



**Roularta**  
Media Group

# Black Friday

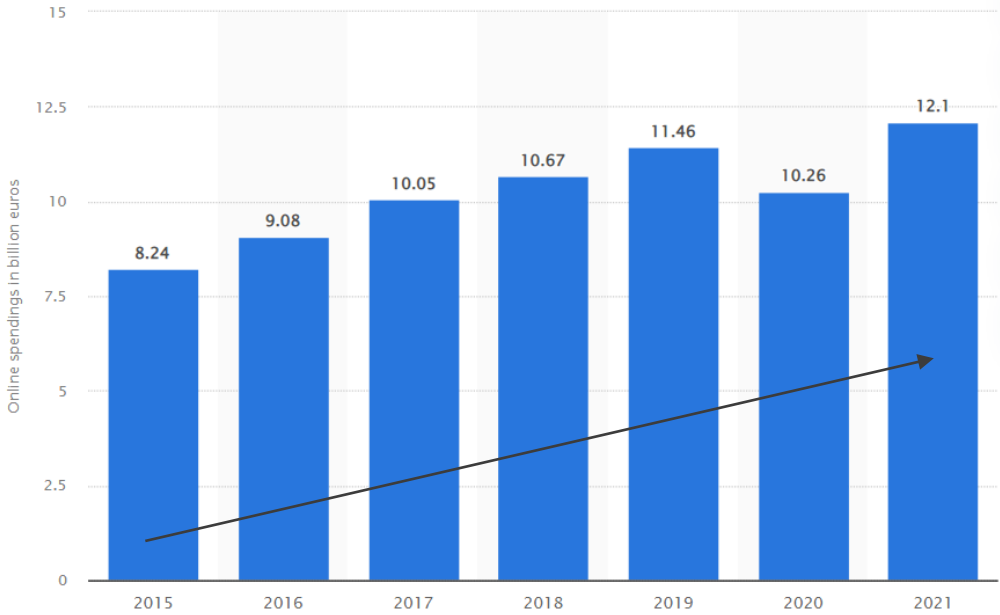
25/11/2022



# E-commerce continues to increase in Belgium

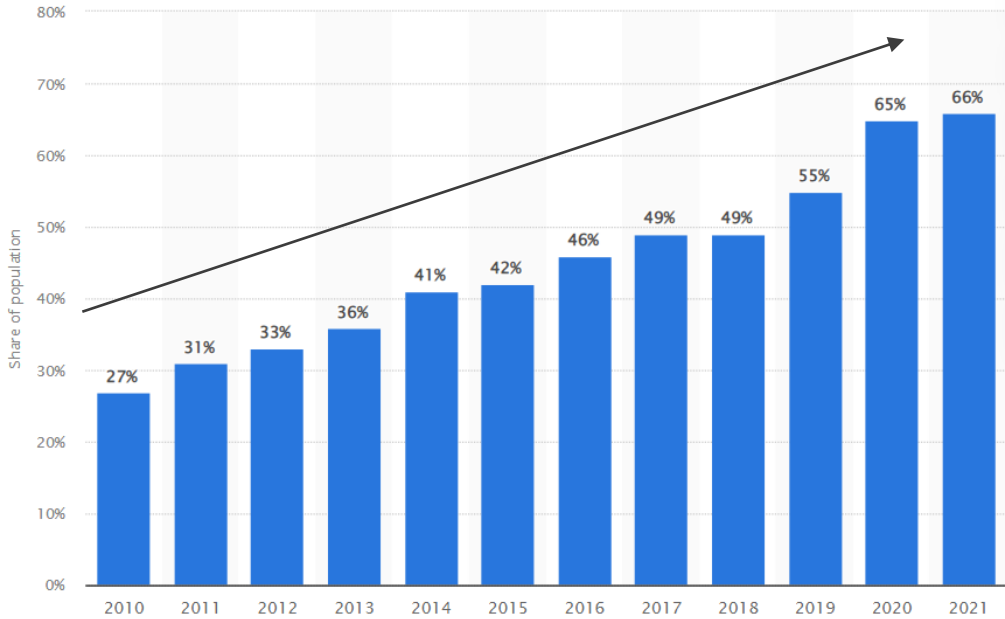
E-Commerce > Key Figures of E-Commerce

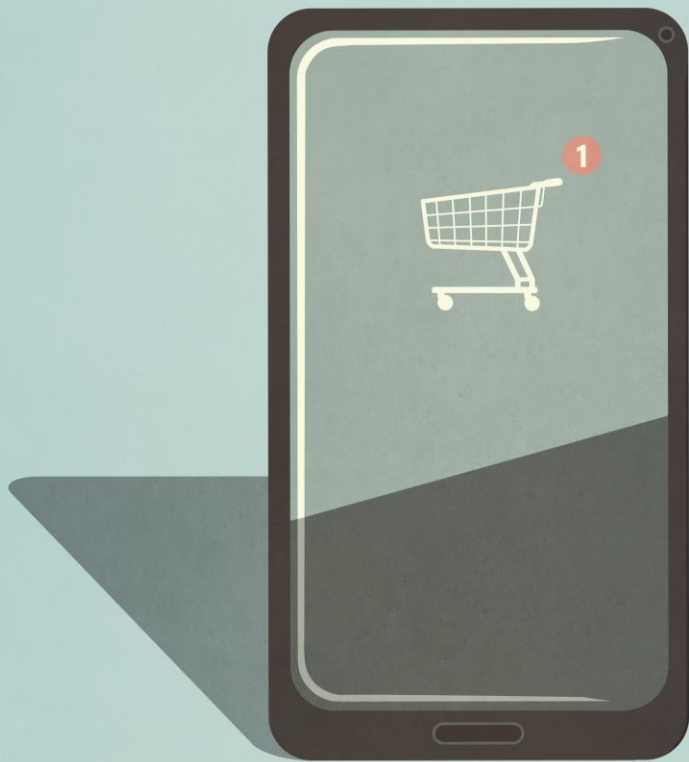
### Total revenue of e-commerce sales in Belgium from 2015 to 2021 (in billion euros)



E-Commerce > Key Figures of E-Commerce

### Share of the population buying goods and services online in Belgium from 2010 to 2021





## E-commerce & Roularta

On average **72%** of Roularta website visitors buys at least once a month something online, compared to **56%** of total population. Roularta visitors are thus more inclined to buy online.

**47%** of Datanews visitors buys at least once a week online, compared to only **19%** of total population. The same goes for Trends Style (47,8%), Feeling/GAEL(43%) and Knack Focus (55,6%)



## Online offer Black Friday : 8.750€

Media value 10.265€. Media budget 7.000€. 32% Discount!

Realization cost & social boost Advertorial: 1.750€

1. PRA Advertorial Pack (Knack (NL), Levif (FR), Libelle (NL), Femmes d'aujourd'hui (FR), Libelle Mama (NL), Femmes Maman (FR))
  - 4€/PV
  - 1.500 guaranteed pageviews
  - Min 1 week
2. Social extension (former CTC)
  - 7,06 CPM
  - 250.000 impressions
  - 1 week
3. Display impact – E-commerce
  - 25 CPM
  - 100.000 impressions
  - 1week



# Roularta Advertising



**We Make It Personal**

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