



DIGITAL RATECARD

IPM ADVERTISING

**FEB
2025**

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



Influence



Video



Data



PGMT



Display



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	15,00 €	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 sections: only the site of LaLibre.be or only section Sport on Dhnet.be or only Homepage	4,00 €	3,00 €
Data interest	Based on behavioral data cfr page 16 for more details	4,00 €	3,00 €
Data Socio Demo	Based on Socio demographics like Gender and Age	3,00 €	2,00 €
Targeting	Geotargeting, Device, Time slots, Weather	3,00 €	2,00 €

i JDE : restrictions applies, consult us for details.

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



La Libre

l'avenir



moustique



CINEBEL





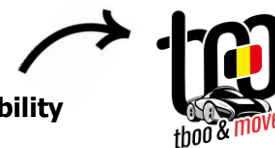
Display

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	1.570.000 (58% NL – 42% FR)	



La Libre

lavenir



moustique

Gourmandiz



CINEBEL



De Standaard

GAZET VAN ANTWERPEN

HET BELANG VAN LIMBURG





Display

DISPLAY / IN-MAIL

IPM uses an In-Mail adserver allowing ad campaigns on our very engaged newsletter subscribers. Those campaigns can be classical Display formats (IMU / leaderboard) or Native Ads. Planning can be done in RON or on a specific site or per interest pack.

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

TARGETING	DESCRIPTION	CPM
Context	Contextual targeting per site or interests: only the site of LaLibre.be or only « interest pack »	4,00 €
Targeting	Geotargeting, Device, time slots	3,00 €

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

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



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



Display

PARTNER CONTENT

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

	PAGE VIEWS	Deep Reads (Scroll depth 30%)
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
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DEEP
READS
SCROLL DEPTH
30%



Media & Marketing Factory

SWIPE AD

Swipe Ad is available on web mobile smartphone* :

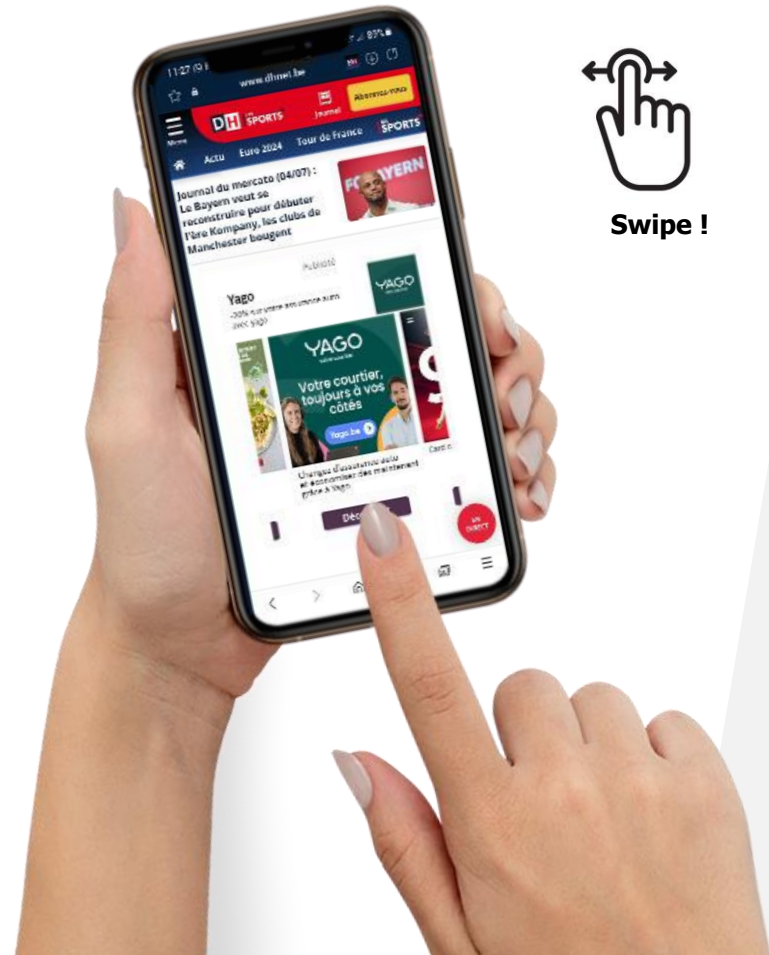
Dhnet, LaLibre, L'Avenir, Paris Match.

Cards auto swipe every 3 seconds

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

*Soon also available on desktop.

	CPM IO	DATA
RON IPM Network	15 €	3 €
ROS	19 €	3 €



Swipe !



Native

NATIVE SOLUTIONS



Native Ad

Le courtier d'assurances qui donne l'esprit tranquille!
Yago simplifie la gestion de vos contrats et vous offre un service rapide en cas de sinistres

Demandez un devis

Native Outstream Video

Modern minimalist home goods.

