

ROSSEL
ADVERTISING

Re-Mediactivate
your business.

Ratecard 2021

Q1



DISPLAY



CALCUL
YOUR CPM (net price) :

BASIC PRICE

6,00 €

CHOOSE YOUR SITE

RON	0 €
lesoir.be	7 €
grenzecho.net	7 €
sudinfo.be	5 €
rtl.be	5 €
sosoir.be	5 €
soirmag.lesoir.be	5 €
cinetelerevue.be	5 €
telepro.be	5 €
geeko.be	5 €
reference.be	5 €
cinenews.be	5 €
out.be	5 €
maxx.sudinfo.be	5 €
consomalin	5 €
rendez-vous.be	5 €
becycled.be	5 €
immovlan.be	5 €
gocar.be	5 €
Gezondheid.be / passionsante.be	5 €
SOIR+	14 €
ENA	10 €

CHOOSE YOUR CONTEXT

ROS	1 €
Homepage	5 €
Sport	5 €
News	5 €
News local	5 €
Region	5 €
Economy	6 €
Job/ carriere	6 €
Immo	5 €
Mobilité	5 €
Culture	5 €
Lifestyle	5 €
Food	5 €
People	5 €

* Specific contexts on demand

CHOOSE YOUR FORMAT

Leaderboard	3 €
IMU	3 €
Large Leaderboard	3 €
Skyscraper	3 €
Halfpage	5 €
Billboard	5 €
TV Spot	5 €
Parallax	10 €
Full Impact	15 €
Takeover	15 €
Takeover swipe	22€

* mobile format : 320*100

** [Click here to consult technical specifications](#)

CHOOSE YOUR TARGETING

Device targeting	1 €
Os Targeting	1 €
Adresse IP	1 €
Behavioral	1 €
Socio demo	1 €
Language	1 €
Interest	3,5 €
Intention	5,0 €

CLASSIC TARGETING

DATA TARGETING

* Data only available in RON

** Data targeting p.16

PREMIUM

* context on a specific site must be verified with the sales team

PACKS DISPLAY



BIG IMPACT

Homepage + 3 ROS						SOV
days	Est. Imp.	Price	standard	premium		
Le Soir	1 HP + 3 ROS	1.007.000	value	€ 18.600	€ 20.600	100% + 20%
			rate	€ 13.900	€ 16.500	
Sudinfo	1 HP + 3 ROS	1.587.000	value	€ 25.200	€ 28.400	100% + 20%
			rate	€ 18.900	€ 22.700	
RTL Info	1 HP + 3 ROS	747.000	value	€ 12.300	€ 13.800	100% + 20%
			rate	€ 9.200	€ 11.000	
Grenzecho	1 HP + 3 ROS	143.000	value	€ 2.600	€ 2.900	100% + 30%
			rate	€ 2.000	€ 2.300	
Le Figaro	1 HP + 3 ROS	44.000	value	€ 700	€ 800	100% + 30%
			rate	€ 500	€ 600	

We will provide 100% SOV on the homepages

NEWS

Le Soir, Sudinfo, RTL info, Grenzecho & Figaro

	days	Est. Imp.	Price	standard	premium	exclusive	SOV
Homepage	1	1.088.000	value	€ 22.000	€ 24.000	€ 35.000	100%
			rate	€ 14.000	€ 17.000	€ 26.000	
ROS	3	2.688.000	value	€ 43.000	€ 48.000	€ 75.000	22%
			rate	€ 28.000	€ 34.000	€ 56.000	

We will provide 100% SOV on the homepages

Low CPM RON

Rosel network FR + NL

	days	imp.	formats*	value CPM	CPM	rate
RON	min. 30	2.500.000	leaderboard, medium rectangle, mobile banner	€ 10	€ 4	€ 10.000
	min. 60	6.666.667			€ 3	€ 20.000
	min. 90	15.000.000			€ 2	€ 30.000

*homepages excluded, no attributes (expand, rich media) - 2 x 3 materials to provide



