

DIGITAL RATECARD

IPM ADVERTISING



MAY
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



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	13,00 €	5,00 €	4,00 €
Halfpage	13,00 €	5,00 €	4,00 €
Leaderboard	13,00 €	5,00 €	4,00 €
XL Leaderboard	13,00 €	5,00 €	4,00 €
Billboard	13,00 €	5,00 €	4,00 €
Parallax	15,00 €	7,50 €	5,50 €
In-Mail ad : 300x250 or 600x150	13,00 €	5,00 €	4,00 €
Wallpaper	15,00 €	NA	NA
HPTO	40,00 €	NA	NA

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	2,00 €
Data interest	Based on behavioral data cfr page 16 for more details	2,00 €
Data Socio Demo	Based on Socio demographics like Gender and Age	2,00 €
Tech Targeting	Geotargeting, Device, time slots	2,00 €

i JDE : restrictions applies, consult us for details.



La Libre

l'avenir



moustique

Gourmandis



LE JDE

CINEBEL

IO = Insertion Order
PG = Programmatic Guaranteed

PD = Preferred Deal
PA = Private Auction



Media & Marketing Factory



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 (**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)	



La Libre

lavenir



moustique



CINEBEL



De Standaard

GAZET VAN ANTWERPEN

HET BELANG VAN LIMBURG





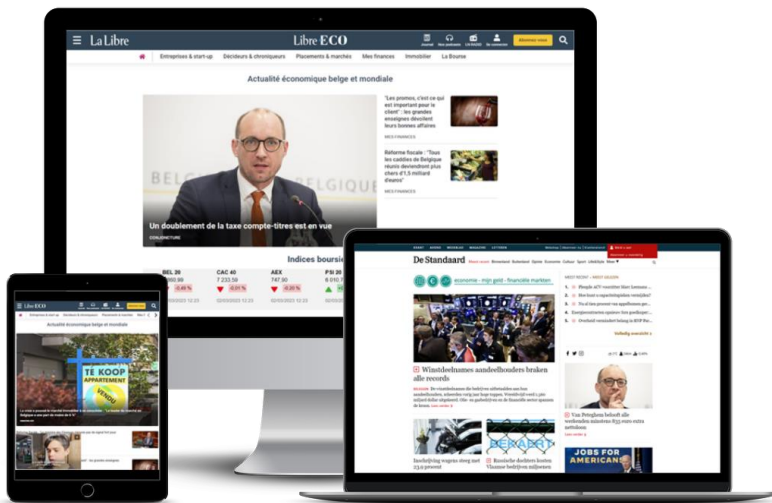
Display

DISPLAY / TBOO NEXTFIN

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



De Standaard



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	IO/PG	PD	PA
In-Mail : 300x250 or 600x150	13,00 €	5,00 €	4,00 €

TARGETING	DESCRIPTION	CPM
Context	Contextual targeting per site or interests: only the site of LaLibre.be or only « interest pack »	2,00 €
Tech Targeting	Geotargeting, Device, time slots	2,00 €

Price Calculation exemple: « **Sport** » newsletter :
1.220.429 impressions x (13€ CPM + 2€ Data = Sport) = 18.306€

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
PG = Programmatic Guaranteed PA = Private Auction

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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/READ	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	LANGUAGE
Contextual Placement	1	800 €	FR
Contextual Placement	3	2.000 €	FR

BOOST	Facebook	300
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Display

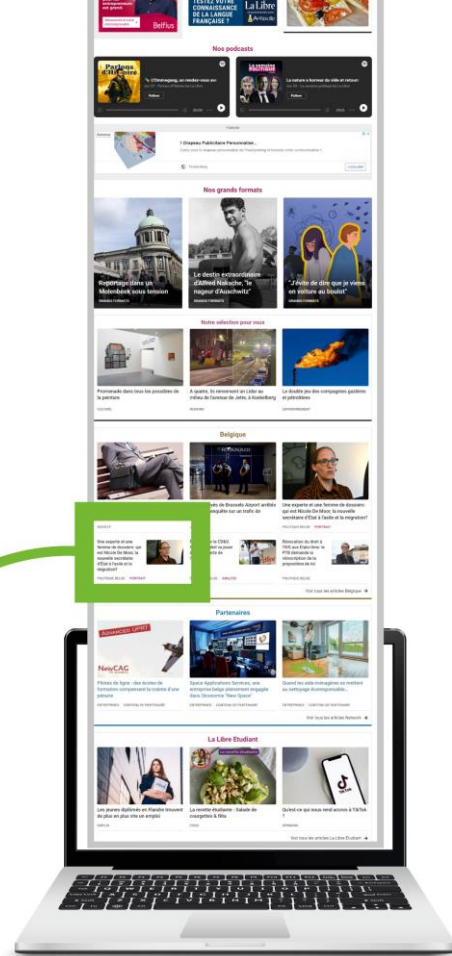
PERFORMANCE NATIVE SOLUTION

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

« Native Ads » + outgoing click

		CPM	CPC
BASIC PRICE	Native format	13,00 €	1,50 €

ADVERTISER SITE



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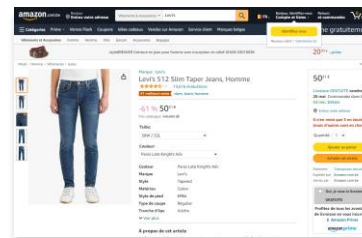
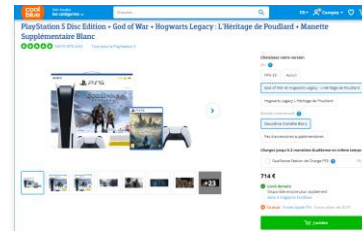


Affiliation

AFFILIATION



From Content to e-Commerce: Le Scan Conso DH Les Sports.



