



DIGITAL RATECARD

IPM ADVERTISING

**JAN
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

+ 1.100.000

readers last period
in print media and
pdf versions



Internet

2.841.000

monthly real users



Video

+ 50.000.000

monthly streams



Television

+380.000

weekly viewers



Sources :
CIM, étude print 2024, univers 16+
CIM Web Oct 2024
Audimetric south, Jan-Sept. 2022.

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

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	3,00 €	2,00 €
Data interest	Based on behavioral data cfr page 16 for more details	3,00 €	2,00 €
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

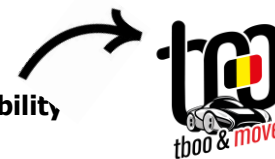
DISPLAY / DIGITAL PACKAGE



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

Reach : 6.023.332 real users/month (**tbooo & 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 »	3,00 €
Targeting	Geotargeting, Device, time slots	3,00 €

Price Calculation exemple: « **Sport** » newsletter :
1.220.429 impressions x (10€ CPM + 3€ Context = Sport) = 15.866€

IN-MAIL INTEREST PACKS	
Sum of views	
News	16.111.025
Sport	1.220.429
Economy	302.342
55+	235.507
Region	234.004
Family	209.123
Déco	200.000
Culture	32.582
Weather	25.809
Total	18.200.000



IO = Insertion Order	PD = Preferred Deal
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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/ Data / Contexte	1,95 €	2,47 €

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

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

BOOST META	 	300
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DEEP
READS
SCROLL DEPTH
30%



SWIPE AD

Swipe Ad is available on web mobile smartphone* :

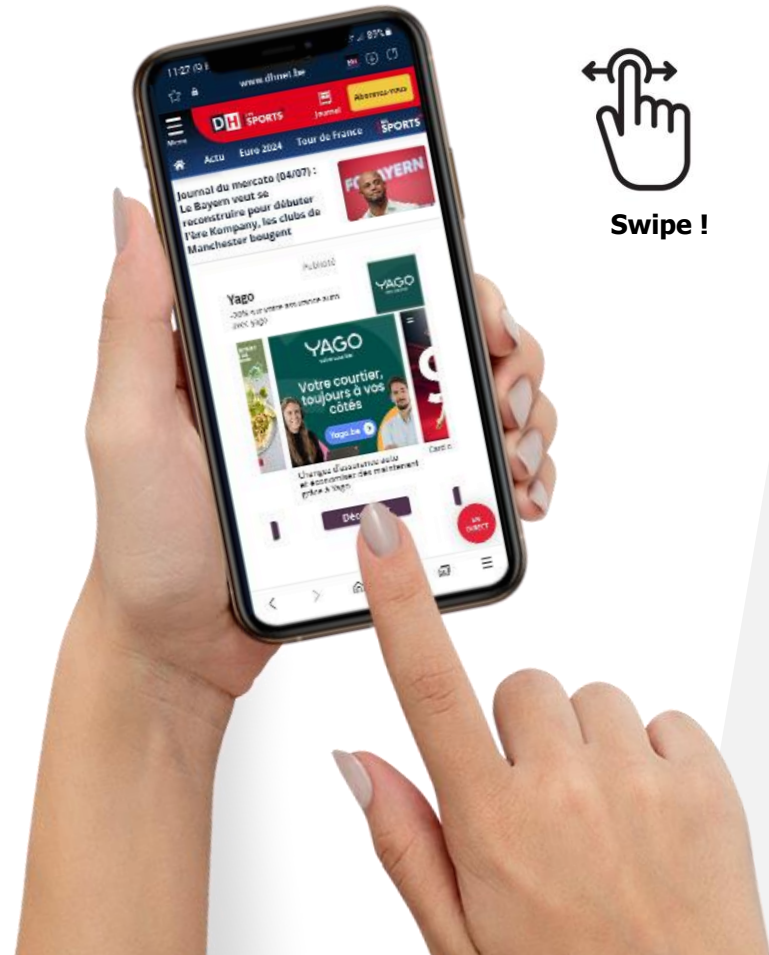
Dhnet, LaLibre, L’Avenir, Paris Match.

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	18 €	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

here

Quality and safe contexts

Restrictive contextual targeting as part of brand safety

Exclusion of risky environments : Automatic filtering of sensitive content (violence, controversial subjects) to protect the brand's image.