Nesti Furnishings & Decor **Visit site now**

Native App Install

Hikemoore Outdoor Mapping
★★★★☆

Install

Native Video App Install

Hikemoore Outdoor Mapping
★★★★☆

Install

NATIVE ADS	CPM	Data on demand
	13,00 €	+ 3 €



More information about techspecs



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.



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



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

NEW

Timing	Impressions	Media value	Price
7 days	1.150.000	14.950 €	10.350 €

TARGETING	DESCRIPTION (non-exhaustive examples)	IO CPM	PGMT
Data interest	Based on behavioral data cfr page 16 for more details	4,00 €	3,00 €
Data Socio Demo	Based on Socio demographics like Gender and Age	3,00 €	2,00 €
Targeting	Geotargeting, Device, Time slots, Weather	3,00 €	2,00 €

Multi formats :

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



Media & Marketing Factory



Influence

INFLUENCE PREMIUM MEDIA

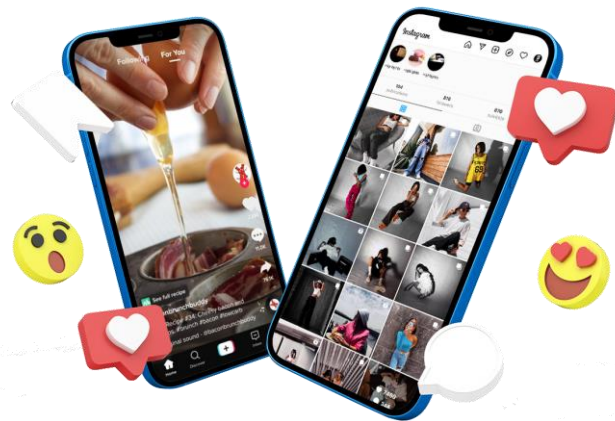
Discover our new influence marketing offers available on all major social networks.

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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IPM
INFLUENCE PREMIUM MEDIA



Video

VIDEO / PREROLL

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

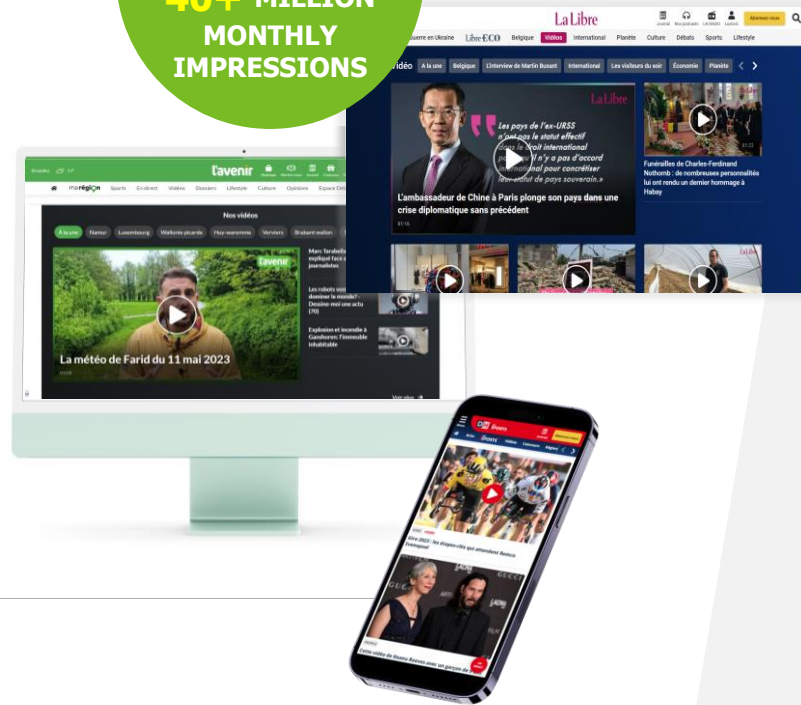
« IPM VIDEO NETWORK » REPRESENTS **40+ MILLION MONTHLY IMPRESSIONS**

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)	CPM IO	PGMT
Context	Contextual targeting per site or sections: only the site of LaLibre.be or only section Sport on Dhnet.be or only Homepage	4,00 €	3,00 €
Data interest	Based on behavioral data cfr page 16 for more details	4,00 €	3,00 €
Targeting	Geotargeting, Device, Time slots, Weather	3,00 €	2,00 €

