



**DIGITAL RATECARD**

**IPM ADVERTISING**

**MAR  
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



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
<b>IMU</b>	10,00 €	5,00 €	4,00 €
<b>Halfpage</b>	10,00 €	5,00 €	4,00 €
<b>Leaderboard</b>	10,00 €	5,00 €	4,00 €
<b>XL Leaderboard</b>	10,00 €	5,00 €	4,00 €
<b>Billboard</b>	10,00 €	5,00 €	4,00 €
<b>Parallax</b>	15,00 €	NA	NA
<b>Swipe Ad</b>	15,00 €	NA	NA
<b>In-Mail ad : 300x250 or 600x150</b>	10,00 €	5,00 €	4,00 €
<b>Wallpaper</b>	15,00 €	NA	NA
<b>Skinning</b>	30,00 €	NA	NA
<b>Interstitial open App</b>	18,00 €	NA	NA

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

Gourmandis



LE jde .BE

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**

-28%  
discount

**NATIONAL  
PACKAGE  
OFFER  
15.000€**



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



La Libre

l'Avenir



moustique

Gourmandiz



GINEBEL



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

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
<b>In-Mail</b> : 300x250 and 600x150	10,00 €	5,00 €	4,00 €

TARGETING	DESCRIPTION	IO CPM	PGMT
<b>Context/Interest</b>	Contextual targeting per site or section	4,00 €	3,00 €
<b>Targeting</b>	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
<b>News</b>	16.111.025
<b>Sport</b>	1.520.460
<b>Economy</b>	261.910
<b>55+</b>	165.040
<b>Family</b>	215.015
<b>Immo</b>	35.000
<b>Culture</b>	23.490
<b>Total</b>	<b>18.200.000</b>

The screenshot shows a mobile newsletter layout for DH Sports+. At the top, there's a header with the DH Sports+ logo and the date 23/03/2018. Below the header, a section titled "Les dernières infos Diablies" features a large image of a football player celebrating with a trophy. Underneath this image is a small text snippet: "Chelsea l'annonce, la fédération belge muette : Romeo Lavia finalement repris avec les Diablotins".

Below this, there's a green banner with the text "600x150px". This is followed by a list of article teasers, each with a small image and a text snippet:

- "Il a fait son choix" : Rayane Bounida a bien refusé la Belgique pour se mettre à disposition du Maroc.
- Les Belges à l'étranger: deux cartons rouges et Pirognoni exclu... fin de match très tendue entre Monaco et Lyon 1 (VIDÉO)
- Jeremy Doku et Leandro Trossard, même poste et même paradoxe avant la finale d'EFL Cup
- Qualifications Euro U21 2027 : Verratti, Mbanga, Degreef et Moko de retour avec les espoirs, Bounida absent

At the bottom of the newsletter, there's a yellow button that says "S'abonner" and a dark blue footer with the text "Suivez l'actu en temps réel" and icons for Google Play and the App Store. The footer also says "Découvrez toutes nos newsletters".





Display

# 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

<b>BOOST META</b>	 	300
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**DEEP  
READS  
SCROLL DEPTH  
25%**



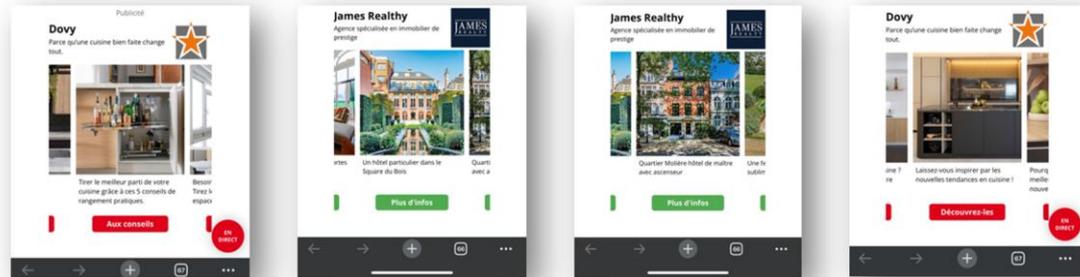
# SWIPE AD

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 €



Swipe !



More information about techspecs

here



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	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.



