



DIGITAL RATECARD

IPM ADVERTISING

July
2024

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

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	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	2,00 €	1,00 €
Data Socio Demo	Based on Socio demographics like Gender and Age	2,00 €	1,00 €
Tech Targeting	Geotargeting, Device, Time slots, Weather	2,00 €	1,00 €



JDE : restrictions applies, consult us for details.

IO = Insertion Order
PG = Programmatic Guaranteed

PD = Preferred Deal
PA = Private Auction



La Libre

l'avenir



moustique



CINEBEL





Display

tbo
tboo & more

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, Foodies or Mobility

**NATIONAL
PACKAGE
OFFER
15.000€**

**-26%
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)	

DH
SPORTS

La Libre

lavenir

PARIS
MATCH

moustique

Gourmandiz

LN
24

CINEBEL

N
Nieuwsblad

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 €
Tech Targeting	Geotargeting, Device, time slots	2,00 €

Price Calculation exemple: « **Sport** » newsletter :
 $1.220.429 \text{ impressions} \times (10\text{€ CPM} + 3\text{€ Context} = \text{Sport}) = 15.866\text{€}$

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
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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%**





Display

SWIPE AD

Swipe Ad is available on web mobile smartphone:

Dhnet, LaLibre, L'Avenir, Paris Match

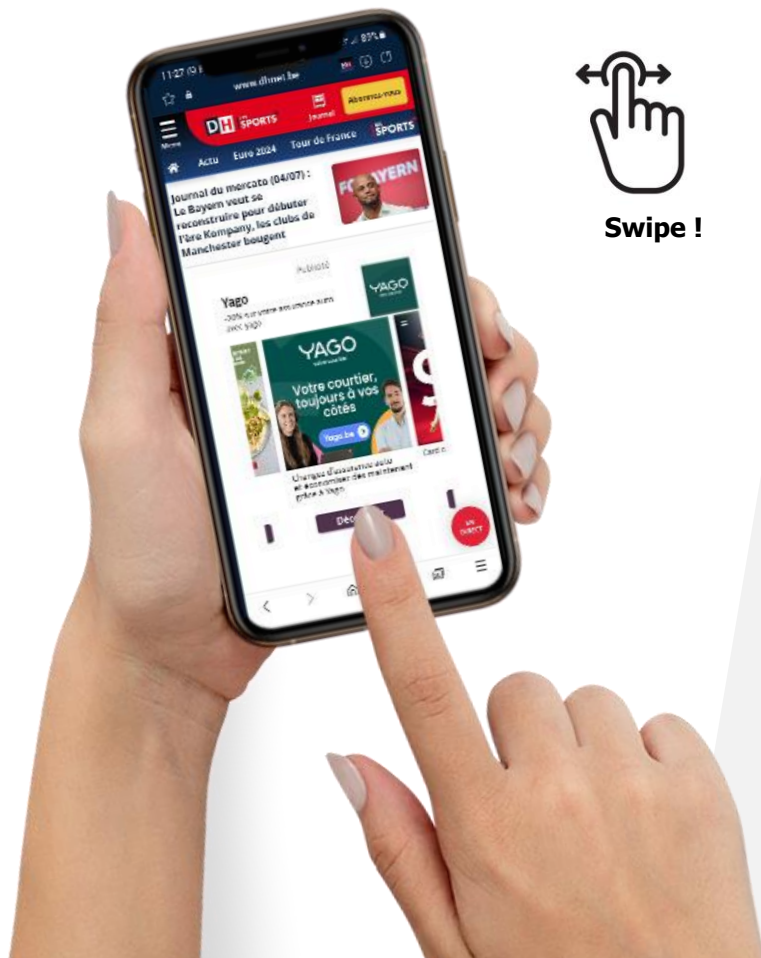
Cards auto swipe every 3 seconds

Possibility to choose between 3 cards or 4 cards or 5 cards

	CPM IO	DATA
RON IPM Network	15 €	2 €
ROS	18 €	2 €



Swipe !

