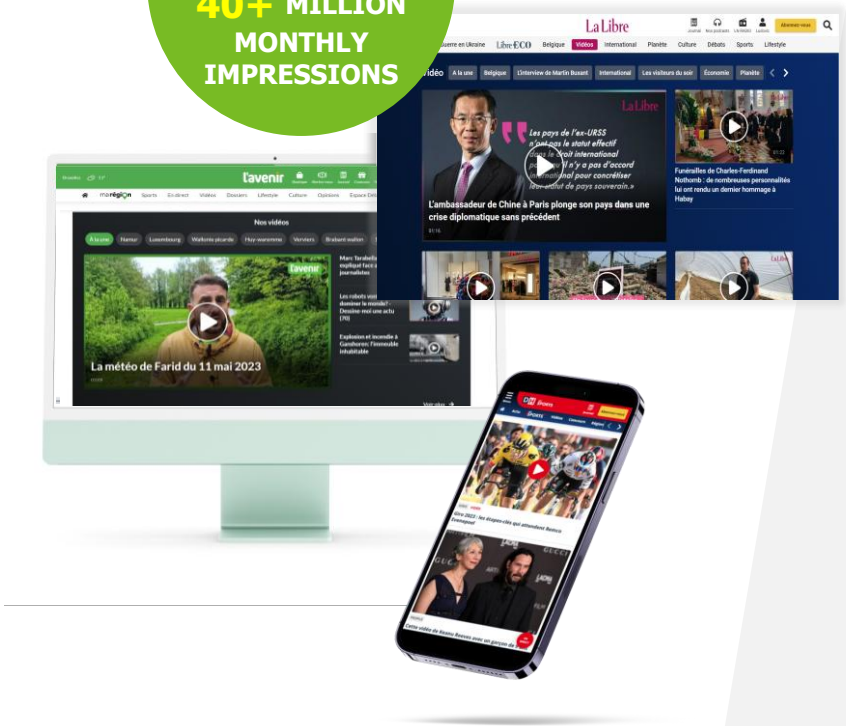
Contact us for an offer from 5.000€. here

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VIDEO / PREROLL

Every week, more than 400 videos are uploaded by the editorial teams to illustrate news content and articles.

« IPM VIDEO NETWORK » REPRESENTS **40+** MILLION MONTHLY IMPRESSIONS



RATE INSTREAM VIDEO	IO/PG	PD	PA
6 secs - Bumper	14,00 €	10,00 €	9,00 €
More than 6 secs	18,00 €	13,00 €	12,00 €

Multiple targetings can be applied on those RON CPM's

TARGETING	DESCRIPTION (non-exhaustive examples)	IO CPM	PGMT
Context	Contextual targeting per site or section/Brand Matching	4,00 €	3,00 €
Interest	Based on behavorial data or intentionalists	4,00 €	3,00 €
First Party	Based on socio demo data (ex. gender, age)/DCR	4,00 €	3,00 €
Targeting	Geotargeting, Device, Time slot, weather, …	3,00 €	2,00 €

IO = Insertion Order
PG = Programmatic Guaranteed
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VIDEO / OUTSTREAM

Outstream placement is available on following sites :
Dhnet, LaLibre, L'Avenir, Paris Match, Moustique and Gourmandiz.