**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](http://www.lalibre.be) / [www.lavenir.net](http://www.lavenir.net) / [www.dhnet.be](http://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
<b>Context</b>	Contextual targeting per site or section/Brand Matching	4,00 €	3,00 €
<b>Interest</b>	Based on behavioral data or intentionalists	4,00 €	3,00 €
<b>First Party</b>	Based on socio demo data (ex. gender, age)/DCR	4,00 €	3,00 €
<b>Targeting</b>	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



Back to menu



IPM  
INFLUENCE PREMIUM MEDIA



Video

# VIDEO / PREROLL

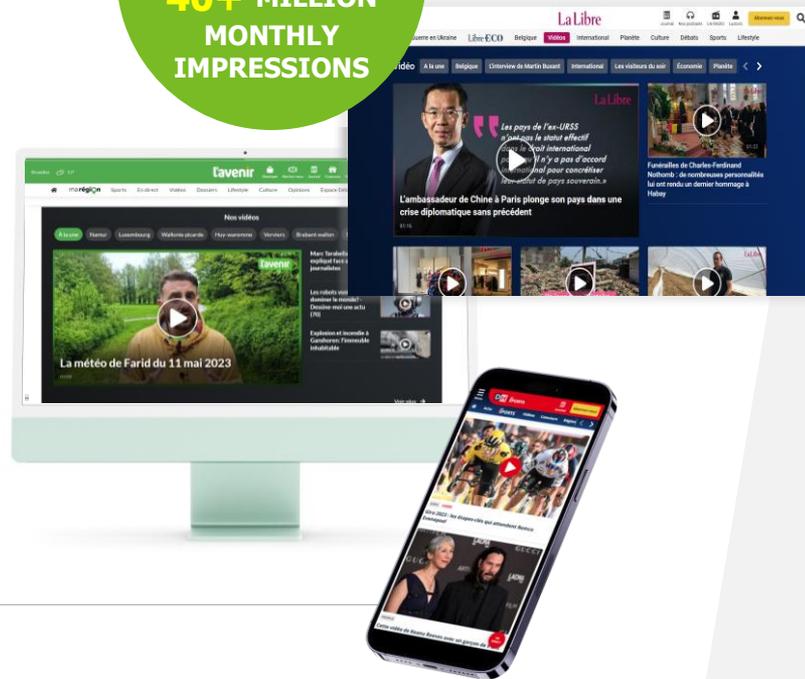
Every week, more than 400 videos are uploaded by the editorial teams to illustrate news content and articles.

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

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

Multiple targetings can be applied on those RON CPM's

TARGETING	DESCRIPTION (non-exhaustive examples)	IO CPM	PGMT
<b>Context</b>	Contextual targeting per site or section/Brand Matching	4,00 €	3,00 €
<b>Interest</b>	Based on behavioral data or intentionalists	4,00 €	3,00 €
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IO = Insertion Order  
 PG = Programmatic Guaranteed  
 PD = Preferred Deal  
 PA = Private Auction





Vidéo

# VIDEO / OUTSTREAM

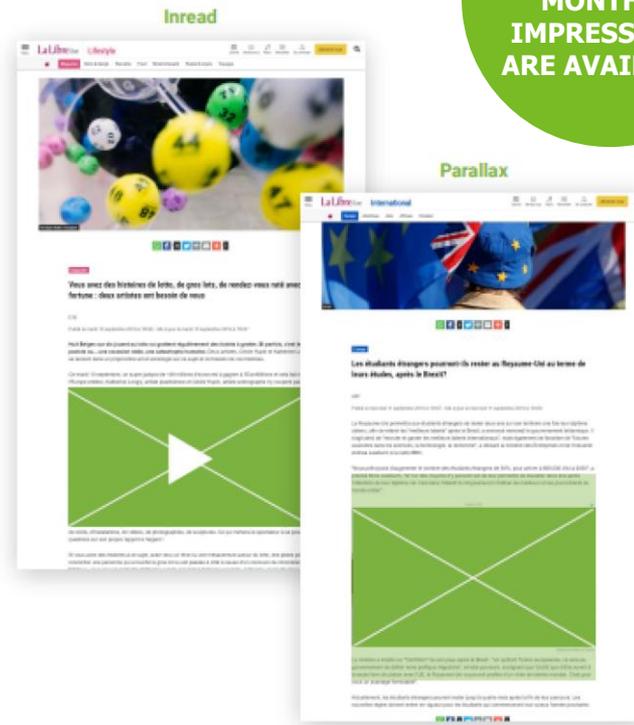
Outstream placement is available on following sites : Dhnet, LaLibre, L'Avenir, Paris Match, Moustique and Gourmandiz.

