

ESSENTIELLE
IMMO

Libre **Immo**

DH
SPORTS

La Libre

l'Avenir

PARIS
MATCH
BELGIQUE

moustique



IPM ADVERTISING

DIGITAL RATECARD IMMO

2026

IPM GROUP



Internet / Immo

300.199

Behavioral interest
monthly unique users



Internet

540.000

Daily reach
for our network



IPM Network

2.580.000

Monthly
real users



Immo context

18.420

Contextual
Urls



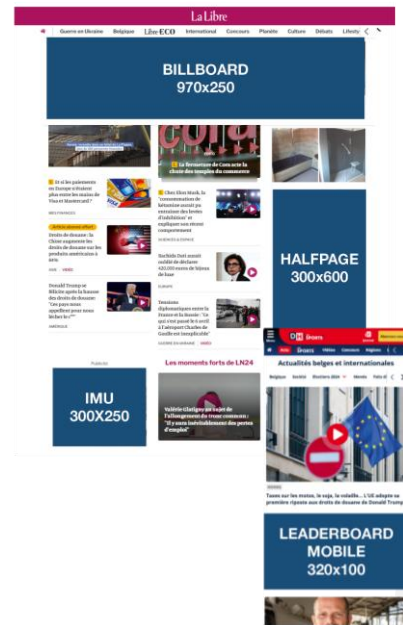
Source :
CIM, web oct 2025
Piano monthly average 2025

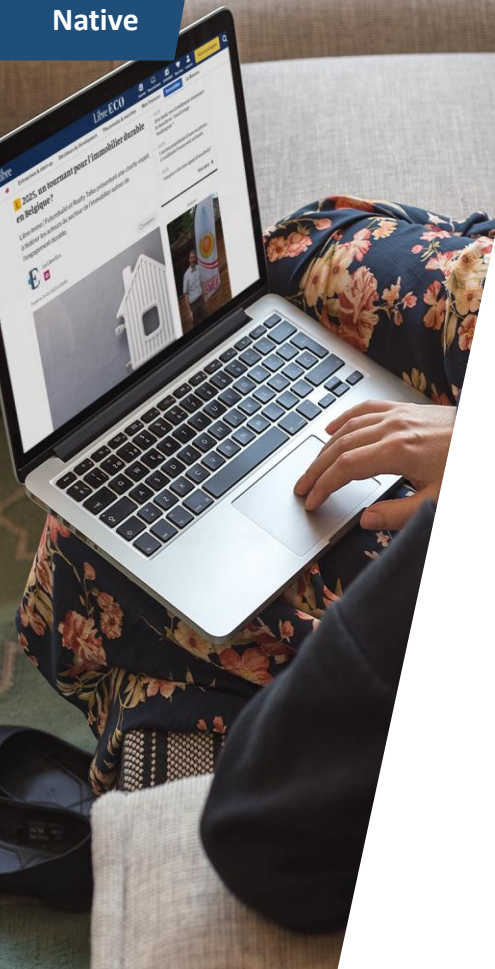
NOTORIÉTÉ

		Targetting	Geoloc	Impressions	30% Offer	
1 SEM	Halfpage / IMU / Billboard / Leaderboard Mobile	La Libre ROS	Interest Immo + Context Immo	Belgium	150.000	1.680 €
		IPM RON	Interest Immo + Context Immo	Bxl+Brabant	125.000	1.400 €
				Namur	50.000	560 €
				Luxembourg	25.000	280 €
				Hainaut	50.000	560 €
		Liège	50.000	560 €		

1 MOIS	Halfpage / IMU / Billboard / Leaderboard Mobile	La Libre ROS	Interest Immo + Context Immo	Belgium	600.000	6.720 €
		RON	Interest Immo + Context Immo	Bxl+Brabant	500.000	5.600 €
				Namur	200.000	2.240 €
				Luxembourg	100.000	1.120 €
				Hainaut	200.000	2.240 €
				Liège	200.000	2.240 €

- **RON** : Run of network (La Libre , DH , L'Avenir , Paris Match , Moustique)
- **ROS** : Run of site (Site de votre choix)





NOTORIÉTÉ



		Targetting	Geoloc	Impressions	30% Offer	
1 SEM	Native Ad	La Libre ROS	Interest Immo + Context Immo	Belgium	150.000	1.995 €
		RON	Interest Immo + Context Immo	Bxl+Brabant	125.000	1.663 €
				Namur	50.000	665 €
				Luxembourg	25.000	333 €
				Hainaut	50.000	665 €
Liège	50.000	665 €				
1 MOIS	Native Ad	La Libre ROS	interest Immobilier		600.000	7.980 €
		RON	interest Immobilier	Bxl+Brabant	500.000	6.650 €
				Namur	200.000	2.660 €
				Luxembourg	100.000	1.330 €
				Hainaut	200.000	2.660 €
				Liège	200.000	2.660 €
				Liège	200.000	2.660 €
1 MOIS	Newsletter IMMO	IMU	Audience immo 35.000 impressions ouvertes		100% SOV	500 €

