



**Roularta**  
Media Group

# Digital ratecard



# Display & Video



Base CPM\*: €9



Placement	
Run of Network	
RON Roularta	0€
RON News & Business	5€
RON Women	2,5€
RON Luxe	7,5€
RON Executive	7,5€
Site Specific	
News & Business	10€
Women	5€
Health	5€



Format	
Leaderboard	0€
Medium Rectangle	0€
Billboard	5€
Skyscraper	5€
Floorad	5€
Halfpage	7,5€
Wide skyscraper	7,5€
Takeover (skin)	10€
2ad	15€
Impact	7,5€
Interscroller	10€
Inread	10€



Extra Targeting	
Context	5€
Audience**	5€
Section (health)	5€
Demo Targeting	
Age	2€
Gender	2€
Region	2€
Special	
Only NL/FR	5€
Only Desktop	+25%
Mobile Rich media	+25%

Also ask for our floating RON possibilities\*\*\*

# Display (CPM)

## News & Business:

Knack, Le Vif, Knack Focus, Focus Vif, Sport Magazine, Trends, Tendances, Trendstop, Moneytalk, Inside Beleggen, Initié de la Bourse, Kanaal Z, Canal Z, Datanews

## Women:

Weekend, Plusmagazine, Flair, Feeling, Gael, Libelle (+Lekker + Mama), Femmedaujourdhui (+Délites), Gezondheid.be/Passionsante.be

## Health:

gezondheid, passionsanté

## Luxe:

Trends/Style, Weekend, Feeling, Gael

## Executive:

Knack, Le Vif, Trends, Moneytalk, Datanews, InsideBeleggen, InitiédelaBourse, Kanaal Z, Canal Z, Trendstop

Minimum 3.000€ investment

\*cost per thousand impressions

\*\* Audiences are only available with RON Roularta

\*\* Floating Ron Roularta has a minimum budget of 10.000€, discount of 60% and duration of 6 weeks. Only available with the impact format and no data. End date of the campaign is indicative, not guaranteed. No underdeliveries or compensations possible.

# Video

Pack	Duration	CPM	Language	Format	Device
RON	<15''	20€	D+F	Preroll/Midroll	Desktop + Mobile
RON	15''-20''	38€	D+F	Preroll/Midroll	Desktop + Mobile
RON	20''-30''	43€	D+F	Preroll/Midroll	Desktop + Mobile

- Min. 3.000€ investment
- Surcharge of 25% on CPM for only desktop or mobile or only one language.

# Mailing



# Newsletter (CPM)

## FORMAT: Leaderboard OR Rectangle\*

Knack (D)	25€	Knackfocus (D)	35€	Knack/Auto (D)	55€	Insidebeleggen (D)	100€
Levif (F)	25€	Leviffocus (F)	35€	Levif/Auto (F)	55€	Initiedelabourse (F)	100€
		Weekend (D)	35€	Knack/Gezondheid (D)	55€		
		Weekend (F)	35€	Levif/Santé (F)	55€		
		Weekend/reizen (D)	35€	Weekend/culinair-recepten (D)	55€		
		Weekend/reizen (F)	35€	Weekend/culinair-news (D)	55€		
		Plusmagazine (D)	35€	Weekend/culinair-news (F)	55€		
		Plusmagazine (F)	35€	Plusmagazine/health (D)	55€		
		Sportmagazine (D)	35€	Plusmagazine/health (F)	55€		
		Sportmagazine (F)	35€	Plusmagazine/mijnclub (D)	55€		
		Trends/KZ (D)	35€	Plusmagazine/monclub (F)	55€		
		Trends/C (F)	35€	MoneyTalk.be (D)	55€		
		Trends Style (D)	35€	MoneyTalk.be (F)	55€		
		Trends Style (F)	35€	Datanewsjobs (D)	55€		
		Trends Immo (D)	35€	Datanewsjobs (F)	55€		
		Trends Immo (F)	35€				
		Datanews (D)	35€				
		Datanews (F)	35€				

\* Leaderboard AND Rectangle : +5€

# Dedicated Mailing (CPM)

Media Brand	
All Roularta brands	
#OPT-Ins	CPM*
3.000-10.000	370€
10.001-20.000	350€
20.001-50.000	330€
50.001-100.000	300€
>100.000	270€

