



DIGITAL RATECARD

IPM ADVERTISING



**JANUARY
2023**

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

+ 1.300.000

readers last period
in print media and
pdf versions



Internet

600.000

daily reach
for our network



Video

+ 50.000.000

monthly streams



Television

+ 380.000

weekly viewers

DH SPORTS*

La Libre

l'avenir

MATCH
BELGIQUE

moustique

Gourmandiz

LOGIC
-IMMO-BE

LN RADIO

LN

LE
jde
.BE

CINEBEL

too
that's more

Source : CIM, étude print 2022,
univers 16+. CIM, print survey 2022,
daily average IPM Network between
January and September. CIM,
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
IMU	13,00 €
Halfpage	13,00 €
Leaderboard	13,00 €
XL Leaderboard	13,00 €
Billboard	13,00 €
Parallax	15,00 €
In-Mail ad : 300x250 or 600x150	13,00 €
HPTO	40,00 €

TARGETING	DESCRIPTION (non-exhaustive examples)	CPM
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 €
Data interest	Based on behavioral data cfr page 18 for more details	4,00 €
Data Socio Demo	Based on Socio demographics like Gender and Age	4,00 €
Tech Targeting	Geotargeting, Capping, Device, time slots	4,00 €



JDE : restrictions applies, consult us for details.



Always check IPMADVERTISING.BE/EN/RATES/ for the last version of this ratecard v17-04-2023

Back to
menu



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 (**tboo & more**)

Behavioural targeting: Sport fans, Business & finance, Lifestyle, Sustainability and Foodies.

OFFER

PACKAGE 1

25.000€

PACKAGE 2

50.000€



PACKAGE 1	ADS & DATA	IPM
WEBSITES	Run of Newssites	Run of Network
FORMAT	Halfpage – Medium Rectangle	
PERIOD	Minimum 3 weeks	
IMPRESSIONS	2.000.000 (60% NL – 40% FR)	

PACKAGE 2	ADS & DATA	IPM
WEBSITES	Run of Newssites	Run of Network
FORMAT	Halfpage – Medium Rectangle	
PERIOD	Minimum 3 weeks	
IMPRESSIONS	4.500.000 (60% NL – 40% FR)	



Display

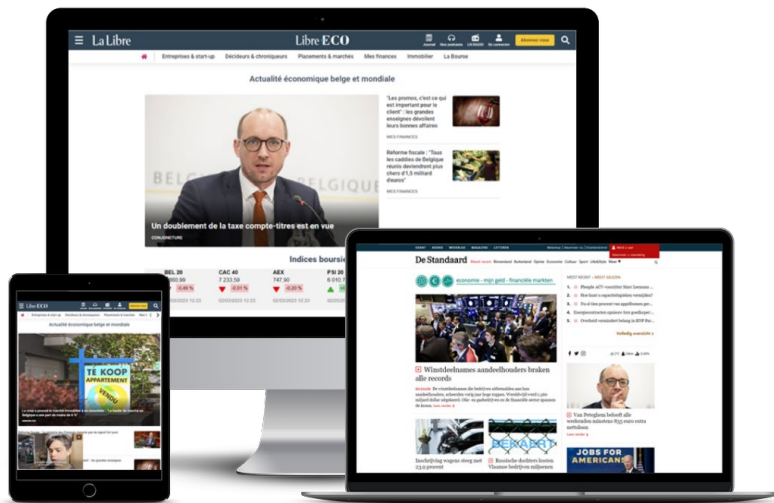
DISPLAY / TBOO NEXTFIN

TBOO and more Nextfin offers you display or partner content on specific economic targets on **La Libre & De Standaard** websites.

La Libre BELGIQUE

De Standaard

tboo
tboo & more



DE STANDAARD

Site	www.standaard.biz
Format	Medium Rectangle / 1 week
Rate/week	3.255 €
Technical Cost	850 €
Average impressions/week	135.000
Deadline reservation	10 days before publication

LA LIBRE

Site	www.lalibre.be/economie
Partner content	3.000 €
Technical Cost	850,00 €
Display	2.295 € / all formats
Deadline reservation	10 days before publication



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	RON CPM
In-Mail : 300x250 or 600x150	13,00 €