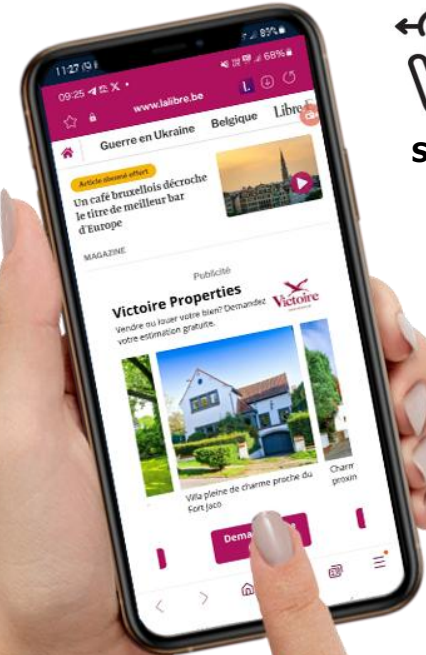
- **RON** : Run of network (La Libre , DH , L'Avenir , Paris Match , Moustique)
- **ROS** : Run of site (Site de votre choix)
- **SOV** : Share of voice. 100% des impressions.

PRÉSENTATION DE BIENS

	Sites	Targetting	Geoloc	Impressions	30% Offer	
1 MOIS	Swipe	IPM RON	Interest Immo + Context Immo	BXL + Brabant	56.250	827 €
				Namur	37.500	551 €
				Luxembourg	31.250	459 €
				Hainaut	31.250	459 €
				Liège	37.500	551 €

1 MOIS	Native Outstream Video	IPM RON	Interest Immo + Context Immo	BXL + Brabant	40.000	532 €
				Namur	15.000	200 €
				Luxembourg	10.000	133 €
				Hainaut	20.000	266 €
				Liège	20.000	266 €

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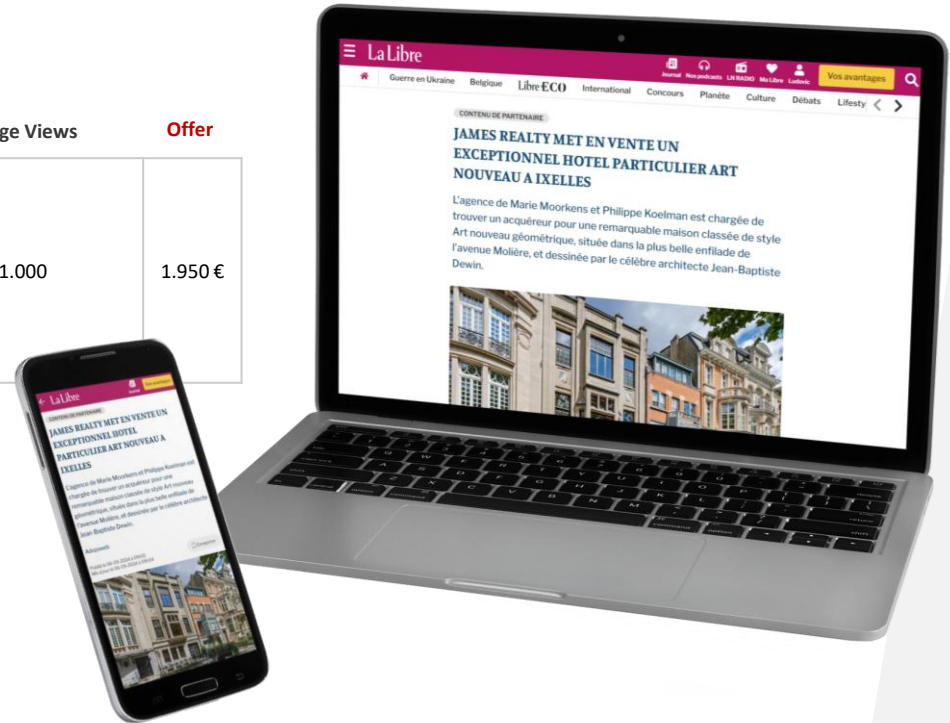
Swipe !

PARTNER CONTENT

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

	Context	Targetting	Geoloc	Page Views	Offer	
1 MOIS	Partner Content	La Libre	Target Immo	Belgium	1.000	1.950 €










































Production cost: 350€ / creative
Supplément Backlink (do follow) = 500€ / backlink



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.	SitesRMAT
IMU	300 x 250	300 x 250	300x250	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 IMU	300 x 250	300 x 250	300x250	3 days before start	800Kb	GIF, JPG, PNG	/	/	      
Swipe Ad	/	3 / 4 / 5 images (see details)	/	5 days before start	1Mb	JPG, PNG	/	/	      
Native Ad	1800x1800 + texte (see details)	1800x1800 + texte (see details)	1800x1800 + texte (see details)	3 days before start	1Mb	JPG, PNG	/	/	      
Native Ad Video	1800x1800 + texte (see details)	1800x1800 + texte (see details)	1800x1800 + texte (see details)	3 days before start	1Mb	JPG, PNG	/	/	