MORE THAN **500.000** MONTHLY IMPRESSIONS ARE AVAILABLE

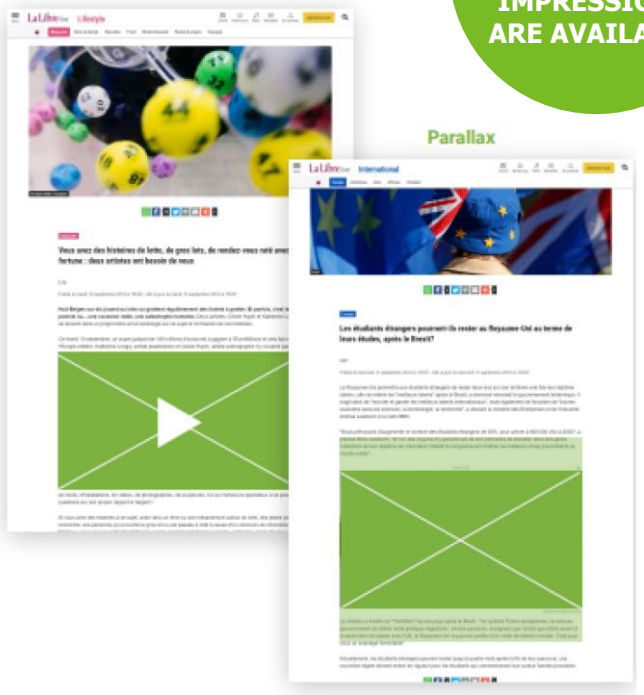
RATE OUSTREAM VIDEO	IO/PG	PD	PA
Oustream video RON	10,00	5,00 €	4,00 €

Multiple targetings can be applied on those RON CPM's

TARGETING	DESCRIPTION (non-exhaustive examples)	IO CPM	PGMT
Context	Contextual targeting per site or section/Brand Matching	4,00 €	3,00 €
Interest	Based on behavorial data or intentionalists	4,00 €	3,00 €
First Party	Based on socio demo data (ex. gender, age)/DCR	4,00 €	3,00 €
Targeting	Geotargeting, Device, Time slot, weather, …	3,00 €	2,00 €

Inread

Parallax



IO = Insertion Order
PG = Programmatic Guaranteed
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PA = Private Auction

VIDEO / PACKAGE

Sites : nieuwsblad.be - standaard.be - gva.be - hbvl.be - lavenir.net - lalibre.be - parismatch.be - dhnet.be - moustique.be - Gourmandiz.dhnet.be.

Reach : overage 3,5 mio viewers/month (**tboo & more**)

Behavioural targeting of your choice :
Sport fans, Business & finance, Lifestyle, Sustainability, Foodies or **Mobility**

NATIONAL PACKAGE OFFER 15.000€

-28% discount

	ADS & DATA	IPM
WEBSITES	Run of Network + **DATA**	
FORMAT	Preroll 15"	
PERIOD	Minimum 4 weeks	
IMPRESSIONS	**850.000** (58% NL – 42% FR)	



Data

DATA / 1st PARTY

IPM DATA segments are based on several data points collected via our DMP on our different sites.



OUR BASIC SEGMENTS ARE ALL A COMBINATION OF SEVERAL DATA POINTS.

SEGMENTS	UU / 30 DAYS
Automotive	681 000
EcoFin	817 000
Food	628 000
Home Improvement & DIY	438 000
Immo/Real Estate	442 000
Lifestyle/ Luxe/Fashion	687 000
News	1 070 000
Sports	759 000
Sustainability	353 000
Students	424 664

➔ This list represents only a part of our numerous existing segments. Tailor made segments are also possible. Don't hesitate to contact us!

PACK	RON	+DATA	PGMT
IMU	10,00 €	4,00 €	3,00 €
Halfpage		4,00 €	3,00 €
Leaderboard		4,00 €	3,00 €
XL Leaderboard		4,00 €	3,00 €
Billboard		4,00 €	3,00 €
Preroll Bumper	14,00 €	4,00 €	3,00 €
Preroll more than 6sec	18,00 €	4,00 €	3,00 €

➔ We have setup a few basic campaigns, but tailor made proposals are possible.

DH Les Sports · La Libre Belgique · l'Avenir · Paris Match Belgique · moustique

first-id

IPM Advertising adopts First-ID technology, offering advertisers precise targeting, authenticated audiences and optimized delivery, without relying on third-party cookies.

