



Roularta
Advertising



DIGITAL RATECARD – RATES 2026



Digital Ratecard

Rates 2026

01. DISPLAY & VIDEO

- 01.1 Display
- 01.2 Video

02. MAILING

- 02.1 Newsletter
- 02.2 Dedicated mailing

03. CONTENT ADVERTISING

- 03.1 Advertorial online
- 03.2 Advertorial packs
- 03.3 Content Hubs

04. SPECIALS



Rates 2026

01. Display & Video



01.1 Display

01.2 Video

01.1 Display (CPM)

Base CPM* : € 10,5

+ PLACEMENT

Run of Network

RON Roularta	€ 0,0
RON News & Business	€ 5,0
RON Women	€ 2,5
RON Luxe	€ 7,5
RON Executive	€ 7,5

Site Specific

News & Business	€ 10,0
Women	€ 5,0
Health	€ 5,0

+ FORMAT

Impact incl. floor-ad	€ 7,5
Impact excl. floor-ad	€ 8,0
Inread	€ 15,0
Video box	€ 15,0
Background skin	€ 17,5
Single format	+25%

+ TARGETING

Additional targeting only with Impact

Context **	€ 5,0
Audience **	€ 5,0
Section (Health)	€ 5,0

Special ***

Single language D/F	€ 5,0
Desktop only	+ 25%
Mobile Rich media	+ 25%

News & Business:

Knack, Le Vif, Knack Focus, Focus Vif, Trends, Tendances, Trendstop, TrendsZ, Datanews

Women:

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

Health:

gezondheid, passionsanté

Luxe:

Weekend, Feeling, Gael

Executive:

Knack, Le Vif, Trends, Tendances, Datanews, TrendsZ, Trendstop

Minimum investment of 3.000€

* Cost per mille = cost per 1.000 impressions

** Only available in combination with RON Roularta & Impact format, more info about the audiences can be found on the next page

*** Floating RON Roularta = minimum budget of 10.000€ / discount of 60% / duration of 6 weeks

Only available in combination with the impact format and without data. End date of the campaign is indicative, not guaranteed. No underdeliveries or compensations possible.

Terms & conditions : <https://www.roularta-advertising.be/en/rates/digital>



01.1 Display Audiences (non-Exhaustive list)

Accounting and Finance	Arts and Crafts	Audio and Music	Automotive	Basketball	Beauty	Books and Literature	Business and Finance	Caring People	Cooking Enthusiasts
Culture and Entertainment General	Cycling	Daytrips Belgium	Digital Innovation & Transformation	E-Commerce	Electric Automotive	Entrepreneur	Environmentalism	Events and Attractions	Executive Leadership and Management
Experienced Explorers	Family and Relations	Fashion	Fashion and Beauty General	Food and Drinks	Games and Puzzles	Gardener	Healthy Living	History	Hobbies General
Home and Garden General	Interior Decorator	Investors	Investors Large Budget	Lifestyle General	Life Explorers	Luxury Design	Luxury Lifestyle	Movies	New Experience Seekers
News and Politics	Parents 4 to 11	Parents General	Personal Finance	Pop Culture	Premium Automotive	Real Estate Investor	Selfconscious Elegance	Soft Drinks	Tourist
				Visionaries	Young Moms				



01.2 Video (CPM)

PACK	DURATION	CPM	LANGUAGE	FORMAT	DEVICE
Run of Network			Dutch + French*	Pre-roll/Mid-roll	Desktop+Mobile**
RON	<15"	€ 20	Dutch + French	Pre-roll/Mid-roll	Desktop + Mobile
RON	15" - 20"	€ 38	Dutch + French	Pre-roll/Mid-roll	Desktop + Mobile
RON	20" – 30"	€ 43	Dutch + French	Pre-roll/Mid-roll	Desktop + Mobile

Surcharges:

Single language D/F : +25% on CPM
 **Desktop only/Mobile only : +25% on CPM

Minimum investment of 3.000€



Rates 2026

02. Mailing



02.1 Newsletters

02.2 Dedicated Mailing

02.1 Newsletters (CPM)

Base CPM* : € 7,5

+ PLACEMENT

Newsletter specific	
News & Business	€ 7,5
Women	€ 5,0
Health	€ 5,0

+ FORMAT

Leaderboard	€ 3,0
Medium Rectangle	€ 3,0

Newsletters:

News & Business:

Knack (D), LeVif (F), Knack Focus (D), Focus Vif (F), Knack Auto (D), LeVif Auto (F), Knack gezondheid (D), Levif Santé (F), Trends immo (D), tendances immo (F), Trends (D), Tendances (F), Trends/Geld & immo(D), Tendances/Mon Argent (F), Datanews (D,F)

Women:

Weekend (D,F), Weekend culinair-news (D,F), Weekend reizen (D,F), Plusmagazine (+gezondheid, santé) (D,F),