Real-time adaptation : Dynamic adjustment of contextual segments to ensure the continued relevance and security of advertising.

Types of segments available from IPM :

- Customised contextual segments: Creation of personalised segments based on the advertiser's specific needs, using semantic content analysis.
- Pre-defined segments based on IAB taxonomy: Automatic targeting with segments classified by standardised themes according to IAB taxonomy 2.2 and/or 3.0.



Scan Articles

Detect Sensitive Topic

Remove article from campaign

Restrictive or positive contextual Targeting within the general framework

Positive contextual targeting (only displays content that meets the criteria): Aligning ads with content that supports the brand's values and objectives (e.g. wellbeing, technology, etc.) or any other content criteria requested by the advertiser.

Restrictive contextual targeting (content meeting the criteria will not be displayed): Automatic filtering of sensitive content (violence, controversial subjects) to protect the brand image or any other content criteria requested by the advertiser.

Real-time adaptation: Dynamic adjustment of contextual segments to ensure the continued relevance and security of ads.

Types of segments available from IPM :

- Customised contextual segments: Creation of personalised segments based on the advertiser's specific needs, using semantic content analysis.
- Pre-defined segments based on the IAB taxonomy: Automatic targeting with segments classified by standardised themes according to the IAB 2.2 and/or 3.0 taxonomy.

Scan Articles

Detect personalised Topic

Remove or target article for campaign



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	14.950 €	10.350 €

TARGETING	DESCRIPTION (non-exhaustive examples)	IO CPM	PGMT
Data interest	Based on behavioral data cfr page 16 for more details	3,00 €	2,00 €
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.





Influence

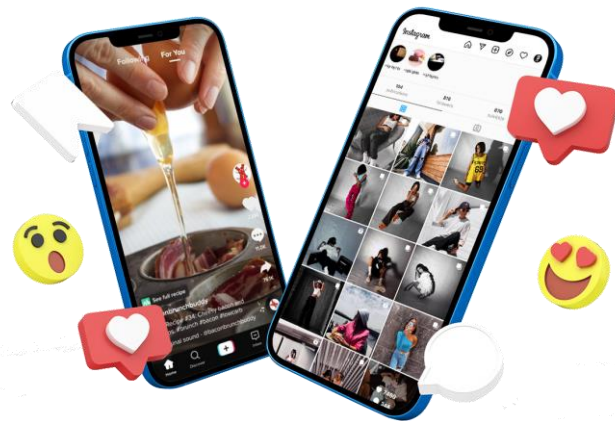
INFLUENCE PREMIUM MEDIA

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.

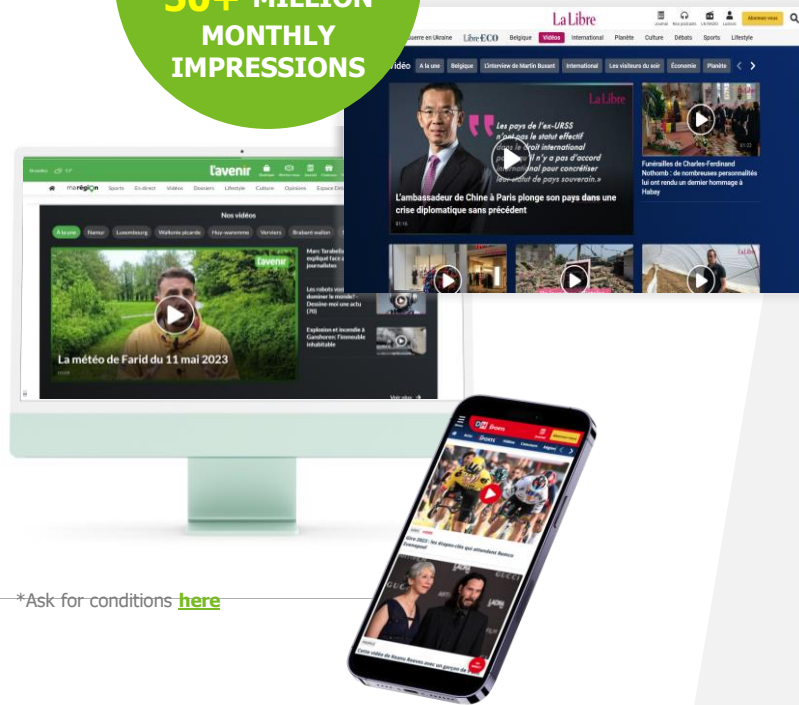
« IPM VIDEO NETWORK » REPRESENTS **50+ MILLION MONTHLY IMPRESSIONS**

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	3,00 €	2,00 €
Data interest	Based on behavioral data cfr page 16 for more details	3,00 €	2,00 €
Targeting	Geotargeting, Device, Time slots, Weather	3,00 €	2,00 €