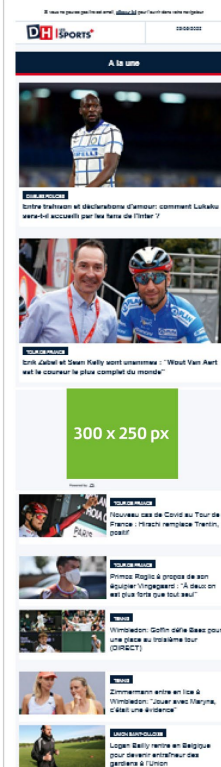
TARGETING	DESCRIPTION	CPM
Context	Contextual targeting per site or sections: only the site of LaLibre.be or only section Sport on Dhnet.be or only Homepage	4,00 €
Tech Targeting	Geotargeting, Capping, Device, time slots	4,00 €

Price Calculation exemple: « **Sport** » newsletter :
1.220.429 impressions x (13€ CPM + 4€ Data = Sport) = 20.747€

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





Display

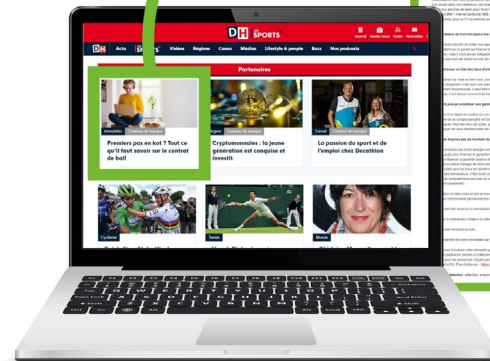
DISPLAY / PARTNER CONTENT

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

RATE COST PER READ		
#READS	RATE/CLICK	TOTAL
1.000	1,50 €	1.500 €
2.000	1,50 €	3.000 €
3.000	1,50 €	4.500 €
4.000	1,40 €	5.600 €
5.000	1,40 €	7.000 €
6.000	1,40 €	7.800 €
7.000	1,30 €	9.100 €
8.000	1,30 €	10.400 €
9.000	1,30 €	11.700 €
10.000	1,30 €	13.000 €
11.000	1,30 €	13.750 €
12.000	1,25 €	15.000 €
13.000	1,25 €	16.250 €
14.000	1,25 €	17.500 €
15.000	1,25 €	18.000 €
16.000	1,20 €	19.200 €
17.000	1,20 €	20.400 €
18.000	1,20 €	21.600 €
19.000	1,20 €	22.800 €
20.000	1,15 €	23.000 €

PARTNER CONTENT	ARTICLES	PRODUCTION COST	SETUP COST	LANGUAGE
Contextual Placement	1	800 €	300 €	FR
Contextual Placement	3	2.000 €	500 €	FR

BOOST	Facebook	300
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Display

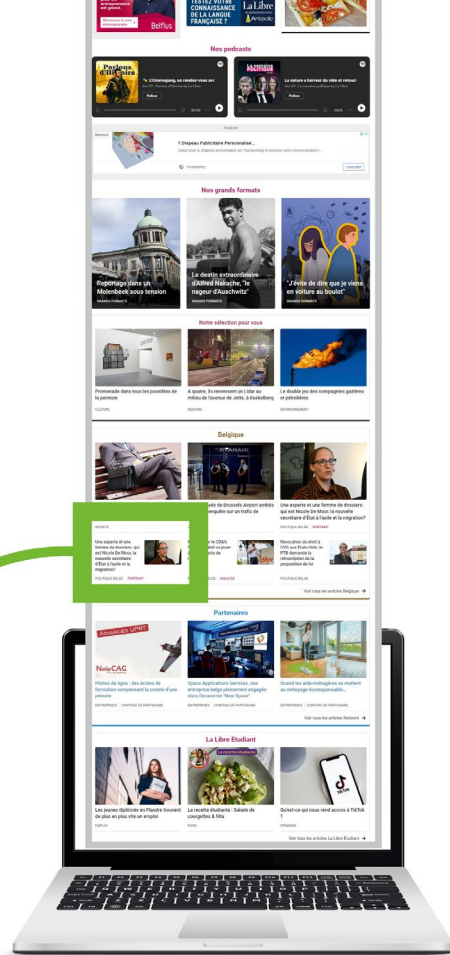
PERFORMANCE NATIVE SOLUTION

Dhnet, LaLibre, L'Avenir, Paris Match and Moustique

« Native Ads » + outgoing click

		CPM	CPC
BASIC PRICE	Native format	13,00 €	1,50 €
SETUP COST	Per creative	300 €	300 €

