

2024

# DIGITAL RATES LUXEMBOURG

**Ads & Data**  
*One & not the same*



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# DISPLAY ADVERTISING DIRECT

CPM (Cost Per Thousand Impressions)

BASE RATE : € 12 CPM (RON)



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MEDIAHUIS LUXEMBOURG			+	FORMATS	+	BEHAVIORAL TARGETING <sup>1</sup>	or	CONTEXTUAL TARGETING <sup>1</sup>	
RUN OF	RATE	SITES		IMU*	€ 10	Expats	€ 10	Business	€ 6
Run of News & Business*	€ 6	Wort.lu, Virgule.lu, Luxtimes.lu, Contacto.lu		Billboard + Leaderboard*	€ 10	Business & Finance	€ 10	Luxembourg	€ 6
Run of news	€ 4	Wort.lu, Virgule.lu, Contacto.lu		Smartcover	€ 20	Luxembourg	€ 10	Sport	€ 6
* next to DE or FR material is EN material mandatory too.				Pre-roll	€ 20	Automotive	€ 10	Culture & Lifestyle	€ 6
				Halfpage*	€ 20	Culture & Lifestyle	€ 10	Politics & International	€ 6
				InRead */**	€ 20	Real Estate - to buy	€ 10	Mobility	€ 6
				* These display formats are also available as outstream format		Real Estate - to rent	€ 10	<sup>1</sup> Only applicable on Run of News + Business and Run of News.	
				**Available as parallax, carousel, social, social video, flow		Sport	€ 10	<sup>1</sup> Only applicable on Run of News + Business and Run of News.	
SPECIFIC SITE		VIDEO FORMATS							
Contacto.lu	€ 6	Instream 6"	€ 20						
LuxTimes.lu	€ 20	Instream 15 - 30"	€ 20						
Virgule.lu	€ 6								
Wort.lu	€ 10								

Always check with your sales representative if the combination of your choice is possible.

#### HOW TO CALCULATE YOUR CPM RATE ?

CPM = Base rate + Site + Format + additional targeting

#### TERMS AND CONDITIONS

All rates are in Euros, VAT excl. General terms and conditions: [www.adsanddata.be/algemene-voorwaarden/](http://www.adsanddata.be/algemene-voorwaarden/)

#### TECHNICAL SPECIFICATIONS

All ad units are placed on our mobile sites as well. Please deliver display and mobile (/tablet) formats. See our tech specs for more detail [www.adsanddata.be/techspecs](http://www.adsanddata.be/techspecs).

# SPONSORED CONTENT



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SPONSORED CONTENT					
SITES	LANGUAGE	FORMAT	PACKAGE*	IMPRESSIONS	RATE
WORT.LU & VIRGULE.LU	DE / FR	inRead	Premium	70.000	€ 4.100
			Standard	70.000	€ 3.700
		IMU + BILLBOARD	Premium	90.000	€ 3.900
			Standard	90.000	€ 3.500
CONTACTO.LU	PT	inRead	Premium	25.000	€ 1.300
			Standard	25.000	€ 1.100
		IMU + BILLBOARD	Premium	35.000	€ 1.200
			Standard	35.000	€ 1.050
LUXTIMES.LU	EN	inRead	Premium	15.000	€ 3.500
			Standard	20.000	€ 3.200
		IMU + BILLBOARD	Premium	15.000	€ 3.500
			Standard	20.000	€ 3.200

\* Premium = position 1  
Standard = position 2

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# SPONSORED VIDEO CONTENT



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SPONSORED VIDEO CONTENT							
SITES	LANGUAGE	FORMAT	PACKAGE	IMPRESSIONS INREAD	IMPRESSIONS IMU	PRODUCTION COST*	RATE*
WORT.LU + VIRGULE.LU	DE	inRead + IMU + M1 left print	Premium	100.000	100.000	€ 2.000	€ 11.000
		inRead + IMU	Standard	50.000	50.000	€ 2.000	€ 7.000
CONTACTO.LU	PT	inRead + IMU	Premium	50.000	50.000	€ 2.000	€ 3.900
			Standard	30.000	30.000	€ 2.000	€ 3.400
LUXTIMES.LU	EN	inRead + IMU	Standard	50.000	50.000	€ 2.000	€ 5.700

Campaign IMU/InRead as floating during 14 days. Pushes newsletters upon availability.

\* Technical costs (minimum of € 2.000) of script writing, filming and post-production not subject to agency commission. Possibility of simultaneous broadcasting and amplification in several languages (customized rate).

## ARE INCLUDED IN THE TECHNICAL SERVICES

- 1 half-day of shooting (4 hours/shot - Canon HD camera).
- 1 script in collaboration with the journalist/presenter.
- 1 day of assembly (2 changes returned).
- 1 royalty free music.
- 2 HD 1080 video formats: 16/9 or 1:1 (for digital).
- Video delivery on USB or WeTransfer.
- Title + subtitle 1 language.
- Sound recording: ambient microphone and HF lavalier microphone.