FULL IMPACT

Site	Format	Placement	Impressions	CPM	Price	Discount	Price	e-CPM
HLN	Full Impact	Home	527.000	€ 28	€ 14.756			€ 22,5
7sur7			57.000	€ 28	€ 1.596			
DM			39.000	€ 30	€ 1.170			
Totaal DPA			623.000	€ 28	€ 17.522,00	-20,1%	€ 14.000,00	
Lesoir	Full Impact	Home + ROS	150.000	€ 29	€ 4.350			
Sudinfo			155.000	€ 27	€ 4.185			
Grenz			10.000	€ 29	€ 290			
RTL			174.000	€ 27	€ 4.698			
Totaal Rossel			489.000	€ 28	€ 13.523,00	-18,7%	€ 11.000,00	
Totaal PNU			1.112.000	€ 28	€ 31.045,00	-19,47%	€ 25.000,00	

*7 days

Capping 2/day

Desktop only



RON NEWS

Site	Format	Placement	Impressions	CPM	Price	Discount	Price	e-CPM
HLN	Homepage	RON News	1.234.000	€ 12	€ 14.808			€ 8
7sur7	Leaderboard		298.000	€ 12	€ 3.576			€ 8
DM	Middle Leaderboard		113.000	€ 14	€ 1.582			€ 8
Total DPA			1.645.000	€ 12,14	€ 19.966	-34,09%	13.160 €	€ 8,00
Lesoir	Homepage	RON	303.000	€ 14	€ 4.242			€ 8
Sudinfo	Leaderboard		503.500	€ 14	€ 7.049			€ 8
Figaro	Middle Leaderboard		35.000	€ 14	€ 490			€ 8
Grenz	Medium rectangle		26.000	€ 14	€ 364			€ 8
RTL			425.000	€ 14	€ 5.950			€ 8
Total Rossel			1.292.500	€ 14	€ 18.095	-42,86%	10.340 €	€ 8,00
Total PNU			2.937.500		€ 38.061	-38,26%	23.500 €	

*7 days - 15%SOV



MOBILE CONTENT

WOMEN								
Site	Format	Placement	Impressions	CPM	Price	Discount	Price	e-CPM
HLN	Native clickout box	Nina	392.000	€ 10	€ 3.920			€ 9
7Sur7		Lifestyle	74.666	€ 10	€ 747			€ 9
Total DPA			466.666	€ 10	€ 4.667	-10,00%	4.200 €	€ 9
So Soir	Native clickout box	ROS	96.500	€ 20	€ 1.930			€ 9
Le Soir		Lifestyle	14.500	€ 20	€ 290			€ 9
Sudinfo		Culture	255.667	€ 20	€ 5.113			€ 9
Total Rossel			366.667	€ 19	€ 7.043	-53,15%	3.300 €	€ 9
Total PNU			833.333		€ 11.710	-35,95%	7.500 €	

QUALITY								
Site	Format	Placement	Impressions	CPM	Price	Discount	Price	e-CPM
De Morgen	Native clickout box	ROS	466.666	€ 9	€ 4.200			€ 9
Total DPA			466.666	€ 9	€ 4.200	0%	4.200 €	€ 9
Le Soir	Native clickout box	ROS	110.000	€ 20	€ 2.200			€ 9
Sudinfo			256.667	€ 20	€ 5.133			€ 9
Total Rossel			366.667	€ 20	€ 7.333	-55%	3.300 €	€ 9
Total PNU			833.333		€ 11.533	-34,97%	7.500 €	

*7 days

Position : Medium Rectangle



HP TAKE-OVER 1 DAYS	Site	Format	Placement	Impressions	CPM	Price	Discount	Price	e-CPM	
	HLN	Take-over	Homepage	900.000	€ 28	€ 25.200				
	7sur7			45.000	€ 28	€ 1.260				
	DM			35.000	€ 30	€ 1.050				
	Total DPA				980.000	€ 28	€ 27.510	-28,8%	€ 19.600	€ 20
	Lesoir	Take-over	Homepage	278.000	€ 33	€ 9.174				
	Sudinfo			286.500	€ 31	€ 8.882				
	Figaro			21.500	€ 33	€ 710				
	Grenz			13.500	€ 33	€ 446				
	RTL			170.500	€ 31	€ 5.286				
Total Rossel				770.000	€ 32	€ 24.496	-37,1%	€ 15.400	€ 20	
Total PNU				1.750.000	€ 30	€ 52.006	-32,7%	€ 35.000	€ 20	

