

DIGITAL RATECARD

IPM ADVERTISING



SEPTEMBER

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

LN RADIO

LN 24

LE
jde
.BE

CINEBEL

too
theo & 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	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 €	NA	NA
In-Mail ad : 300x250 or 600x150	13,00 €	5,00 €	4,00 €
Wallpaper	15,00 €	NA	NA
Skinning	30,00 €	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

MATCH

moustique

Bourmandis

LE 4

JDE .BE

CINEBEL

IO = Insertion Order
PG = Programmatic Guaranteed

PD = Preferred Deal
PA = Private Auction



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 of your choice :

Sport fans, Business & finance, Lifestyle, Sustainability, Mobility and Foodies



-32%
discount

**NEW
RATES**



PACKAGE	ADS & DATA	IPM
WEBSITES	Run of Newssites + DATA	Run of Network + DATA
FORMAT	Halfpage – Medium Rectangle	
PERIOD	Minimum 3 weeks	
IMPRESSIONS	1.500.000 (57% NL – 43% FR)	

**NATIONAL
PACKAGE
OFFER
15.000€**



La Libre

lavenir



moustique



CINEBEL



De Standaard

GAZET VAN ANTWERPEN

HET BELANG
VAN LIMBURG





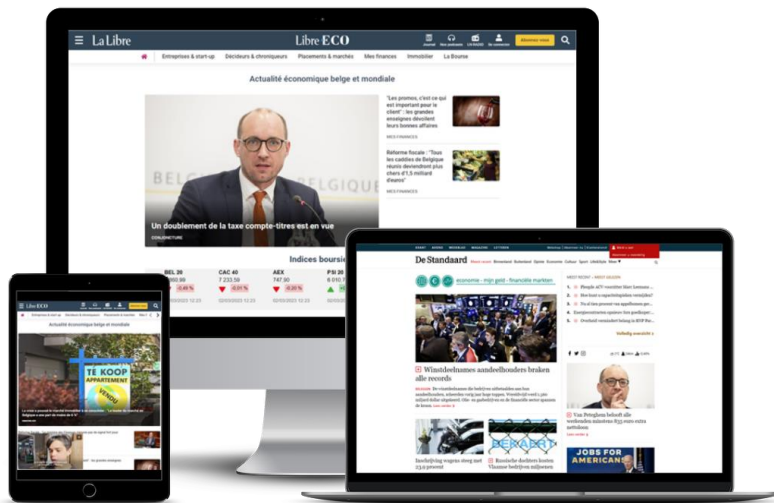
Display

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





Display

NATIVE / PARTNER CONTENT

Partner content is available on our sites :

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

**QUALITY
READS
SCROLL DEPTH
30%**

RATE COST PER READ		
From #READS	RATE/READ	TOTAL
6.000	1,25 €	7.500 €

PARTNER CONTENT	ARTICLES	PRODUCTION COST	LANGUAGE
Contextual Placement	3	2.000 €	FR

BOOST META		
	 	300





Display

TBOO NATIVE / PARTNER CONTENT

Partner content is available on our sites :

nieuwsblad.be - standaard.be - gva.be - hbvl.be - lavenir.net -

lalibre.be - parismatch.be - dhnet.be - moustique.be

RATE COST PER READ		
#READS	RATE/READ	TOTAL
12.000	1,25 €	15.000 €

60% NL	40% FR
--------	--------

PARTNER CONTENT	ARTICLES	PRODUCTION COST	LANGUAGE
Contextual Placement	3	2.000 €	FR
Contextual Placement	3	2.000 €	NL



tbo
tboo & more

**NATIONAL
OFFER
15.000€**

**QUALITY
READS
SCROLL DEPTH
30%**

DH LES SPORTS⁺

La Libre

l'avenir

**PARIS
MATCH**
BELGIQUE

moustique

N
Nieuwsblad

De Standaard

GAZET VAN ANTWERPEN

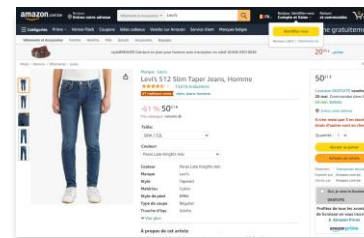
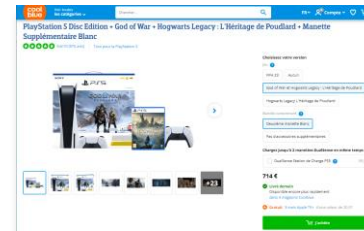
**HET BELANG
VAN LIMBURG**