MORE THAN 500.000 MONTHLY IMPRESSIONS ARE AVAILABLE

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

Multiple targetings can be applied on those RON CPM's

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



IO = Insertion Order  
PG = Programmatic Guaranteed

PD = Preferred Deal  
PA = Private Auction





Vidéo



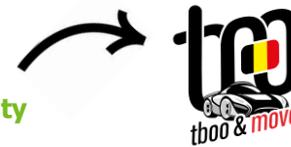
## VIDEO / PACKAGE

**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 + <b>DATA</b>	
FORMAT	Preroll 15"	
PERIOD	Minimum 4 weeks	
IMPRESSIONS	<b>850.000</b> (58% NL – 42% FR)	



La Libre

l'Avenir



moustique



CINEBEL



De Standaard

GAZET VAN ANTWERPEN

HET BELANG VAN LIMBURG



# 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 intentionnlists for an **utility vehicle**.

**Rate:** impressions \* CPM + 4€ Intent Data CPM

Available on **Display** and **Video** formats

Budget starting from €2000

Others segments to come : Home&Deco (Batibouw), Self Employed, Bank & insurance switchers, etc.

### Envie d'une nouvelle voiture ?





Data

# DATA / 1<sup>st</sup> 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
<b>Automotive</b>	681 000
<b>EcoFin</b>	817 000
<b>Food</b>	628 000
<b>Home Improvement &amp; DIY</b>	438 000
<b>Immo/Real Estate</b>	442 000
<b>Lifestyle/ Luxe/Fashion</b>	687 000
<b>News</b>	1 070 000
<b>Sports</b>	759 000
<b>Sustainability</b>	353 000
<b>Students</b>	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
<b>IMU</b>	10,00 €	4,00 €	3,00 €
<b>Halfpage</b>		4,00 €	3,00 €
<b>Leaderboard</b>		4,00 €	3,00 €
<b>XL Leaderboard</b>		4,00 €	3,00 €
<b>Billboard</b>		4,00 €	3,00 €
<b>Preroll Bumper</b>	14,00 €	4,00 €	3,00 €
<b>Preroll more than 6sec</b>	18,00 €	4,00 €	3,00 €

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



La Libre

l'Avenir

MATCH

moustique



IPM Advertising adopts First-ID technology, offering advertisers precise targeting, authenticated audiences and optimized 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 (non-exhaustive examples)	IO CPM	PGMT
<b>Context</b>	Contextual targeting per site or section/Brand Matching	4,00 €	3,00 €
<b>Interest</b>	Based on behavioral data or intentionalists	4,00 €	3,00 €
<b>First Party</b>	Based on socio demo data (ex. gender, age)/DCR	4,00 €	3,00 €
<b>Targeting</b>	Geotargeting, Device, Time slot, weather, ...	3,00 €	2,00 €



Media & Marketing Factory

The background of the slide features a dark, blue-tinted image of several interlocking gears of various sizes, some of which are resting on a laptop keyboard. The lighting is dramatic, highlighting the metallic texture and the teeth of the gears.