IPM Advertising Media & Marketing Factory

TBOO & More: Unique National Offer
Brussels Motor Show 2027



Unique Febiac partnership
Retarget Febiac visitors on TBOO & More

DISPLAY PACKAGE		
Platform	Ads&Data Run of Newssites and IPM RON	
Targeting	• Surfers buying intent, Interest segment Car Lovers / Automotive	
Format	**Halfpage**	
# imps	2.025.289	**NL**: 1.365.889 / **FR**: 659.400
CPM	€10,63	
Media value	€21.525	
Discount	30,31%	
Your Rate	**€15.000**	

ONLINE VIDEO PACKAGE		
Platform	Ads&Data Run of Newssites and IPM RON	
Targeting	• Surfers buying intent, Interest segment Car Lovers / Automotive	
Format	**Preroll 15”**	
# imps	925.000	**NL**: 475.000 / **FR**: 450.000
CPM	€25	
Media value	€23.200	
Discount	35%	
Your Rate	**€15.000**	

DH Les Sports+ · La Libre · l'Avenir · Paris Match · moustique · De Standaard · Gazet van Antwerpen · Het Belang van Limburg

Unique Febiac partnership
TBOO Native pack BMS

NATIVE PACKAGE	
Platform	Ads&Data Run of Newssites and IPM RON
Targeting	/
Format	Native – 25% scroll depth **ENGAGED READ**
# reads	12.500
Cost per read	€1,60
Budget	**€20.000** **+ Technical fee NL + FR € 2.600** **3 articles**





IPM can now offer targeting capabilities for the BMS on a **new data segment: “the intentionalists”**

Reach surfers with intent to buy a (utility) vehicle

Intent Data how it works?

We collect **car intentionalists data** since 15/9/25:

- **Via dedicated articles**
- **Via specific newsletters**

We also have data to reach the intentionnalists for an **utility vehicle.**

Rate: impressions * CPM + 4€ Intent Data CPM
Available on **Display** and **Video** formats
Budget starting from €2.000

Others available segments and to come :
Self Employed, Bank & insurance switchers, etc.





Reach the Right Audience during Mobility Week
With our 3 Advanced Targeting Solutions.

Behavioural: Engage audiences based on their interests and online behavior.

Contextual: Place your brand in highly relevant editorial environments for greater impact.

Intentionalist: Connect with users actively demonstrating intent around specific topics.

DATA	FORECAST JANUARY 2027	
Intent	**Display & Native**	**Video**
Automotive	5,915,500	1,128,967
Self-employed / Utility Vehicles	1,056,837	213,209

Behavioral	Display	Video
Automotive	41,602,628	6,789,043
Electric vehicles	22,787,093	3,380,886
Self-employed / Utility Vehicles	19,118,758	3,510,234

Contextual	Display	Video
Automotive	1,801,932	362,633
Independants / Vehicule utilitaire	238,548	50,808
Vehicules electriques	120,119	13,158
Mobility responsable	392,113	45,106



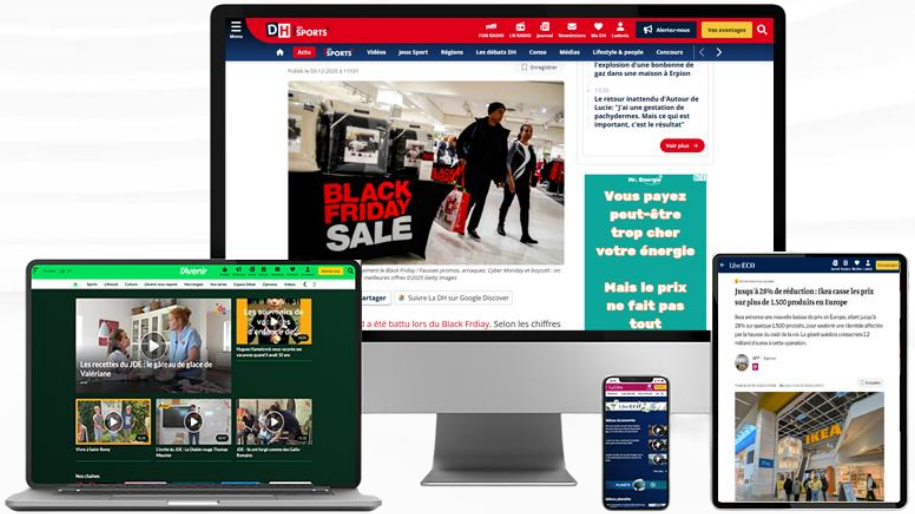
Our Brand Matching is also available.