ROS single ads 3 DAYS	Site	Format	Placement	Impressions	CPM	Price	Discount	Price	e-CPM	
	HLN	Halfpage/leaderboard	ROS	1.728.500	€ 9	€ 15.557				
	7sur7			253.000	€ 9	€ 2.277				
	DM			186.250	€ 11	€ 2.049				
	Total DPA				2.167.750	€ 9	€ 19.882	-12,8%	€ 17.342	€ 8,00
	Lesoir	Halfpage/leaderboard	ROS	325.250	€ 19	€ 6.180				
	Sudinfo			1.000.000	€ 17	€ 17.000				
	Figaro			34.300	€ 19	€ 652				
	Grenz			34.300	€ 19	€ 652				
	RTL			175.900	€ 17	€ 2.990				
Total Rossel				1.569.750	€ 18	€ 27.473	-54,3%	€ 12.558	€ 8,00	
Total PNU				3.737.500	€ 13	€ 47.356	-36,9%	€ 29.900	€ 8,00	

ROS single ads 7 DAYS	Site	Format	Placement	Impressions	CPM	Price	Discount	Price	e-CPM	
	HLN	Halfpage/leaderboard	ROS	3.336.853	€ 9	€ 30.032				
	7sur7			480.107	€ 9	€ 4.321				
	DM			369.600	€ 11	€ 4.066				
	Total DPA				4.186.560	€ 9	€ 38.418	-32,2%	€ 26.042	€ 6,22
	Lesoir	Halfpage/leaderboard	ROS	649.647	€ 19	€ 12.343				
	Sudinfo			1.997.567	€ 17	€ 33.959				
	Figaro			68.600	€ 19	€ 1.303				
	Grenz			68.460	€ 19	€ 1.301				
	RTL			351.353	€ 17	€ 5.973				
Total Rossel				3.135.627	€ 18	€ 54.879	-65,64%	€ 18.858	€ 6,01	
Total PNU				7.322.187	€ 13	€ 93.297	-51,87%	€ 44.900	€ 6,13	

NATIVE PACK



Choose

Placement		Number of articles*	How much guaranteed Pageviews would you like ?	Your cost per view	Set up		Content production		Rate
					FR	NL	FR	NL	
POPULAR									
LESOIR.BE	HLN.BE	5 articles or 1 longread 2.0*	30.000	€ 1,00	€ 2.000	€ 2.000	€ 3.000	€ 3.000	€ 40.000
SUDINFO.BE			35.000						€ 45.000
RTLINFO.BE			40.000						€ 50.000
QUALITY									
		5 articles or 1 longread 2.0*	20.000	€ 1,00	€ 2.000	€ 2.000	€ 3.000	€ 3.000	€ 30.000
LESOIR.BE	DEMORGEN.BE		25.000						€ 35.000
			30.000						€ 40.000

*Min.2 - max 4 weeks

** If longread 2.0: 3.000€ NL + FR

Placement		Number of articles*	How much guaranteed Pageviews would you like ?	Your cost per view	Set up		Content production		Rate
					FR	NL	FR	NL	
SHOPPING									
		3 articles or 1 longread*	11.500	€ 1,00	€ 750	€ 750	€ 1.800	€ 1.800	€ 16.600
SO SOIR	NINA		17.250						€ 22.350
			23.000						€ 28.100

* Min.1 - max 3 weeks

** If longread : 2.000€ NL + FR

Placement		Number of articles*	How much guaranteed Pageviews would you like ?	Your cost per view	Set up		Content production		Rate
					FR	NL	FR	NL	
LIFESTYLE									
		3 articles or 1 longread*	10.000	€ 1,00	€ 750	€ 750	€ 1.800	€ 1.800	€ 15.100
SO SOIR	DEMORGEN.BE		15.000						€ 20.100
			20.000						€ 25.100