Flair all (D,F)**, Feeling (D)**,
Feeling+Gael (D,F)**, Libelle (D)**,
Libelle Lekker (D)**,
Femmedaujourdhui (+Délices) (F)**,

Health:

Gezondheid (D), passionsanté (F)

*Cost per mille = cost per 1.000 impressions

** these newsletters only allow a Medium Rectangle format



02.2 Dedicated Mailing (CPM)

MEDIA BRAND

What?	
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

What?	
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* :

1 language : € 370
2 languages : € 425

Campaign management* **and** lay-out :

1 language : € 500
2 languages : € 800

* Testing HTML/sending/reporting





Rates 2026

03. Content advertising



03.1 Advertorial online

03.2 Advertorial Packs

03.3 Content Hubs

03.1 Advertorial online (Cost per PageView)



Libelle (NL), Femmes d'aujourd'hui (FR), Libelle Mama (NL), Femmes Maman** (FR), Flair (NL/FR), Weekend (NL/FR), Libelle Lekker (NL), Femmes Délices (FR), Feeling (NL), Gael (FR), PLUS Magazine(NL/FR)



Knack (NL), Levif (FR), Datanews (NL/FR), Knack Focus (NL), Focus Levif (FR), Trends (NL), Tendances (FR)



Gezondheid.be (NL), passionsanté.be (FR)

Choose one title

PV : € 3,50

Min. 3 weeks of Traffic*

2.500
Qualitative Pageviews

We guarantee the total average time on article is minimum 30 seconds.

Mandatory production costs:

1 language : € 200 (+ € 550 if article written by RMG)
2 languages : € 400 (+ € 850 if article written by RMG)

Mandatory social boost:

1 titel (=1 language) : € 750
2 titles (= 2 languages) : € 1.500

Surcharges:

+25% on C/PV :
Articles >3.000 characters (incl. spaces)
Video - Photoslider

+15% on C/PV :
additional roadblock (billboard & halfpage) around the article

Retarget+:

+ € 0,50 / PV
Always on RON – minimum 4 weeks starting with the native campagne & ending 2 weeks after campaign ended, 4 mandatory formats (billboard, halfpage, mobile, floor ad)
Max. 2 visuals per tag
Capping : 1/12h.

All articles are subject to validation by the editorial staff.

*Traffic : Editorial box, Newsletter insertion, Facebook Post
**section on the Femmesd'aujourd'hui website



03.2 Advertorial Packs (Cost per page view)

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

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

Finance Pack:
Trends (NL), Tendances (FR), Datanews (NL/FR)

News Pack:
Knack (NL), Levif (FR), Trends (NL), Tendances (FR)

Social Groups 1-2 Pack:
Trends (NL), Tendances (FR), Weekend (NL/FR), Datanews (NL/FR)

MRP-VVA-PRA Pack:
Knack (NL), Levif (FR), Libelle (NL), Femmes d'aujourd'hui (FR)

Luxe Pack :
Weekend, Feeling, Gael

Choose your pack : choose 3 national brands from our network

Choose your pack

PV : € 3,50

Min. 3 weeks of Traffic*

5.000
Qualitative Pageviews

We guarantee the total average time on article is minimum 30 seconds.

Mandatory production costs:

2 languages : € 400
(+ € 850 if article written by RMG)

Mandatory social boost:

2 languages : € 1.500

Surcharges:

+25% on C/PV :
Articles >3.000 characters (incl. spaces)
Video - Photoslider

+15% on C/PV :
additional roadblock (billboard & halfpage) around the article

Retarget+:

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03.3 Content Hubs

Content Hubs integrated into a specific category on Roularta Websites

Mix of branded content, Partner content & Editorial content	Cost
Editorial articles & content Branded content articles (specific & on demand) Insights from advertiser / partner	ON DEMAND
Advertising impact displays formats	ON DEMAND





Rates 2026

04. Specials



04.1 Specials

Podcast sponsoring

	Cost
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

Native Podcast

Price

Custom made pricing on demand

Included :

Production, creative concept, online
article, guaranteed pageviews, ..

**Reach out to your
sales contact for
more information
and other special
formats !**



04.2 Specials

CPD* – Take-over

Price

Choose your site or network +
formats*** + Timing

**Custom made
pricing on
demand**

Extra information

This pack is custom created on the needs of the advertiser.
Pick your site or network, format and timing.
We provide you with 100% SOV during that period.

Thematic pack on request

**Brussels Motor Show / Batibouw / Black Friday /
Singles Day / Back To School / Summer promotions /
and many more ...**

* Cost per day

** Former CTC – Content-to-Commerce

*** Not every format is allowed on every site



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**Reach out to your
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and other special
formats !**

04.3 Specials

Social Pack – Influencer integrations

	Fixed pricing
National offer: Feeling & GAEL (F+D)	€ 6.500
National offer: Flair (F+D)*	€ 10.000
Libelle Lekker (D)	€ 6.500
Libelle (D)/Femmes d’Aujourd’hui (F)*	€ 7.500
Weekend (F+D)*	€ 7.500

Conditions?

