



Roularta
Advertising



DIGITAL RATECARD – Rates 2023



Digital Ratecard Rates 2023

01. DISPLAY & VIDEO

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- 03.4 Sponsoring editorial dossiers

04. SPECIALS



Rates 2023

01. Display & Video



01.1 Display

01.2 Video

01.1 Display (CPM)

Base CPM* : € 10

+ 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

Leaderboard	€ 3,0
Medium Rectangle	€ 3,0
Skyscraper	€ 5,0
Floor-ad	€ 5,0
Billboard	€ 7,5
Halfpage	€ 7,5
Wide Skyscraper	€ 7,5
Impact	€ 7,5
2ad	€ 15,0
Inter-scroller	€ 10,0
Inread	€ 10,0
Background Skin	€ 15,0

+ TARGETING

Additional targeting only with Impact

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

Socio-demo targeting only with impact

Age	€ 3,5
Gender	€ 3,5
Region	€ 3,5

Special ***

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

News & Business:

Knack, Le Vif, Knack Focus, Focus Vif, Trends (geld, beleggen, Kanaal Z), Tendances (Mon argent, Bourse, Canal Z), Trendstop, Datanews, Krant West-Vlaanderen

Women:

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

Health:

gezondheid, passionsanté

Luxe:

Trends/Style, Weekend, Feeling, Gael

Executive:

Knack, Le Vif, Trends (geld, beleggen, Kanaal Z), Tendances (Mon argent, Bourse, Canal Z), Trendstop

Minimum investment of 3.000€

* Cost per mille = cost per 1.000 impressions

** Only available in combination with RON Roularta & Impact format

*** 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.



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 2023
02. Mailing



02.1 Newsletters

02.2 Dedicated Mailing

02.1 Newsletters (CPM)

Base CPM* : € 7

+ PLACEMENT

Newsletter specific

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

+ FORMAT

Leaderboard	€ 3,0
Medium Rectangle	€ 3,0
Medium Rectangle + Leaderboard	€ 6,0

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 NL (D), Trends Tendances (F), Trends Geld (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), Trends Style (D,F)

Flair all (D,F)**, Feeling (D)**,
Feeling+Gael (D,F)**, Libelle (D)**,
Libelle (+Lekker + Nest) (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 2023

03. Content advertising



03.1 Native online

03.2 Advertorial online

03.3 Advertorial Packs

03.4 Sponsoring editorial dossier

03.1 Native online (C/PV*)



WOMEN & LIFESTYLE

Title	Language	Min. Traffic plan** (weeks)	Cost/PageView	#PageViews
Flair	D	2	€ 2	3.500
Flair	F	2	€ 2	1.200
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
Plusmagazine.be	D	3	€ 4	750
Plusmagazine.be	F	3	€ 4	400
Trendsstyle.be	D	3	€ 4	750
Trendsstyle.be	F	3	€ 4	400
Weekend.be	D	2	€ 4	1.250
Weekend.be	F	2	€ 4	500

* Cost per PageView

** Traffic plan : Editorial box, Newsletter insertion, Facebook Post



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

Mandatory production costs:

1 language : € 750
Transfer of print: € 200
2 languages : € 1.250
Transfer of print: € 400

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 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.**

03.1 Native online (C/PV*)



NEWS & BUSINESS

Title	Language	Min. Traffic plan** (weeks)	Cost/PageView	#PageViews
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	500
Sportmagazine.be	F	4	€ 4	250
Datanews.be	D	3	€ 5	500
Datanews.be	F	3	€ 5	200
Trends.be	D	2	€ 5	750
Trends.be	F	2	€ 5	400

Mandatory production costs:

1 language : € 750
 Transfer of print: € 200
 2 languages : € 1.250
 Transfer of print: € 400

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 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.**

* Cost per PageView

** Traffic plan : Editorial box, Newsletter insertion, Facebook Post



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

03.1 Native online (C/PV*)



HEALTH

Title	Language	Min. Traffic plan** (weeks)	Cost/PageView	#PageViews
Gezondheid.be/Passionsanté.be	D+F	3	€ 2	2.500

Mandatory production costs:

- 1 language : € 750
Transfer of print: € 200
- 2 languages : € 1.250
Transfer of print: € 400

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 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.