**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.	HTML5 ext.	SitesRMA
IMU	300 x 250	300 x 250	300x250	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH iSports <sup>®</sup> LaLibre <sup>®</sup> l'Avenir <sup>®</sup> Match <sup>®</sup> moustique <sup>®</sup> CINEBEL <sup>®</sup>
Leaderboard	728 x 90	320 x 100	728x90	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH iSports <sup>®</sup> LaLibre <sup>®</sup> l'Avenir <sup>®</sup> Match <sup>®</sup> moustique <sup>®</sup> Zoumandis <sup>®</sup> CINEBEL <sup>®</sup>
Leaderboard XL	995 x 123	320 x 100	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH iSports <sup>®</sup> LaLibre <sup>®</sup> l'Avenir <sup>®</sup> Match <sup>®</sup> moustique <sup>®</sup> Zoumandis <sup>®</sup> CINEBEL <sup>®</sup>
Large Leaderboard	840 x 150	320 x 100	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH iSports <sup>®</sup> LaLibre <sup>®</sup> l'Avenir <sup>®</sup> Match <sup>®</sup> moustique <sup>®</sup> Zoumandis <sup>®</sup> CINEBEL <sup>®</sup>
TV Spot Leaderboard	840 x 250	320 x 100	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH iSports <sup>®</sup> LaLibre <sup>®</sup> l'Avenir <sup>®</sup> Match <sup>®</sup> moustique <sup>®</sup> Zoumandis <sup>®</sup> CINEBEL <sup>®</sup>
Halfpage	300 x 600	300 x 600	300x600	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH iSports <sup>®</sup> LaLibre <sup>®</sup> l'Avenir <sup>®</sup> Match <sup>®</sup> moustique <sup>®</sup> Zoumandis <sup>®</sup> CINEBEL <sup>®</sup>
Billboard	970 x 250	320 x 100	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH iSports <sup>®</sup> LaLibre <sup>®</sup> l'Avenir <sup>®</sup> Match <sup>®</sup> moustique <sup>®</sup> Zoumandis <sup>®</sup> CINEBEL <sup>®</sup>
In-mail Leaderboard	600 x 150	600 x 150	600x150	3 days before start	800Kb	GIF, JPG, PNG	/	/	l'Avenir <sup>®</sup>
In-mail IMU	300 x 250	300 x 250	300x250	3 days before start	800Kb	GIF, JPG, PNG	/	/	DH iSports <sup>®</sup> LaLibre <sup>®</sup> l'Avenir <sup>®</sup> Match <sup>®</sup> moustique <sup>®</sup> Zoumandis <sup>®</sup> CINEBEL <sup>®</sup>
Wallpaper	<a href="#">Afficher le gabarit</a>	/	/	5 days before start	1Mb	GIF, JPG, PNG	/	/	DH iSports <sup>®</sup> LaLibre <sup>®</sup> l'Avenir <sup>®</sup> Match <sup>®</sup> moustique <sup>®</sup> Zoumandis <sup>®</sup> CINEBEL <sup>®</sup>
Skinning (HPTO) IMU, Halfpage, Billboard	<a href="#">(see details)</a>	/	/	5 days before start	1Mb	GIF, JPG, PNG	/	/	DH iSports <sup>®</sup> LaLibre <sup>®</sup> l'Avenir <sup>®</sup> Match <sup>®</sup> moustique <sup>®</sup> Zoumandis <sup>®</sup> CINEBEL <sup>®</sup>
Wallpaper (Cinebel)	<a href="#">Afficher le gabarit</a>	/	/	5 days before start	1Mb	GIF, JPG, PNG	/	/	CINEBEL <sup>®</sup>
Parallax	2/3 images HP <a href="#">(see details)</a>	2/3 images HP <a href="#">(see details)</a>	2/3 images HP <a href="#">(see details)</a>	5 days before start	1Mb	JPG, PNG	/	/	DH iSports <sup>®</sup> LaLibre <sup>®</sup> l'Avenir <sup>®</sup> Match <sup>®</sup> moustique <sup>®</sup> Zoumandis <sup>®</sup> CINEBEL <sup>®</sup>
Swipe Ad	3 / 4 / 5 images <a href="#">(see details)</a>	3 / 4 / 5 images <a href="#">(see details)</a>	/	5 days before start	1Mb	JPG, PNG	/	/	DH iSports <sup>®</sup> LaLibre <sup>®</sup> l'Avenir <sup>®</sup> Match <sup>®</sup>
Big Banner Video	980 x 150	/	/	3 days before start	1Mb	Special team Level Up	/	/	CINEBEL <sup>®</sup>
Native Ad	<a href="#">(see details)</a>	<a href="#">(see details)</a>	<a href="#">(see details)</a>	3 days before start	1Mb	JPG, PNG	/	/	DH iSports <sup>®</sup> LaLibre <sup>®</sup> l'Avenir <sup>®</sup> Match <sup>®</sup> moustique <sup>®</sup> Zoumandis <sup>®</sup>
FullImpact (NP Only)	970 x 500	/	/	5 days before start	1Mb	JPG, PNG	HTML, Javascript	Zip bundle	DH iSports <sup>®</sup> LaLibre <sup>®</sup> l'Avenir <sup>®</sup>

# 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"	
Outstream	Min 640x480 / ration 16:9	Min 640x480 / ration 16:9	Min 640x480 / ration 16:9	3 days before start	150 Mb		Max 30"	



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](mailto:info@IPMAdvertising.be)  
[www.ipmadvertising.be](http://www.ipmadvertising.be)