All campaigns are subject to editorial approval

All packs consist of multiple parts (Instagram post, Stories or Reels, Facebook post,...). Ask your sales contact for the details.

Weekend has a 100% editorial approach.

Reach of the Social pack (oct 2024)

	Instagram	Facebook
Feeling	32.300	89.400
GAEL	7.300	25.500
FLAIR NL	112.000	214.000
FLAIR FR	38.800	223.000
Libelle Lekker	149.000	88.000
Libelle	61.600	234.000
Femmes	12.100	84.000
Weekend NL	52.900	42.400
Weekend FR	11.000	35.000

Reach out to your sales contact for more information and other special formats !

* Seperate language pack is possible



04.3 Specials



SOCIAL FIRST PACKS (ONLINE + SOCIAL + PRINT)

Title	Language	Tik tok	Ig Vid	Ig post	IG stories	Fb	Print	Native article online	Net Net rates	Production costs
Flair	D+F	6	6	-	3	yes	1	1	25.000 €	5.000 €
Libelle lekker + femmes delices	D+F	4	4	-	4	yes	2	2	22.500 €	5.000 €
Libelle + Femmes	D+F	-	4	-	4	yes	1	1	24.000 €	5.000 €
Feeling + Gael	D+F	-	-	1	4	yes	1	1	15.500 €	4.500€
Weekend	D+F	-	-	1	4	yes	1	1	20.500 €	4.500€

Sales are subject to **editorial approval**

Reach out to your sales contact for more information and other special formats !



04.3 Specials



TIK TOK* + IG POST + IG STORIES + FACEBOOK PLACEMENT + SWIPE TO WEBSITE

	SOCIAL	REALISATIE	TOTAAL NET NET
Flair FR	2.900 €	1.000 €	3.900 €
Flair NL	5.500 €	1.000 €	6.500 €
Flair FR + NL	8.400 €	2.000 €	10.400 €
Libelle	4.000 €	1.000 €	5.000 €
Femmes	2.000 €	1.000 €	3.000 €
Libelle + Femmes	6.000€	2.000€	8.000€
Libelle Lekker	5.500 €	1.000 €	6.500 €
Femmes Délices	5.100 €	1.000 €	6.100 €
Lib. Lekker + Fem. Delices	10.600 €	2.000 €	12.600 €
Feeling	3.000 €	1.000 €	4.000 €
Gael	1.800 €	1.000 €	2.800 €
Feeling + Gael	4.800 €	2.000 €	6.800 €
Knack Weekend	4.000 €	1.000 €	5.000 €
Vif Weekend	2.000 €	1.000 €	3.000 €
Weekend Knack + Vif	6.000 €	2.000 €	8.000
ADD-ON SHARING CONTENT			1.500 €
SOCIAL BOOST			300 €/ Language

Sales are subject to **editorial approval**

(*) tiktoks only available for Flair

Reach out to your sales contact for more information and other special formats !





Rates 2026

05. Lead & Traffic Generation



Roularta Lead generation

Rates

B2B	E-tips	Standard insertion	Dedicated e-letter	B2C	E-tips	Standard insertion	Dedicated e-letter
Zaakvoerder		€ 3.850	€ 9.745	Lifestyle		€ 3.550	€ 8.725
ICT		€ 3.370	€ 8.205	Personal Finance		€ 3.075	€ 8.205
B2B		€ 4.845	€ 11.285	Personal Life		€ 4.845	€ 11.285
Auto - Bedrijfsvoertuigen		€ 4.845	€ 11.285	Home & Living	/		€ 11.285
Auto - personenwagens		€ 4.845	€ 11.285	Auto - Personenwagens	/		€ 11.285
Finance (CFO)		/	€ 2.570	50+		€ 3.550	€ 8.725
Bouwprofessional		/	€ 2.570	Women		€ 3.075	€ 8.205
HR		/	€ 2.570				
Medische Zorg		/	€ 5.135				

VAT excluded– Included: handling, traffic and leads – Based on delivery of ready to use assts by the partner

Optional technical costs	Introduction	Cost	Whitepaper	Cost
	Writing of the introduction by a professional copywriter	€ 150	Writing of the whitepaper (introduction included, max. 3 pag)	€ 750
	Translation of the introduction by Roularta Lead Generation	€ 50	Translation of the whitepaper (introduction included)	€ 400
	Writing + translation of the introduction by Roularta Lead Generation	€ 200	Writing + translation of the whitepaper (introduction included)	€ 1.150

VAT excluded



Roularta Lead generation

E-tips packages

Repetition works!

Create more brand awareness within one specific target group and enjoy an attractive discount:

Bronze Pack	3 insertions	20% discount
Silver Pack	5 insertions	30% discount
Gold Pack	10 insertions	40% discount



Rates 2026

Contact



Contact



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