ADVERTISER
SITE



DH LES SPORTS

La Libre

L'avenir

PARIS MATCH
BELGIQUE

moustique

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Back to
menu

IPM
ADVERTISING
Media & Marketing Factory



Influence

INFLUENCE PREMIUM MEDIA

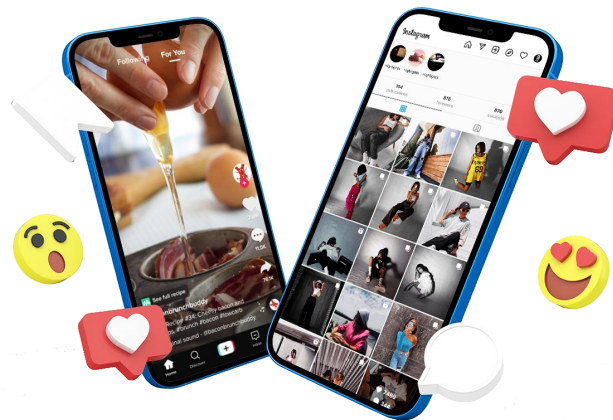
Discover our new influence marketing offers available on all major social networks.

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 10.000€.

here



Back to
menu

IPM
INFLUENCE PREMIUM MEDIA
Media & Marketing Strategy



Video

VIDEO / PREROLL

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

RATE INSTREAM VIDEO

Lengths	RON	
All	13 €	CPM

Multiple targetings can be applied on those RON CPM's

TARGETING	DESCRIPTION (non exhaustive examples)	CPM
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 €
Data interest	Based on behavioral data cfr page 18 for more details	4,00 €
Tech Targeting	Geotargeting, Capping, Device, time slots	4,00 €

« IPM VIDEO NETWORK » REPRESENTS 50+ MILLION MONTHLY IMPRESSIONS



DH SPORTS

La Libre

lavenir

MATCH BELGIQUE

moustique

Gourmandiz

LN

CINEBEL



Vidéo

VIDEO / OUTSTREAM

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

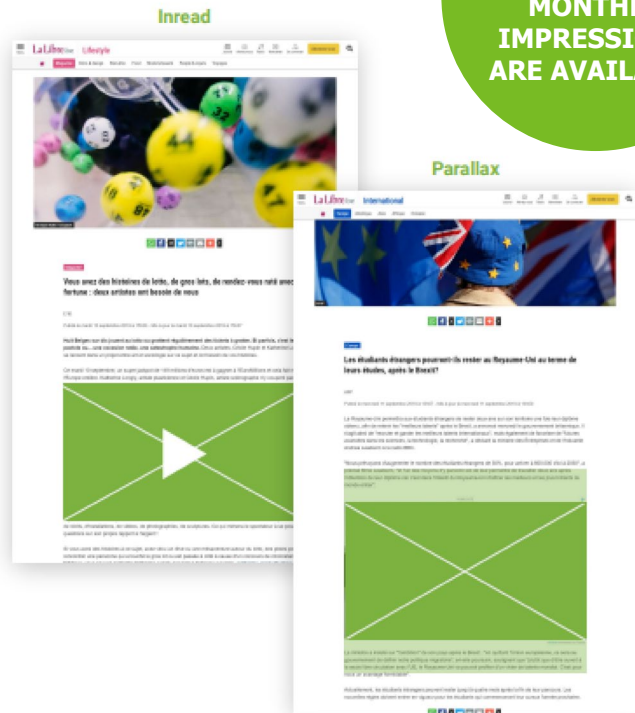
RATE OUTSTREAM VIDEO

Format	RON	
Outstream Video	15 €	CPM
Setup fee : 250 €		

Multiple targetings can be applied on those RON CPM's

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	4,00 €
Data interest	Based on behavioral data cfr page 18 for more details	4,00 €
Tech Targeting	Geotargeting, Capping, Device, time slots	4,00 €

MORE THAN
500.000
MONTHLY
IMPRESSIONS
ARE AVAILABLE



DH SPORTS

La Libre

l'avenir

PARIS MATCH
BELGIQUE

moustique

Gourmandiz





Vidéo

tbo
tboo & more

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: Sport fans, Business & finance, Lifestyle, Sustainability and Foodies.