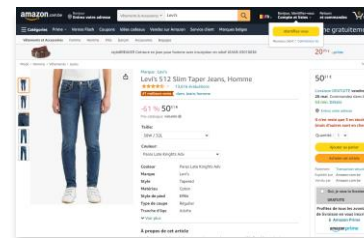
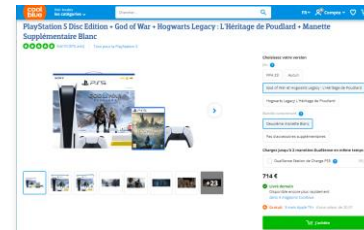




Affiliation

AFFILIATION

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



Contact us for more information

here



Made & Marketing Factory



Influence

INFLUENCE PREMIUM MEDIA

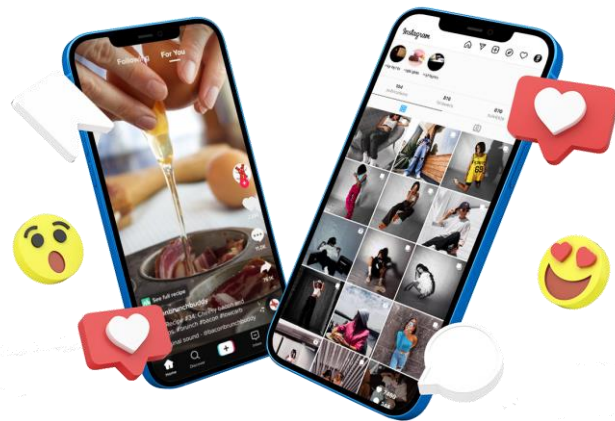
Discover our new influence marketing offers available on all major social networks.

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.

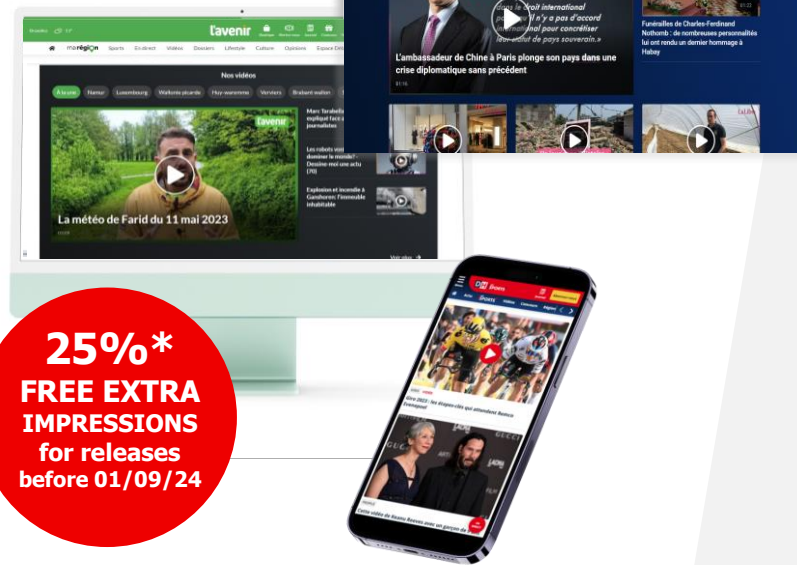
RATE INSTREAM VIDEO	IO/PG	PD	PA
6 secs - Bumper	14,00 €	10,00 €	9,00 €
More than 6 secs	18,00 €	13,00 €	12,00 €

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	2,00 €	1,00 €
Tech Targeting	Geotargeting, Device, Time slots, Weather	2,00 €	1,00 €

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

« IPM VIDEO NETWORK »
REPRESENTS
50+ MILLION
MONTHLY
IMPRESSIONS



25%*
FREE EXTRA
IMPRESSIONS
for releases
before 01/09/24

*Ask for conditions [here](#)





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	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	2,00 €	1,00 €
Tech Targeting	Geotargeting, Device, Time slots, Weather	2,00 €	1,00 €



IO = Insertion Order
PG = Programmatic Guaranteed

PD = Preferred Deal
PA = Private Auction

MORE THAN
500.000
MONTHLY
IMPRESSIONS
ARE AVAILABLE





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 :