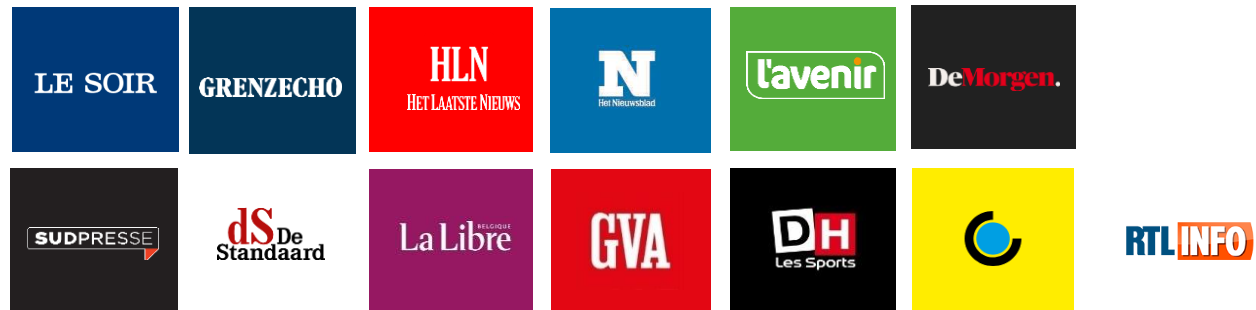
* Min.1 - max 3 weeks

** If longread : 2.000€ NL + FR

Placement		Number of articles*	How much guaranteed Pageviews would you like ?	Your cost per view	Set up		Content production		Rate
					FR	NL	FR	NL	
LIFESTYLE									
SO SOIR	DEMORGEN.BE	5 articles or 1 longread 2.0*	30.000	€ 1,00	€ 2.000	€ 2.000	€ 3.000	€ 3.000	€ 40.000

* Min.1 month

** If longread 2.0: 3.000€ NL + FR



Placement*	Format	Est. Imp.	E-cpm	Rate Net
ROS	halfpage + Mobile IMU	6.000.000	€ 6	€ 36.000

*Ros : desktop + mobile

** 2 days



PARTNER ZONE

		Content integration ONLINE*		promo	amplify*	Minimum Guaranteed Pageviews	content integration PRINT		Rate	Net Price /PV	
		Set up & maintenance	Articles	Branded page	in feed	Recommendation	1/1p. editorial	Content*			
1 month	format	-	5 articles	media value : € 25.288			13.000	NA	€ 19.000	€ 1,12	
	discount	-	-	-43%							
	value	€ 2.500	€ 2.050	€ 14.450							
1 month	format	-	10 articles	media value : € 34.040			17.000	NA	€ 25.000	€ 1,09	
	discount	-	-	-46%							
	value	€ 2.500	€ 4.100	€ 18.400							
3 months	format	-	15 articles	media value : € 84.768			44.000	NA	€ 50.000	€ 0,94	
	discount	-	-	-51%							
	value	€ 2.500	€ 6.150	€ 41.350							
6 months	format	-	25 articles	media value : € 112.750			69.000	9000*	€ 2.000	€ 75.000	€ 0,90
	discount	-	-	-55%							
	value	€ 2.500	€ 10.250	€ 51.250							



*exempt from agency fee

**available formats : wallpaper + large leaderboard/leaderboard + halfpage/imu

3.000 signs/article

*** Native print only : 12.000€ + 2.000€ content



Possibility to have Efluenz and Mooviz services on top

NATIVE MAGAZINE





soirmag.be



NEWSMASTER

Lifestyle Native						
Articles	Duration	Set up & Maintenance	Media value	Minimum Guaranteed Pageviews	Rate	Net Cost per read
1 article	During 3 weeks	2.410 €	€ 4.340	3.900	€ 6.750	1,11 €
3 articles	During 6 weeks	3.230 €	€ 10.270	9.900	€ 13.500	1,04 €
5 articles	During 2 months	4.050 €	€ 14.950	14.950	€ 19.000	1,00 €

Option Guaranteed views	500 pageviews/ € 450
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 Possibility to have Efluenz and
 Mooviz services on top

" tailormade solutions on demand, contact :