**PACKAGE
OFFER
25.000€**



	ADS & DATA	IPM
WEBSITES	Run of Network	
FORMAT	Preroll 15"	
PERIOD	Minimum 4 weeks	
IMPRESSIONS	1.300.000 (58% NL – 42% FR)	



La Libre

lavenir

MATCH

moustique

Gourmandiz

LOGIC
-IMMO.BE

LN
24

CINEBEL

N
Nieuwsblad

De Standaard

GAZET VAN ANTWERPEN

HET BELANG
VAN LIMBURG

Back to
menu

IPM
ADVERTISING
Media & Marketing Factory



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
IMU	13,00 €	4,00 €
Halfpage	13,00 €	4,00 €
Leaderboard	13,00 €	4,00 €
XL Leaderboard	13,00 €	4,00 €
Billboard	13,00 €	4,00 €
Pre roll	27,00 €	4,00 €

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

Chose the Segment you want to target, define the number of impressions and calculate the price : 1.000.000 impressions on Lifestyle/luxe/Fashion = $1.000.000 \times (13\text{€ CPM Halfpage} + 4\text{€ CPM Data}) = 17.000\text{€}$



La Libre

l'avenir

MATCH

moustique

Gourmandis

LOGIC
IMMO.BE

LN2

CINEBEL



Data



DATA / Brussels Motor Show

National re-targeting Car Lovers

tboo & more has the exclusive right for re-targeting of motor show visitors.

PROMO**DISPLAY****15.000€****VIDEO****15.000€**

PACKAGE 1 : AUTOSALON **DISPLAY**

WEBSITES	Ads & Data network behavioural (Cars Lovers) + IPM Run of Network
FORMAT	Combination 3 formats : Medium Rectangle - Skyscraper - Halfpage
PERIOD	Minimum 4 weeks / 1 month
TARGET	Surfers with buying intent – visitors autosalon.be
IMPRESSIONS	1.000.000 (60% NL – 40% FR)
CPM	17 €
VALUE	17.000 €

PACKAGE 2 : AUTOSALON **VIDEO**

WEBSITES	Ads & Data network behavioural (Cars Lovers) + IPM Run of Network
FORMAT	Preroll 15"
PERIOD	Minimum 4 weeks / 1 month
TARGET	Surfers with buying intent – visitors autosalon.be
IMPRESSIONS	600.000 (75% NL – 25% FR)
CPM	28 €
VALUE	16.800 €



La Libre

l'avenir



moustique

LOGIC
IMMO.BE

CINEBEL



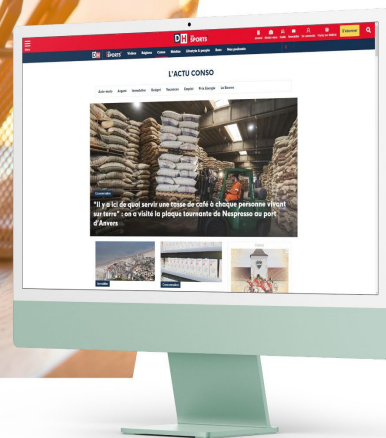
De Standaard

GAZET VAN ANTWERPEN

HET BELANG
VAN LIMBURG



PGMT



PROGRAMMATIC

RON CPM	« PROGRAMMATIC GUARANTEED »	PREFERRED DEAL	PMP PRIVATE AUCTION
Preroll	13,00 €	10,00 €	9,00 €
Outstream	15,00 €	10,00 €	9,00 €
IAB Standards : 300x250, 160x600, 728x90, 840x150, 970x90, 970x150, 320x100	13,00 €	5,00 €	4,00 €
In-Mail 300x250 or 600x150	13,00 €	5,00 €	4,00 €
HPTO	40,00 €	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 €
Tech Targeting	Geotargeting, Capping, Device, time slots	1,50 €



The background of the slide features a dark, blue-tinted image of several interlocking gears resting on a computer keyboard. The gears are of various sizes and are positioned diagonally across the frame. The keyboard keys are visible in the background, adding a technological context to the image.

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.	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	1Mb	GIF, JPG, PNG	/	/	
In-mail IMU	300 x 250	300 x 250	300x250	3 days before start	1Mb	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 IMU/HP/InRead (see details)	2/3 images IMU/HP/InRead (see details)	2/3 images IMU/HP/InRead (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	/	/	       

TECH SPECS

Pour plus
d'infos sur
les formats
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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	500Mb	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	500Mb		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

