



WORLD CUP 2026

  PRINT & WEB



We were already the best for sports coverage during Euro 2024

6.2 MILLION
VIEWS ON SPORT VIDEOS

78%

MORE SPORT VISITORS
DURING EURO 2024 VS APRIL 2024



9 MILLION
VIEWS DURING EURO 2024

+62% BETWEEN THE SHARE OF NEW VISITORS
IN APRIL AND DURING THE EURO



917.000 REAL USERS

*Source : GA4 April 24 vs Euro period / eGemius CIM web & Video : June 14 → July 15 2024

Worldcup 2026

Our 3 exclusive packs

DH LES SPORTS+

La Libre BELGIQUE

l'Avenir

PARIS MATCH BELGIQUE

moustique

Bronze Pack

10.000€

~~27.210€~~

- ✓ DH Les Sport Art.500
- ✓ Deuzio 1/1 PQ
- ✓ Supplément DH 16 pages 11/6/26
- ✓ Display + Data ou Video SF + Data

Silver Pack

15.000€

~~54.090€~~

- ✓ Dailies DH+LAV Art.500
- ✓ Deuzio 1/1 & Supplément DH
- ✓ Video SF + Data 200.000 imp
- ✓ Display + Data 200.000 imp
- ✓ Newsletter Sport 60.000 imp
Leaderboard + IMU

Gold Pack

20.000€

~~83.259€~~

- ✓ Dailies LLB+DH+LAV Art.500
Pages 7 à 13
- ✓ Deuzio 1/1 & Supplément DH
- ✓ Video SF+Data 400.000 imp
- ✓ Display + Data 400.000 imp
- ✓ Newsletter Sport 60.000 imp
Leaderboard + IMU
- ✓ Podcast Native WorldCup



- Data= Sport section , DH Les Sports Website , Context , behavioral
- Tarifs nets HTVA, non cumulables avec d'autres offres ou promotions

IPM

Tboo WorldCup National Offer

Powerfull media brands



All the power of **IPM's** media and **Ads&Data's** media in a powerful **national** offer!

A collection of media brand logos overlaid on a background image of a soccer field with a soccer ball in the foreground. The logos are arranged in several rows:

- Row 1: **DH** **LES SPORTS+** **sporza**
- Row 2: **N** **De Standaard** **GVA**
Nieuwsblad
- Row 3: **l'Avenir** **HET BELANG VAN LIMBURG** **La Libre**
BELGIQUE
- Row 4: **moustique** **Gourmandiz** **PARIS MATCH**
.be
- Row 5: **IPM** **Ads & Data**
ADVERTISING

Display Sport package Tboo National Offer



Ads & Data



Sites	Run of newssites + DATA + sporza.be	Run of network + DATA
Format	Halfpage	
# imps	1.365.889	659.400
CPM	€9	€13
Media value	€20.865	
Your Rate	€15.000 (28% discount)	
eCPM	€ 7,41	

- Period: 2 weeks
- Cannot be combined with other offers



Display Full Impact package Tboo National Offer



Ads & Data



Sites	Run of network*	Run of network + DATA
Format	Full Impact	
# imps	600.000	400.000
CPM	€19	€19
Media value	€19.000	
Your Rate	€16.500 (13% discount)	
eCPM	€ 16,50	

* including Sporza.be

- Period: 2 weeks
- Cannot be combined with other offers



Display Mobile package Tboo National Offer



Ads & Data



Sites	Run of newssites + DATA + sporza.be	Run of network + DATA
Format	Seamless+ Large	Swipe Ad
# imps	1.000.000	600.000
CPM	€11	€16
Media value	€20.600	
Your Rate	€16.500 (20% discount)	
eCPM	€ 10,31	

- Period: 2 weeks
- Cannot be combined with other offers



Video Sport package Tboo National Offer



Ads & Data



Sites	Run of newssites + DATA + sporza.be	Run of network + DATA
Format	Preroll 15sec	
# imps	550.000	400.000
CPM	€27	€22
Media value	€23.650	
Your Rate	€16.000 (32% discount)	
eCPM	€ 16,84	

- Period: 2 weeks
- Cannot be combined with other offers



Native Basic package Tboo National Offer



Ads & Data



Sites	Run of newssites	Run of network
Format	Native (25% scroll depth) / Engaged Read	
# reads	7.500	5.000
CPR	€1,40	€1,90
Media value	€20.000	
Your Rate	€20.000	
eCPR	€ 1,60	

- 3 articles
- Excl. €2.600 technical cost



Native Score package Tboo National Offer



Ads & Data



Sites	Run of newssites	Run of network
Format	Native (25% scroll depth) / Engaged Read	
# reads	13.000	7.000
CPR	€1,40	€1,90
Media value	€31.500	
Your Rate	€29.450 (6,5% discount)	
eCPR	€ 1,47	

- 3 articles
- Excl. €2.600 technical cost



Retargeting package Tboo National Offer



Ads & Data



Sites	Run of newssites + retargeting	Run of network + retargeting
Format	Multiformat	
# imps	300.000	160.000
CPM	€9	€14
Media value	€4.940	
Your Rate	€3.500 (29% discount)	
eCPM	€ 7,61	

- Period: 2 weeks
- Cannot be combined with other offers