Check out our digital National Offer.

IPM offers three ways to reach your "Black Friday or Deco" target audience.

Data Black Friday / Shopping		Inventory
Display	Behavioral & Context	15.129.661
Video	Behavioral & Context	6.218.667

Data Deco		Inventory
Display	Behavioral & Context	6.357.345
	Intent	2.434.984
Video	Behavioral & Context	1.381.400
	Intent	527.000

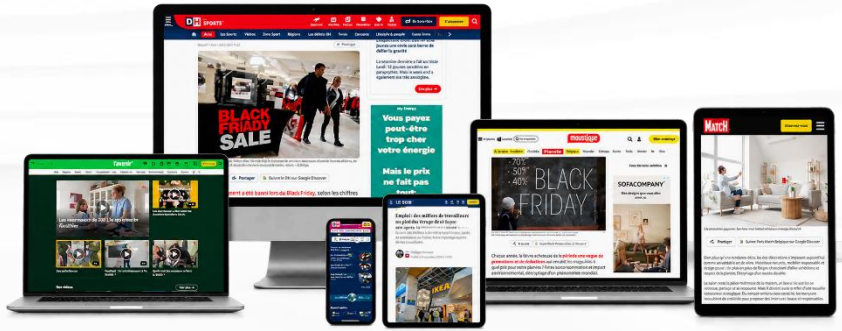


DH Les Sports+ · La Libre · l'Avenir · Paris Match Belgique · moustique

Target your audience **using our intent data segment.**

Make sure you reach an audience that is interested in a specific topic and, above all, has **purchase intent**.

SEGMENT INTENT	DISPLAY	VIDEO
Automotive	4 522 217	1 075 432
Back to school	1 123 018	234 168
Deco	2 469 668	540.15
Higher education	2 020 138	429 269
Immo	3 105 661	703 379
Immo Green Home	2 554 326	580 991
Immo New	1 058 427	266 448
Independants	3 297 608	702 631
Sport	2 313 768	490 382
Vehicule utilitaire	900 245	238 619



DH LES SPORTS+ · La Libre · l'Avenir · Paris Match Belgique · moustique

PGMT



PROGRAMMATIC

RON CPM	« PROGRAMMATIC GUARANTEED »	PREFERRED DEAL	PRIVATE AUCTION
6 secs - Bumper	14,00 €	10,00 €	9,00 €
More than 6 secs	18,00 €	13,00 €	12,00 €
Outstream	10,00 €	5,00 €	4,00 €
IAB Standards : 300x250, 160x600, 728x90, 840x150, 970x90, 970x150, 320x100	10,00 €	5,00 €	4,00 €
In-Mail 300x250 or 600x150	10,00 €	5,00 €	4,00 €
Skinning	30,00 €	NA	NA
Parallax	15,00 €	NA	NA
Wallpaper	15,00 €	NA	NA

TARGETING	DESCRIPTION (non-exhaustive examples)	IO CPM	PGMT
Context	Contextual targeting per site or section/Brand Matching	4,00 €	3,00 €
Interest	Based on behavorial data or intentionalists	4,00 €	3,00 €
First Party	Based on socio demo data (ex. gender, age)/DCR	4,00 €	3,00 €
Targeting	Geotargeting, Device, Time slot, weather, …	3,00 €	2,00 €