Contact us for more information

here



IPM
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

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IPM
INFLUENCE PREMIUM MEDIA



Video

VIDEO / PREROLL

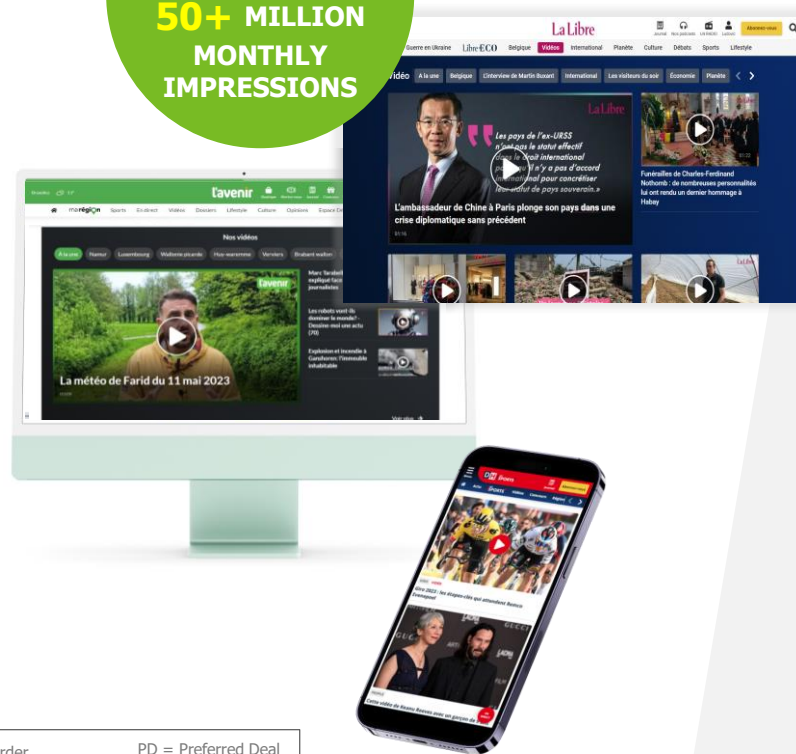
Every week, more than 400 videos are uploaded by the editorial teams to illustrate news content and articles.

RATE INSTREAM VIDEO	IO/PG	PD	PA
All Lengths	13,00 €	10,00 €	9,00 €

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

« IPM VIDEO NETWORK »
REPRESENTS
50+ MILLION
MONTHLY
IMPRESSIONS



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



Vidéo

VIDEO / OUTSTREAM

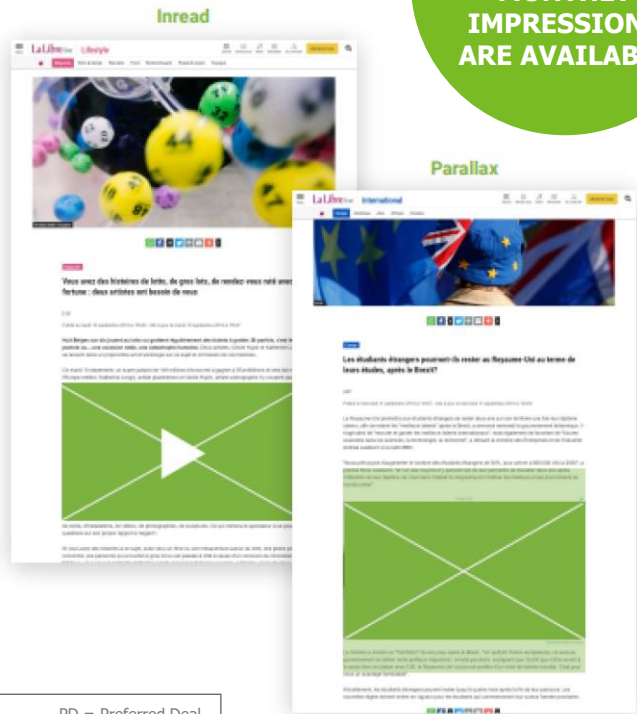
Outstream placement is available on following sites : Dhnet, LaLibre, L'Avenir, Paris Match, Moustique and Gourmandiz.

MORE THAN 500.000 MONTHLY IMPRESSIONS ARE AVAILABLE

RATE OUSTREAM VIDEO	IO/PG	PD	PA
Oustream video RON	15,00 €	10,00 €	9,00 €

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	2,00 €
Data interest	Based on behavioral data cfr page 16 for more details	2,00 €
Tech Targeting	Geotargeting, Device, time slots	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: 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

PARIS MATCH

moustique

Gourmandiz



CINEBEL



De Standaard

GAZET VAN ANTWERPEN

HET BELANG VAN LIMBURG





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 €	2,00 €
Halfpage		2,00 €
Leaderboard		2,00 €
XL Leaderboard		2,00 €
Billboard		2,00 €
Pre roll		2,00 €

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 x (13€ CPM Halfpage + 4€ CPM Data) = 17.000€



La Libre

lavenir

MATCH

moustique

Gourmandis



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

MATCH

moustique



CINEBEL



De Standaard

GAZET VAN ANTWERPEN



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PGMT



PROGRAMMATIC

RON CPM	« PROGRAMMATIC GUARANTEED »	PREFERRED DEAL	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, Device, time slots	2,00 €



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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	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
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	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