SoSoir : malika.afkir@rossel.be and charlotte.taymans@rossel.be

Soirmag.be : Vanessa.corthouts@rossel.be

Cinetelerevue.be : Dorothee.lefevre@rossel.be

VIDÉO

	CPM	Est. Desktop Imp. *	Est. Mobile Imp. *	Total Est. Imp./month*
Sudinfo.be	€ 18	2.000.000	13.000.000	15.000.000
LeSoir.be		400.000	1.600.000	2.000.000
SoSoir.be		100.000	400.000	500.000
Geeko		140.000	260.000	400.000
Cineneews.be - FR		5.000	10.000	15.000
Cineneews.be - NL		2.500	2.500	5.000
Out.be - FR		5.000	10.000	15.000
Out.be - NL		4.000	6.000	10.000
Cinetelerevue.be		18.000	132.000	150.000
Soirmag.lesoir.be		200.000	1.000.000	1.200.000



FORMATS

Inflow Parallax format
Desktop + Mobile



Inflow Landscape format
Desktop + Mobile



Inflow Square format
Smartphone only



Inflow Vertical format
Smartphone only





Net price	
Social Lift Display (photo, text/link)	7 €
Social Lift Video	8 €

* Ron News

** Format IMU (Mobile only)

*** 7 days (inventory : 2.800.000 impressions)

**** Minimum 5.000 euros



INFLUENCER MARKETING



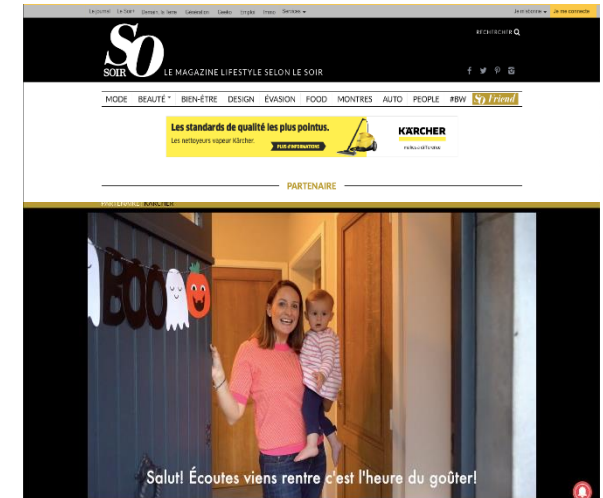
EFLUENZ

	Basic	Standard	Classic	Premium	Supreme
Number of Influencers and Fees	5 (x 960 €)	10 (x 960 €)	15 (x 920 €)	20 (x 920 €)	30 (x 880 €)
Campaign Management Fee (Follow up, Reporting, Payments & Evaluation)	1.200 €	2.400 €	3.400 €	4.600 €	6.600 €
TOTAL CAMPAIGN FEE	6.000 €	12.000 €	17.200 €	23.000 €	33.000 €


Add-ons :
 Creative concept
 professional video
 Photoshooting
 Workshop
 Event Organization

Included :
 Influencer Fee
 Content created per Influencer :
 1 IG post & 3 IG stories

 * Micro influencers : 5-20 k followers



Co-branded emailing



Database	Language	Addresses	Rate
Immovlan	61% FR - 39% NL	630.000	€ 12.000
Gocar	62% FR - 38% NL	650.000	€ 12.000
Rendez-vous	60% FR - 40% NL	300.000	€ 5.000
Becycled	43% NL - 57% FR	15.000	€ 1.500

Database	Cost per address	Tech fees
Other website on demand	€ 0,30	€ 500
Targeting (gender, age, language, etc.)	+25%	

DATA SHERLOQ

SEGMENTS	Net price*
Living AREA	3,5€/ CPM
ACTIVE FAMILIES	3,5€/ CPM
CAR LOVERS	3,5€/ CPM
CAR BUYERS	5€/ CPM
PRE MOVERS	3,5€/ CPM
MOVERS	5€/ CPM
GREEN ADDICTS	3,5€/ CPM
STUDENTS	5€/ CPM
FOOD & WINE LOVERS	3,5€/ CPM
FASHION LOVERS	3,5€/ CPM