RATECARD

TECH SPECS



TECH SPECS

Pour plus d'infos sur les formats Cliquez ici

DISPLAY

FOS	Desktop L x H (Pixel)	Mobile L x H (Pixel)	Tablet	Timing For delivery	File size	File extension	Special ext.	HTLM5 ext.	SitesRMAT
IMU	300 x 250	300 x 250	300x250	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH Sports, La Libre, l'Avenir, Match, moustique, Cinebel
Leaderboard	728 x 90	320 x 100	728x90	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH Sports, La Libre, l'Avenir, Match, moustique, Gourmandes, Cinebel
Leaderboard XL	995 x 123	320 x 100	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH Sports, La Libre, l'Avenir, Match, moustique, Gourmandes, Cinebel
Large Leaderboard	840 x 150	320 x 100	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH Sports, La Libre, l'Avenir, Match, moustique, Gourmandes, Cinebel
TV Spot Leaderboard	840 x 250	320 x 100	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH Sports, La Libre, l'Avenir, Match, moustique, Gourmandes, Cinebel
Halfpage	300 x 600	300 x 600	300x600	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH Sports, La Libre, l'Avenir, Match, moustique, Gourmandes, Cinebel
Billboard	970 x 250	320 x 100	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH Sports, La Libre, l'Avenir, Match, moustique, Gourmandes, Cinebel
In-mail Leaderboard	600 x 150	600 x 150	600x150	3 days before start	800Kb	GIF, JPG, PNG	/	/	l'Avenir
In-mail IMU	300 x 250	300 x 250	300x250	3 days before start	800Kb	GIF, JPG, PNG	/	/	DH Sports, La Libre, l'Avenir, Match, moustique, Gourmandes, Cinebel
Wallpaper	Afficher le gabarit	/	/	5 days before start	1Mb	GIF, JPG, PNG	/	/	DH Sports, La Libre, l'Avenir, Match, moustique, Gourmandes, Cinebel
Skinning (HPTO) IMU, Halfpage, Billboard	(see details)	/	/	5 days before start	1Mb	GIF, JPG, PNG	/	/	DH Sports, La Libre, l'Avenir, Match, moustique, Gourmandes, Cinebel
Wallpaper (Cinebel)	Afficher le gabarit	/	/	5 days before start	1Mb	GIF, JPG, PNG	/	/	Cinebel
Parallax	2/3 images HP (see details)	2/3 images HP (see details)	2/3 images HP (see details)	5 days before start	1Mb	JPG, PNG	/	/	DH Sports, La Libre, l'Avenir, Match, moustique, Gourmandes, Cinebel
Swipe Ad	3 / 4 / 5 images (see details)	3 / 4 / 5 images (see details)	/	5 days before start	1Mb	JPG, PNG	/	/	DH Sports, La Libre, l'Avenir, Match
Big Banner Video	980 x 150	/	/	3 days before start	1Mb	Special team Level Up	/	/	Cinebel
Native Ad	(see details)	(see details)	(see details)	3 days before start	1Mb	JPG, PNG	/	/	DH Sports, La Libre, l'Avenir, Match, moustique, Gourmandes
FullImpact (NP Only)	970 x 500	/	/	5 days before start	1Mb	JPG, PNG	HTML, Javascript	Zip bundle	DH Sports, La Libre, l'Avenir

TECH SPECS

Pour plus d'infos sur les formats Cliquez ici

VIDEO

FORMATS	Desktop L x H (Pixel)	Mobile L x H (Pixel)	Tablet	Timing For delivery	File size	File extension	Timing	Sites
Preroll	Min 640x480 / ration 16:9	Min 640x480 / ration 16:9	Min 640x480 / ration 16:9	3 days before start	150 Mb	MPEG4 3GPP MOV, AVI, MPEGPS, WMV	Max 30"	DH Sports, La Libre, l'Avenir, Marcel, moustique, Gourmandise, CINEBEL
Outstream	Min 640x480 / ration 16:9	Min 640x480 / ration 16:9	Min 640x480 / ration 16:9	3 days before start	150 Mb		Max 30"	DH Sports, La Libre, l'Avenir, Marcel, moustique, Gourmandise, CINEBEL

IPM ADVERTISING

Media & Marketing Factory

We would be pleased to discuss further with you and setup together the ideal communication solutions. Don’t hesitate to contact us with all your questions.

info@IPMAdvertising.be
www.ipmadvertising.be