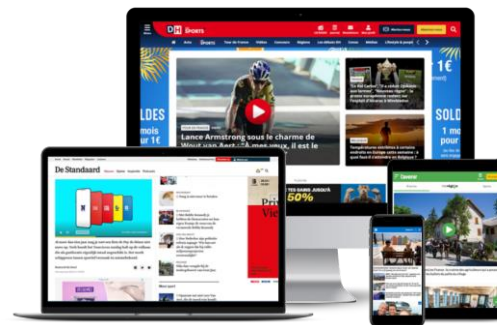
Sport fans, Business & finance, Lifestyle, Sustainability, Foodies or Mobility

**NATIONAL
PACKAGE
OFFER
15.000€**

**-27%
discount**



	ADS & DATA	IPM
WEBSITES	Run of Network + DATA	
FORMAT	Preroll 15"	
PERIOD	Minimum 4 weeks	
IMPRESSIONS	850.000 (58% NL – 42% FR)	



DH
SPORTS

La Libre

l'avenir

MATCH

moustique

Gourmandiz

LN

CINEBEL

N
Nieuwsblad

De Standaard

GAZET VAN ANTWERPEN

**HET BELANG
VAN LIMBURG**

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menu

IPM
Media & Marketing Factory



Data

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

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

#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 €	2,00 €	1,00 €
Halfpage		2,00 €	1,00 €
Leaderboard		2,00 €	1,00 €
XL Leaderboard		2,00 €	1,00 €
Billboard		2,00 €	1,00 €
Preroll Bumper	14,00 €	2,00 €	1,00 €
Preroll more than 6sec	18,00 €	2,00 €	1,00 €

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



La Libre

l'avenir

MATCH

moustique

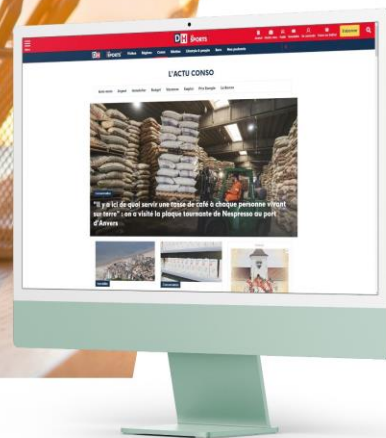
Gourmandiz



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	1,00 €
Tech Targeting	Geotargeting, Device, Time slots, Weather	1,00 €



Always check IPMADVERTISING.BE/EN/RATES/ for the last version of this ratecard v01-03-2024





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	DH iSports La Libre L'avenir Match moustique CINEBEL
Leaderboard	728 x 90	320 x 100	728x90	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH iSports La Libre L'avenir Match moustique Jeuxmondial CINEBEL
Leaderboard XL	995 x 123	320 x 100	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH iSports La Libre L'avenir Match moustique Jeuxmondial CINEBEL
Large Leaderboard	840 x 150	320 x 100	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH iSports La Libre L'avenir Match moustique Jeuxmondial CINEBEL
TV Spot Leaderboard	840 x 250	320 x 100	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH iSports La Libre L'avenir Match moustique Jeuxmondial CINEBEL
Halfpage	300 x 600	300 x 600	300x600	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH iSports La Libre L'avenir Match moustique Jeuxmondial CINEBEL
Billboard	970 x 250	320 x 100	/	3 days before start	1Mb	GIF, JPG, PNG	TXT, HTML, Javascript	Zip bundle	DH iSports La Libre L'avenir Match moustique Jeuxmondial CINEBEL
In-mail Leaderboard	600 x 150	600 x 150	600x150	3 days before start	800Kb	GIF, JPG, PNG	/	/	L'avenir
In-mail IMU	300 x 250	300 x 250	300x250	3 days before start	800Kb	GIF, JPG, PNG	/	/	DH iSports La Libre L'avenir Match moustique Jeuxmondial CINEBEL
Wallpaper (HPTO)	Afficher le gabarit	/	/	5 days before start	1Mb	GIF, JPG, PNG	/	/	DH iSports La Libre L'avenir Match moustique Jeuxmondial CINEBEL
Wallpaper (Cinebel)	Afficher le gabarit	/	/	5 days before start	1Mb	GIF, JPG, PNG	/	/	CINEBEL
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	/	/	DH iSports La Libre L'avenir Match moustique Jeuxmondial CINEBEL
Swipe Ad	/	3 / 4 / 5 images (see details)	/	5 days before start	1Mb	JPG, PNG	/	/	DH iSports La Libre L'avenir Match
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	Back to menu

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