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# SPONSORED AUDIO CONTENT



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SPONSORED AUDIO CONTENT							
SITES	LANGUAGE	FORMAT	PACKAGE	IMPRESSIONS LEADERBOARD	MEDIA VALUE	PRODUCTION COST*	RATE*
WORT.LU + VIRGULE.LU	FR	Leaderboard	Standard	110.000	€ 6.050	€ 3.000	€ 9.050
			Access	110.000	€ 5.060	€ 3.000	€ 8.060
WORT.LU	DE	Leaderboard	Standard	80.000	€ 3.550	€ 3.000	€ 6.550
			Access	80.000	€ 3.060	€ 3.000	€ 6.060
VIRGULE.LU	FR	Leaderboard	Standard	30.000	€ 2.500	€ 3.000	€ 5.500
			Access	30.000	€ 2.000	€ 3.000	€ 5.000
CONTACTO.LU	PT	Leaderboard	Standard	30.000	€ 2.500	€ 3.000	€ 5.500
			Access	30.000	€ 2.000	€ 3.000	€ 5.000
LUXTIMES.LU	EN	Leaderboard	Standard	50.000	€ 2.500	€ 3.000	€ 5.500

Floating leaderboard campaign over 14 days on 1 site/1 language. Push newsletters subject to availability.

\* Production costs (1 language/max duration 20 minutes) not included: 1 podcast = €900 // 5 podcasts = €3,000 // 10 podcasts = €5,000 (not subject to agency commission). Possibility of simultaneous broadcasting and amplification in several languages (customized rate).

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# NEWSLETTERS



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TITLE	FORMAT	SUBSCRIPTIONS	RATES		
			1 DAY	5 DAYS	10 DAYS
RUN OF NEWS	300 x 250	43.000	€ 800	€ 3.590	€ 6.370
WORT.LU	300 x 250	27.000	€ 680	€ 3.040	€ 5.400
VIRGULE.LU	300 x 250	12.000	€ 240	€ 1.080	€ 1.920
CONTACTO.LU	300 x 250	4.000	€ 120	€ 450	€ 800
LUXTIMES.LU	300 x 250	15.000	€ 800	€ 2.800	€ 4.800
			1 DAY	3 DAYS	
MERKUR	970 x 250 - Top placement	14.500	€ 1.080	€ 2.900	
	970 x 500 - Bottom placement	14.500	€ 800	€ 2.100	
D'HANDWIERK	600 x 150 - Top placement	3.000	€ 540	€ 1.460	
	600 x 150 - Bottom placement	3.000	€ 1.090	€ 2.950	

# REMARKETING



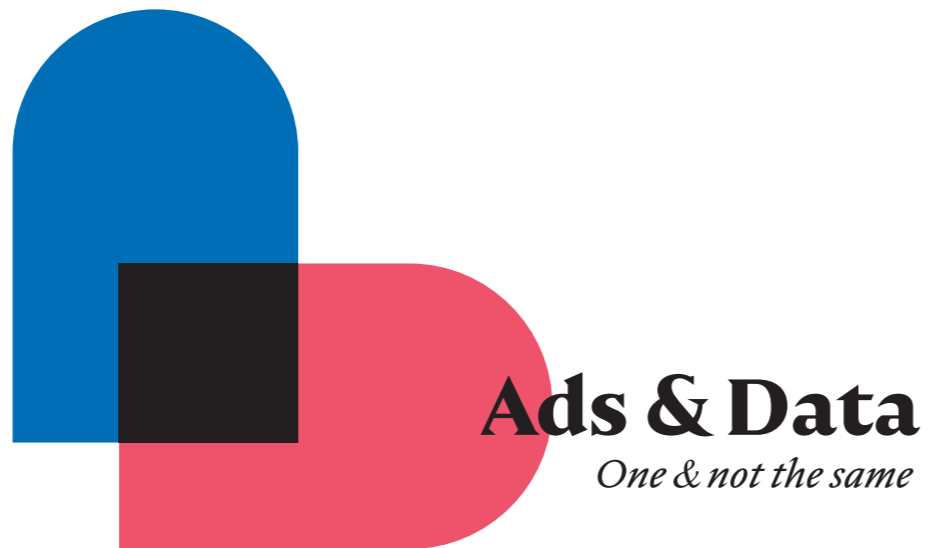
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REMARKETING				
SITES	LANGUAGE	FORMAT	CPM	MINIMUM PERIOD
RUN OF NEWS & BUSINESS	DE/FR + EN	inRead	€ 22	1 week
		IMU	€ 18	2 weeks
RUN OF NEWS	DE/FR	inRead	€ 23	1 week
		IMU	€ 19	2 weeks



# CONTACT



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