* Cost per PageView

** Traffic plan : Editorial box, Newsletter insertion, Facebook Post



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

03.2 Advertorial online (C/PV*)



WOMEN & LIFESTYLE

Title	Language	Min. Traffic plan** (weeks)	Cost/PageView	#PageViews
Flair	D	2	€ 1,5	5.500
Flair	F	2	€ 1,5	2.400
Libelle	D	2	€ 2,5	4.000
Femmesdaujourdhui	F	2	€ 2,5	2.000
LibelleLekker	D	2	€ 2,5	5.000
FemmesDélices	F	2	€ 2,5	800
LibelleMama	D	4	€ 2,5	2.000
FemmeMamans	F	4	€ 2,5	1.000
Feeling	D	3	€ 3	2.500
Gael	F	3	€ 3	600
Libelle/Nest.be	D	4	€ 3	1.000
Femmes/Nest.be	F	4	€ 3	500
Plusmagazine.be	D	3	€ 3	1.500
Plusmagazine.be	F	3	€ 3	800
Trendsstyle.be	D	3	€ 3	1.500
Trendsstyle.be	F	3	€ 3	800
Weekend.be	D	2	€ 3	2.500
Weekend.be	F	2	€ 3	1.000

* Cost per PageView

** Traffic plan : Editorial box, Newsletter insertion, Facebook Post



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

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 language : € 750

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 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.

03.2 Advertorial online (C/PV*)



NEWS & BUSINESS

Title	Language	Min. Traffic plan** (weeks)	Cost/PageView	#PageViews
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	1.000
Sportmagazine.be	F	4	€ 3	500
Datanews.be	D	3	€ 3,5	1.000
Datanews.be	F	3	€ 3,5	400
Trends.be	D	2	€ 3,5	1.500
Trends.be	F	2	€ 3,5	800

* Cost per PageView

** Traffic plan : Editorial box, Newsletter insertion, Facebook Post

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

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 language : € 750

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 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.



03.2 Advertorial online (C/PV*)

HEALTH



Title	Language	Min. Traffic plan** (weeks)	Cost/PageView	#PageViews
Gezondheid.be/Passionsanté.be	D+F	3	€ 1,5	5.000

Mandatory production costs:

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

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 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.

* Cost per PageView

** Traffic plan : Editorial box, Newsletter insertion, Facebook Post



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

03.3 Advertorial Packs (C/PV*)

ADVERTORIAL PACK

Title	Language	Min. Traffic plan** (weeks)	Cost/PageView	#PageViews
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
MRP-VVA-PRA	D+F	3	€ 4	4.000
Health	D+F	3	€ 4	4.000
Luxe	D+F	3	€ 4	4.000
Choose your pack (min. 3 sites)	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), Knack Focus (NL), Focus Levif (FR), Trends (NL), Tendances (FR)

Finance Pack: Trends (NL), Tendances (FR) Trends/KanaalZ (NL), Tendances/CanalZ (FR), Trends/Geld (NL), Tendances/MonArgent(FR), Datanews (NL/FR)

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

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

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

Health: Knack/gezondheid (NL), LeVif/santé (FR), Plusmagazines/Gezondheid (NL), Plusmagazine/Santé (FR), Gezondheid.be(NL), passionsanté.be (FR)

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

Choose your pack : choose 3 national brands from our network

* Cost per PageView

** Traffic plan : Editorial box, Newsletter insertion, Facebook Post

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+:

+ € 0,50 / PV
Always on RON – minimum 4 weeks
starting 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.



03.4 Sponsoring Editorial Dossier (CPM)

WHAT? Roadblock around all the articles from the editorial dossier

Title	Language	Min. Traffic plan** (weeks)	CPM*	Guaranteed impressions traffic plan
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.be	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

Surcharges:

Single language D/F : +25% after the recalculation of impressions for that language

* Cost per mille = cost per 1.000 impressions

** Traffic plan : Editorial box, Newsletter insertion, Facebook Post



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



Rates 2023
04. Specials



04.1 Specials

CPC – Performance*

Run of Network	
RON Roularta	€ 0,88
Conditions?	
Minimum 4 weeks of campaign	
- will be stopped when clicks are reached	
- can be prolonged until clicks are reached	
Requires a strong Call-To-Action (CTA)	
<i>Roularta retains the right to refuse assets</i>	

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, ..

* Cost per click - Minimum investment of € 3.000



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

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

04.2 Specials

Social Extension**

	CPM
Display	€ 12
Video	€ 13

Conditions?

Only on a RON level

Only for impact formats

Approval needed within 24h after sending the preview

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



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

Reach out to your sales contact for more information 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)	€ 4.750

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.

* Seperate language pack is possible

Reach of the Social pack

FEELING

Instagram	27.200
Facebook	78.730

GAEL

Instagram	6.150
Facebook	22.200

FLAIR

Instagram	110.000 (D) / 37.400 (F)
Facebook	209.000 (D) / 184.000 (F)

Libelle Lekker

Instagram	133.000
Facebook	80.000

Libelle

Instagram	57.750
Facebook	106.000

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





Rates 2023

Contact



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