* + CPM format

** RON

AVAILABLE FORMATS



Packages/sites	STANDARD						PREMIUM				EXCLUSIVE		
	Leaderboard	Large leaderboard	Medium rectangle	Skyscraper	Mobile banner	Mobile IMU	Halfpage	TV spot	Billboard	Mobile banner	Take over + take over swipe	Mobile Parallax	Full impact
Format (pixels)	728x90	840x150	300x250	160x600	320x50	300x250	300x600	840x250	970x250	320x100	see tech. spec.	see tech. spec.	see tech. spec.
Pack News	●	●	●	○	●	○	●	●	●	●	●	●	○
Le Soir	●	●	●	○	●	●	●	●	●	●	●	●	●
Le Soir Plus	●	●	●	○	●	●	●	●	●	●	○	○	○
Sudinfo	●	●	●	○	●	●	●	●	●	●	●	○	●
RTL	●	●	●	●	●	●	●	●	●	●	●	○	●
Grenzecho	●	●	●	○	●	●	●	●	●	●	●	○	●
Figaro	●	●	●	○	○	○	●	●	●	○	●	○	○
Cinetelerevue	●	●	●	○	●	●	●	●	●	●	●	●	○
Soirmag	●	●	●	○	●	●	●	●	●	●	●	●	●
Telepro	●	●	●	○	○	●	●	●	●	○	●	○	○
Cinews	●	●	●	○	●	●	●	●	●	●	○	●	○
Out	●	●	●	○	●	●	●	●	●	●	○	●	○
Radio Contact	●	●	●	○	●	●	●	●	●	●	●	○	○
Mint	●	●	○	○	○	○	○	○	○	○	○	○	○
Immovlan	●	●	●	○	●	●	●	●	●	●	●	○	○
Gocar	●	●	●	●	●	●	●	●	●	●	●	○	○
Gezondheid/PassionSanté	●	●	●	○	●	●	●	●	●	●	●	○	○
Rendez-vous	●	●	●	○	●	●	○	●	●	●	○	○	○
Becycled	●	●	●	○	●	●	●	○	○	●	○	○	○

LE SOIR

ROS	25.000.000
News	17.000.000
Culture	650.000
Economie	500.000
Homepage	9.000.000
Ict	850.000
Meteo	200.000
Immo	50.000
References	1.200.000
Soirmag	2.000.000
Sport	1.400.000
Geeko	450.000

LE SOIR +

LESOIR-plus	10.000.000
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RTL - INFO

ROS	24.000.000
Homepage	8.000.000
News	20.000.000
Weather	150.000
Sport	850.000

INVENTORY (MONTH)

SUDINFO

ROS	50.000.000
Homepage	11.000.000
Sport	2.000.000
News local	7.300.000
Meteo	700.000
Mobilité	1.000.000
Consomalin	1.000.000
Maxx.sudinfo	300.000

SUDINFO +

SUDINFO-plus	11.500.000
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GRENZECHO

ROS	4.500.000
Homepage	1.900.000

LE FIGARO

ROS	980.000
Homepage	440.000
Economie	60.000
Culture	200.000
Lifestyle	17.000

CINENEWS

ROS	1.000.000
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OUT

ROS	600.000
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SOSOIR

ROS	1.900.000
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CINETELEREVUE

ROS	13.000.000
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TELEPRO

ROS	280.000
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VLAN IMMO

ROS	37.000.000
Rent	681.000
Buy	1.700.000

GOCAR

ROS	7.000.000
Actu	2.000.000
New cars	1.000.000
Used cars	4.000.000


GEZONDHEID

ROS	2.200.000
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RENDEZ VOUS

ROS	4.400.000
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Sales conditions

NEW CLIENT	-5%	on the first campaign
LOYALTY	-5%	on the second order within 2 months for the same advertiser
GOVERNMENT	-30%	can not be combined with other discounts
NON PROFIT ORGANIZATION	-30%	can not be combined with other discounts
CHARITY ORGANIZATION	-50%	can not be combined with other discounts
2 ADS	-20%	on the CPM price
3 ADS	-40%	on the CPM price
CO-BRANDING	+15%	applicable on every additional brand name used in the creatives
SECTORIAL EXCLUSIVITY	+50%	
RICH MEDIA HOSTING	+25%	on the CPM price
		any complaint must be submitted within 2 months of the end of the campaign