Interest Category	
Lifestyle, Travel, Culture, Fashion, Beauty, Gastronomy, Health, Cooking, Mama, 50+, Business Invest, Personal Finance, Sports, Business, Football, Economy, Entrepreneurs, Wine, ...	
#OPT-Ins	CPM*
2.500-10.000	465€
10.001-20.000	440€
20.001-50.000	415€
50.001-100.000	375€
>100.000	335€

## \*Production costs

Campaign management (testing HTML/sending/reporting):

- 1 Language 370€
- 2 Languages 425€

Campaign management (testing HTML/sending/reporting) and Lay-out

- 1 Language 500€
- 2 Languages 800€



# Content



# Native Online (C/PV)



Women & Lifestyle				
Title	LG	Min. Traffic plan (weeks)	Cost /PageView	# PageView
Flair	D	2	2 €	1.200
Flair	F	2	2 €	3.500
Libelle	D	2	3 €	3.000
Femmesdaujourdhui	F	2	3 €	1.000
LibelleLekker	D	2	3 €	2.500
FemmesDélices	F	2	3 €	400
LibelleMama	D	4	3 €	1.000
FemmeMamans	F	4	3 €	500
Feeling	D	3	4 €	1.500
Gael	F	3	4 €	300
Libelle/Nest.be	D	4	4 €	500
Femmes/Nest.be	F	4	4 €	250
LamaisonVictor.be	D	8	4 €	600
LamaisonVictor.be	F	8	4 €	1.000
Plusmagazine.be	D	3	4 €	400
Plusmagazine.be	F	3	4 €	750
Trendsstyle.be	D	3	4 €	400
Trendsstyle.be	F	3	4 €	750
Weekend.be	D	2	4 €	500
Weekend.be	F	2	4 €	1.250

## Extra Costs on Top:

Production Cost

- 1 Language 750€
- 2 Languages 1.250€

## Surcharges:

- +25% for articles >3.000 characters (spaces included), video, photoslider
- +15% for additional roadblock (billboard & halfpage) around the article

## Retarget+

- +0,50€/PV : Always on RON, min. 4 weeks starting 2 weeks after enddate campaign. 4 mandatory formats (Halfpage, Billboard, Mobile, Floor ad. Max 2 visuals per tag, capping 1/12h.

## Validation:

All articles require a validation from editorial staff.

## Traffic plan:

Editorial box; Newsletter insertion, Facebook Post

\*PV : Pageview

# Native Online (C/PV)



News & Business				
Title	LG	Min. Traffic plan (weeks)	Cost /PageView	# PageView
Knack.be/news	D	2	4 €	1.000
Levif.be/news	F	2	4 €	400
Knackfocus.be	D	3	4 €	500
Focusvif.be	F	3	4 €	250
Sportmagazine.be	D	4	4 €	250
Sportmagazine.be	F	4	4 €	500
Kanaalz.be	D	3	5 €	750
Canalz.be	F	3	5 €	400
Datanews.be	D	3	5 €	200
Datanews.be	F	3	5 €	500
Trends.be	D	2	5 €	400
Trends.be	F	2	5 €	750

### Extra Costs on Top:

Production Cost

- 1 Language 750€
- 2 Languages 1.250€

### Surcharges:

- +25% for articles >3.000 characters (spaces included), video, photoslider
- +15% for additional roadblock (billboard & halfpage) around the article

### Retarget+

- +0,50€/PV : Always on RON, min. 4 weeks starting 2 weeks after enddate campaign. 4 mandatory formats (Halfpage, Billboard, Mobile, Floor ad. Max 2 visuals per tag, capping 1/12h.

### Validation:

All articles require a validation from editorial staff.

### Traffic plan:

Editorial box; Newsletter insertion, Facebook Post

\*PV : Pageview

# Native Online (C/PV)



Health				
Title	LG	Min. Traffic plan (weeks)	Cost /PageView	# PageView
Gezondheid.be	D		On demand	
Passionsanté.be	F		On demand	

## Extra Costs on Top:

Production Cost

- 1 Language 750€
- 2 Languages 1.250€

## Surcharges:

- +25% for articles >3.000 characters (spaces included), video, photoslider
- +15% for additional roadblock (billboard & halfpage) around the article

## Retarget+

- +0,50€/PV : Always on RON, min. 4 weeks starting 2 weeks after enddate campaign. 4 mandatory formats (Halfpage, Billboard, Mobile, Floor ad. Max 2 visuals per tag, capping 1/12h.