Affiliation

AFFILIATION

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



Contact us for more information

here





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

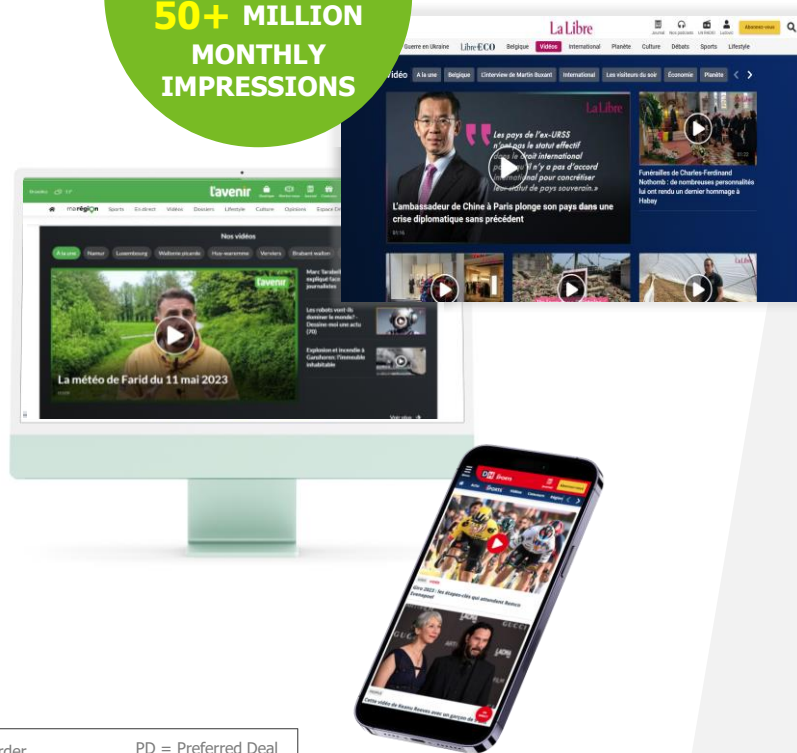
Every week, more than 400 videos are uploaded by the editorial teams to illustrate news content and articles.

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



DH SPORTS

La Libre

tavenir

MATCH
BELGIQUE

moustique

Zourmandiz

LN

CINEBEL

IO = Insertion Order
PG = Programmatic Guaranteed

PD = Preferred Deal
PA = Private Auction



Vidéo

VIDEO / OUTSTREAM

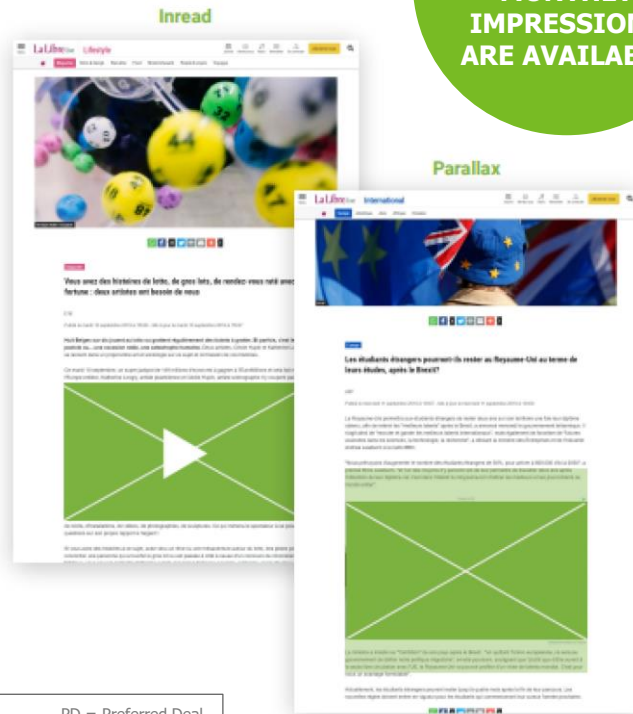
Outstream placement is available on following sites :
Dhnet, LaLibre, L'Avenir, Paris Match, Moustique and Gourmandiz.

RATE OUSTREAM VIDEO	IO / PG	PD	PA
Oustream video RON	13,00 €	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 €

MORE THAN
500.000
MONTHLY
IMPRESSIONS
ARE AVAILABLE



DH SPORTS

La Libre

l'avenir

PARIS MATCH
BELGIQUE

moustique

Gourmandiz



IO = Insertion Order
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PD = Preferred Deal
PA = Private Auction



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 of your choice :

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



-23%
discount

**NEW
RATES**

	ADS & DATA	IPM
WEBSITES	Run of Network + DATA	
FORMAT	Preroll 15"	
PERIOD	Minimum 4 weeks	
IMPRESSIONS	800.000 (52% NL – 48% FR)	

**NATIONAL
PACKAGE
OFFER
15.000€**



La Libre

lavenir

MATCH

moustique

Gourmandiz



CINEBEL



De Standaard

GAZET VAN ANTWERPEN

HET BELANG
VAN LIMBURG

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IPM
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 €	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 = $1.000.000 \times (13\text{€ CPM Halfpage} + 2\text{€ CPM Data}) = 15.000\text{€}$



La Libre

l'avenir

MATCH

moustique

Bourmandig

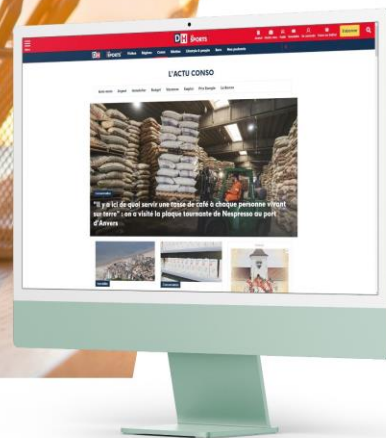


CINEBEL





PGMT



PROGRAMMATIC

RON CPM	« PROGRAMMATIC GUARANTEED »	PREFERRED DEAL	PRIVATE AUCTION
Preroll	13,00 €	10,00 €	9,00 €
Outstream	13,00 €	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 €
Skinning	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 €
Tech Targeting	Geotargeting, Device, time slots	2,00 €

DH ISPORTS*

La Libre

l'avenir

MATCH

moustique

Gourmandiz

CINEBEL

LaLibre AFRIQUE

BR BELGIUM RUNNING

Always check IPMADVERTISING.BE/EN/RATES/ for the last version of this ratecard v15-09-2023





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.	SitesRMTAT
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	/	/	      
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	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

