



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)



Title	subscribers	weekdays	#insertions	Guaranteed impressions	Leaderboard OR Medium Rectangle		Leaderboard AND Medium Rectangle	
					CPM	BUDGET	CPM	BUDGET
Knack(D)	80.000	Monday till Sunday	7	200.000	25€	5.000€	30€	6.000€
Levif(F)	46.000	Monday till Sunday	7	100.000	25€	2.500€	30€	3.000€
Knackfocus(D)	26.000	Wednesday+Friday	4	30.000	35€	1.050€	40€	1.200€
Leviffocus(F)	10.000	Thursday	2	5.800	35€	203€	40€	232€
Knack/Auto(D)	51.000	Tuesday	1	25.000	55€	1.375€	60€	1.500€
Levif/Auto(F)	23.000	Tuesday	1	10.000	55€	550€	60€	600€
Knack/Gezondheid(D)	68.900	Friday	2	50.000	55€	2.750€	60€	3.000€
Levif/Santé(F)	27.500	Friday	2	15.000	55€	825€	60€	900€
Sportmagazine(D)	27.000	Monday till Friday	5	50.000	35€	1.750€	40€	2.000€
Sportmagazine(F)	15.800	Monday till Friday	5	25.000	35€	875€	40€	1.000€
Trends/KZ(D)	54.000	Monday till Friday	5	100.000	35€	3.500€	40€	4.000€
Trends/Cz(F)	33.000	Monday till Friday	5	50.000	35€	1.750€	40€	2.000€
TrendsImmo(D)	21.000	Friday	2	10.000	35€	350€	40€	400€
TrendsImmo(F)	13.000	Wednesday	2	9.000	35€	315€	40€	360€
MoneyTalk.be(D)	30.000	Monday till Friday	5	30.000	55€	1.650€	60€	1.800€
MoneyTalk.be(F)	13.000	Tuesday	1	5.000	55€	275€	60€	300€
Datanews(D)	19.000	Monday till Saturday	6	50.000	35€	1.750€	40€	2.000€
Datanews(F)	6.500	Monday till Saturday	6	18.000	35€	630€	40€	720€
Datanewsjobs(D)	7.800	Fortnightly	2	9.000	55€	495€	60€	540€
Datanewsjobs(F)	3.000	Fortnightly	2	3.000	55€	165€	60€	180€
Insidebeleggen(D)	5.000	Monday till Friday	5	4.000	100€	400€	110€	440€
Initiedelabourse(F)	2.300	Monday till Friday	5	2.500	100€	250€	110€	275€

Newsletter(CPM)



Title	subscribers	weekdays	#insertions	Guaranteed impressions	Leaderboard OR Medium Rectangle		Leaderboard AND Medium Rectangle	
					CPM	BUDGET	CPM	BUDGET
Weekend(D)	56.700	Tue+Wed+Fri	3	70.000	35€	2.450€	40€	2.800€
Weekend(F)	24.000	Tue+Fri	2	20.000	35€	700€	40€	800€
Weekend/culinair-news(D)	105.000	Thursday	1	25.000	55€	1.375€	60€	1.500€
Weekend/culinair-news(F)	22.000	Wednesday	1	9.500	55€	523€	60€	570€
Weekend/reizen(D)	59.000	Monday	2	60.000	35€	2.100€	40€	2.400€
Weekend/reizen(F)	21.000	Monday	2	17.000	35€	595€	40€	680€
Plusmagazine(D)	52.000	Thursday	2	55.000	35€	1.925€	40€	2.200€
Plusmagazine(F)	25.000	Thursday	2	20.000	35€	700€	40€	800€
Plusmagazine/health(D)	41.000	Fortnightly	2	40.000	55€	2.200€	60€	2.400€
Plusmagazine/health(F)	15.000	Fortnightly	2	16.000	55€	880€	60€	960€
Plusmagazine/mijnclub(D)	57.000	Monthly	2	40.000	55€	2.200€	60€	2.400€
Plusmagazine/monclub(F)	25.000	Monthly	2	15.000	55€	825€	60€	900€
TrendsStyle(D)	38.000	Thursday	4	60.000	35€	2.100€	40€	2.400€
TrendsStyle(F)	23.000	Thursday	4	30.000	35€	1.050€	40€	1.200€

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€

*Mandatory 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

Mandatory Production Costs:

- 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

Mandatory Production Costs:

- 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	

Mandatory Production Costs:

- 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

Production cost:

Mandatory

- 1 Language 200€
- 2 Languages 400€

On top budget if article written by RMG

- 1 Language 550€
- 2 Languages 850€

Mandatory 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

Production cost:

Mandatory

- 1 Language 200€
- 2 Languages 400€

On top budget if article written by RMG

- 1 Language 550€
- 2 Languages 850€

Mandatory 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	

Production cost:

Mandatory

- 1 Language 200€
- 2 Languages 400€

On top budget if article written by RMG

- 1 Language 550€
- 2 Languages 850€

Mandatory 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

Production cost:

Mandatory

- 2 Languages 400€

On top budget if article written by RMG

- 2 Languages 850€

Mandatory 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

CPC – Performance*	
RON Roularta	0,88€

Minimum 4 week of campaign, but will be stopped when clicks are achieved or 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..

Reach out to your sales contact for more information.

*Minimum budget of 3.000€

**Former CTC -content to Commerce

Contact



Contact



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