## Validation:

All articles require a validation from editorial staff.

## Traffic plan:

Editorial box; Newsletter insertion, Facebook Post

\*PV : Pageview

# Advertorial Online (C/PV)



Women & Lifestyle				
Title	LG	Min. Traffic plan (weeks)	Cost /PageView	# PageView
Flair	D	2	1,5 €	2.400
Flair	F	2	1,5 €	5.500
Libelle	D	2	2,5 €	4.000
Femmesdaujourdhui	F	2	2,5 €	2.500
LibelleLekker	D	2	2,5 €	5000
FemmesDélices	F	2	2,5 €	800
LibelleMama	D	4	2,5 €	2.000
FemmeMamans	F	4	2,5 €	1000
Feeling	D	3	3 €	2.500
Gael	F	3	3 €	600
Libelle/Nest.be	D	4	3 €	100
Femmes/Nest.be	F	4	3 €	500
Plusmagazine.be	D	3	3 €	800
Plusmagazine.be	F	3	3 €	1500
Trendsstyle.be	D	3	3 €	800
Trendsstyle.be	F	3	3 €	1500
Weekend.be	D	2	3 €	1000
Weekend.be	F	2	3 €	2.500

## Extra Costs on Top:

Production Cost

- 1 Language 750€
- 2 Languages 1.250€

Social Boost

- 1 Language 650€
- 2 Languages 1.000€

Surcharges:

- +25% for articles >3.000 characters (spaces included), video, photoslider
- +15% for additional roadblock (billboard & halfpage) around the article

Retarget+

- +0,50€/PV : Always on RON, min. 4 weeks starting 2 weeks after enddate campaign. 4 mandatory formats (Halfpage, Billboard, Mobile, Floor ad. Max 2 visuals per tag, capping 1/12h.

## Validation:

All articles require a validation from editorial staff.

## Traffic plan:

Editorial box; Newsletter insertion, Facebook Post

\*PV : Pageview

# Advertorial Online (C/PV)



News & business				
Title	LG	Min. Traffic plan (weeks)	Cost /PageView	# PageView
Knack.be/news	D	2	3 €	2.000
Levif.be/news	F	2	3 €	800
Knackfocus.be	D	3	3 €	1.000
Focusvif.be	F	3	3 €	500
Sportmagazine.be	D	4	3 €	500
Sportmagazine.be	F	4	3 €	1.000
Kanaalz.be	D	3	3,5 €	1.500
Canalz.be	F	3	3,5 €	800
Datanews.be	D	3	3,5 €	400
Datanews.be	F	3	3,5 €	1.000
Trends.be	D	2	3,5 €	800
Trends.be	F	2	3,5 €	1.500

## Extra Costs on Top:

Production Cost

- 1 Language 750€
- 2 Languages 1.250€

Social Boost

- 1 Language 650€
- 2 Languages 1.000€

Surcharges:

- +25% for articles >3.000 characters (spaces included), video, photoslider
- +15% for additional roadblock (billboard & halfpage) around the article

Retarget+

- +0,50€/PV : Always on RON, min. 4 weeks starting 2 weeks after enddate campaign. 4 mandatory formats ( Halfpage, Billboard, Mobile, Floor ad. Max 2 visuals per tag, capping 1/12h.

## Validation:

All articles require a validation from editorial staff.

## Traffic plan:

Editorial box; Newsletter insertion, Facebook Post

\*PV : Pageview

# Advertorial Online (C/PV)



Health				
Title	LG	Min. Traffic plan (weeks)	Cost /PageView	# PageView
Gezondheid.be	D		On demand	
Passionsanté.be	F		On demand	

## Extra Costs on Top:

Production Cost

- 1 Language 750€
- 2 Languages 1.250€

Social Boost

- 1 Language 650€
- 2 Languages 1.000€

Surcharges:

- +25% for articles >3.000 characters (spaces included), video, photoslider
- +15% for additional roadblock (billboard & halfpage) around the article

Retarget+

- +0,50€/PV : Always on RON, min. 4 weeks starting 2 weeks after enddate campaign. 4 mandatory formats (Halfpage, Billboard, Mobile, Floor ad. Max 2 visuals per tag, capping 1/12h.