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





Vidéo

VIDEO / OUTSTREAM

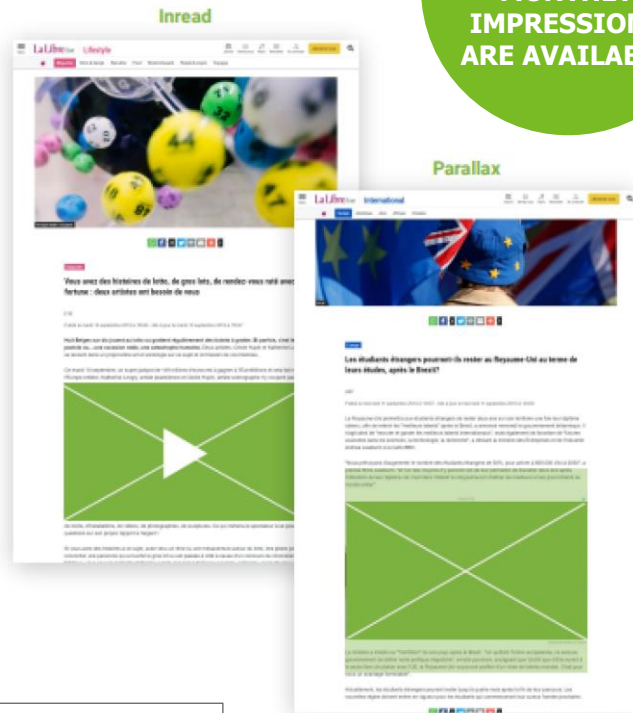
Outstream placement is available on following sites :
Dhnet, LaLibre, L'Avenir, Paris Match, Moustique and Gourmandiz.

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	CPM	PGMT
Context	Contextual targeting per site or sections: only the site of LaLibre.be or only section Sport on Dhnet.be or only Homepage	4,00 €	3,00 €
Data interest	Based on behavioral data cfr page 16 for more details	4,00 €	3,00 €
Targeting	Geotargeting, Device, Time slots, Weather	3,00 €	2,00 €



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



Vidéo



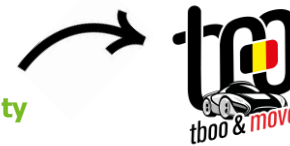
VIDEO / PACKAGE

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 :

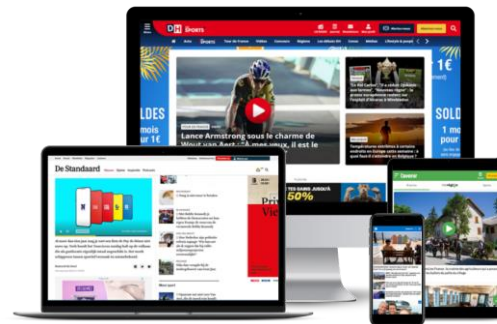
Sport fans, Business & finance, Lifestyle, Sustainability, Foodies or **Mobility**



**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)	



La Libre

lavenir

MATCH

moustique

Gourmandiz



CINEBEL



De Standaard

GAZET VAN ANTWERPEN

HET BELANG VAN LIMBURG

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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.



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





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 €
Skimming	30,00 €	NA	NA
Parallax	15,00 €	NA	NA
Wallpaper	15,00 €	NA	NA

TARGETING	DESCRIPTION	CPM
Context	Contextual targeting per site or sections: only the site of LaLibre.be or only section Sport on Dhnet.be or only Homepage	3,00 €
Data interest	Based on behavioral data cfr page 18 for more details	3,00 €
Targeting	Geotargeting, Device, Time slots, Weather	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.	SitesRMT
IMU	300 x 250	300 x 250	300x250	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	     
Leaderboard	728 x 90	320 x 100	728x90	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	      
Leaderboard XL	995 x 123	320 x 100	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	      
Large Leaderboard	840 x 150	320 x 100	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	      
TV Spot Leaderboard	840 x 250	320 x 100	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	      
Halfpage	300 x 600	300 x 600	300x600	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	      
Billboard	970 x 250	320 x 100	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	      
In-mail Leaderboard	600 x 150	600 x 150	600x150	3 days before start	800Kb	GIF, JPG, PNG	/	/	
In-mail IMU	300 x 250	300 x 250	300x250	3 days before start	800Kb	GIF, JPG, PNG	/	/	      
Wallpaper (HPTO)	Afficher le gabarit	/	/	5 days before start	1Mb	GIF, JPG, PNG	/	/	      
Wallpaper (Cinebel)	Afficher le gabarit	/	/	5 days before start	1Mb	GIF, JPG, PNG	/	/	
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	/	/	      
Swipe Ad	/	3 / 4 / 5 images (see details)	/	5 days before start	1Mb	JPG, PNG	/	/	   
Big Banner Video	980 x 150	/	/	3 days before start	1Mb	Special team Level Up	/	/	
Native Ad	1800x1800 + texte (see details)	1800x1800 + texte (see details)	1800x1800 + texte (see details)	3 days before start	1Mb	JPG, PNG	/	/	     
FullImpact (NP Only)	970 x 500	/	/	5 days before start	1Mb	JPG, PNG	HTML, Javascript	Zip bundle	  

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 45"	
Outstream	Min 640x480 / ration 16:9	Min 640x480 / ration 16:9	Min 640x480 / ration 16:9	3 days before start	150 Mb		Max 3 min	



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