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



*Ask for conditions [here](#)



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Vidéo

VIDEO / OUTSTREAM

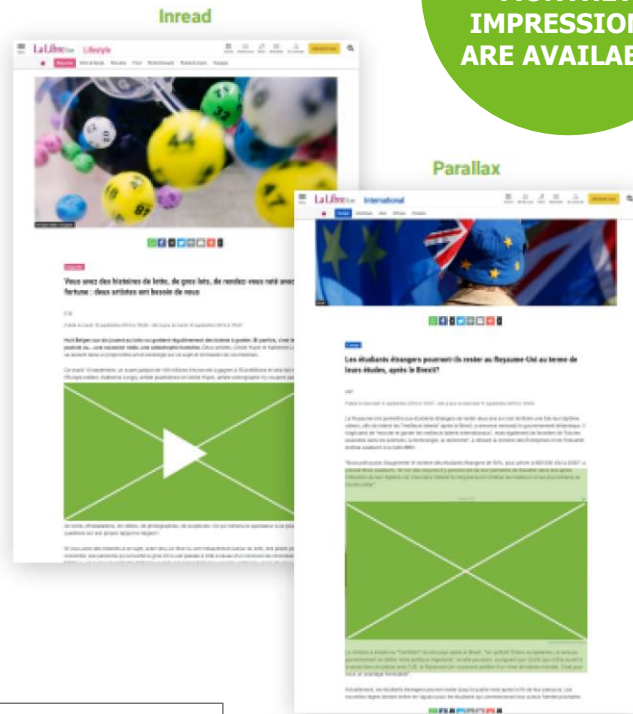
Outstream placement is available on following sites : Dhnet, LaLibre, L'Avenir, Paris Match, Moustique and Gourmandiz.

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	3,00 €	2,00 €
Data interest	Based on behavioral data cfr page 16 for more details	3,00 €	2,00 €
Targeting	Geotargeting, Device, Time slots, Weather	3,00 €	2,00 €



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



Vidéo



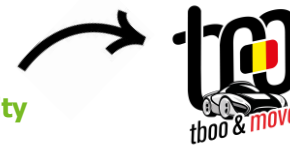
VIDEO / PACKAGE

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

Reach : overage 3,5mio 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.

For details, on how those segments were build, please ask your contact at IPM

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

#Reads	100% UU CAP1	100% UU CAP5	50% UU CAP5	25% UU CAP5
IMPRESSIONS per month				
Automotive	400.132	2.000.660	1.000.330	500.165
EcoFin	868.452	4.342.260	2.171.130	1.085.565
Food	680.751	3.403.755	1.701.878	850.939
Home Improvement & DIY	652.607	3.263.035	1.631.518	815.759
Immo/Real Estate	413.121	2.065.605	1.032.803	516.401
Lifestyle/ Luxe/Fashion	511.438	2.557.190	1.278.595	639.298
News	2.605.922	13.029.610	6.514.805	3.257.403
Sports	2.791.556	13.957.780	6.978.890	3.489.445
Sustainability	323.513	1.617.565	808.783	404.391

PACK	RON	+DATA	PGMT
IMU	10,00 €	3,00 €	2,00 €
Halfpage		3,00 €	2,00 €
Leaderboard		3,00 €	2,00 €
XL Leaderboard		3,00 €	2,00 €
Billboard		3,00 €	2,00 €
Preroll Bumper	14,00 €	3,00 €	2,00 €
Preroll more than 6sec	18,00 €	3,00 €	2,00 €

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



La Libre

lavenir

MATCH

moustique

Gourmandis



CINEBEL



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	2,00 €
Data interest	Based on behavioral data cfr page 18 for more details	2,00 €
Targeting	Geotargeting, Device, Time slots, Weather	2,00 €



Always check IPMADVERTISING.BE/EN/RATES/ for the last version of this ratecard v08-01-2025



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	

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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