## Validation:

All articles require a validation from editorial staff.

## Traffic plan:

Editorial box; Newsletter insertion, Facebook Post

\*PV : Pageview

# Advertorial Packs (C/PV)

Title	LG	Min. Traffic plan (weeks)	Cost /PageView	# PageView
Women	D+F	3	3 €	4.500
Men	D+F	3	4 €	4.000
Finance	D+F	3	4 €	4.000
News	D+F	3	4 €	4.000
SG 1-2	D+F	3	4 €	4.000
PRA	D+F	3	4 €	4.000
Luxe	D+F	3	4 €	4.000
Health	D+F	On demand		
Pick the sites (min 3)	D+F	3	4 €	4.000

**Women Pack:** Libelle (NL), Femmes d'aujourd'hui (FR), Libelle Mama (NL), Femmes Maman (FR), Flair (NL/FR), Weekend (NL/FR), Plusmagazine (NL/FR), Feeling (NL), Gael (FR)

**Men Pack:** Knack (NL), Levif (FR), Datanews (NL/FR), Sportmagazine (NL/FR), Knack Focus (NL), Focus Levif (FR), Moneytalk (NL/FR), Trends (NL), Tendances (FR)

**Finance Pack:** Trends (NL), Tendances (FR) KanaalZ (NL), CanalZ (FR), Moneytalk (NL/FR), Datanews (NL/FR)

**News Pack:** Knack (NL), Levif (FR), KanaalZ (NL), CanalZ (FR)

**Groupe Social 1-2 Pack:** Trends (NL), Tendances (FR), Weekend (NL/FR), Moneytalk (NL/FR), Datanews (NL/FR), KanaalZ (NL), CanalZ (FR)

**PRA Pack:** Knack (NL), Levif (FR), Libelle (NL), Femmes d'aujourd'hui (FR), Libelle Mama (NL), Femmes Maman (FR)

**Luxe :** Trends/Style, Weekend, Feeling, Gael

**Health:** gezondheid.be, passionsanté.be

**Choose your pack :** choose 3 national brands from our network

## Extra Costs on Top:

Production Cost

- 2 Languages 1.250€

Social Boost

- 2 Languages 1.000€

Surcharges:

- +25% for articles >3.000 characters (spaces included), video, photoslider
- +15% for additional roadblock (billboard & halfpage) around the article

Retarget+

- +0,50€/PV : Always on RON, min. 4 weeks starting 2 weeks after enddate campaign. 4 mandatory formats (Halfpage, Billboard, Mobile, Floor ad. Max 2 visuals per tag, capping 1/12h.

## Validation:

All articles require a validation from editorial staff.

## Traffic plan:

Editorial box; Newsletter insertion, Facebook Post

\*PV : Pageview



# Sponsoring Editorial Dossier(CPM)

\*If only 1 language : 25% after the recalculation of impressions for that language.

Roadblock around all the articles from the editorial dossier				
Title	LG*	Min. Traffic plan (weeks)	CPM	Guaranteed impressions
Knack.be-LeVif.be/news	D + F	4	18 €	500.000
Weekend.be	D + F	4	18 €	500.000
Knackfocus-Focusvif.be	D + F	4	18 €	500.000
Trendsstyle	D + F	4	18 €	500.000
Sportmagazine.be	D + F	4	18 €	500.000
Trends.be	D + F	4	18 €	500.000
Moneytalk.be	D + F	4	18 €	500.000
Datanews.be	D + F	4	18 €	500.000

# Specials



# Specials

Reach out to your sales contact for more information.

\*Former CTC -content to Commerce

CPC - Performance	
RON Roularta	0,88€

Minimum 4 week of campaign, but can be prolonged until all clicks are achieved.

Requires a strong call-to-action (CTA). Roularta keeps the right to refuse assets.

Social Extension*	
Display	10€
Video	11€

Works only on a RON level and with the Impact formats.

Podcast sponsoring	
10 podcasts	22.500€
22 podcasts	45.000€

Included:  
logo in the communication plan / citation of the brand / Roadblock around the article / preroll/Mid- or Endroll

Thematic pack on request
Brussels Motor Show
Batibouw
Black Friday
Singles Day
Back To School
Podcast Sponsoring
Summer promotions
And Many More..