



Roularta
Advertising



DIGITAL RATECARD – RATES 2025



Digital Ratecard

Rates 2025

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04. SPECIALS



Rates 2025

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
Videobox	€ 10,0
Background Skin	€ 15,0
Interstitial	€ 35,0

+ 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, Tendances, Trendstop, Kanaal Z, Canal Z, Datanews

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, Tendances, Datanews, Kanaal Z, 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, 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 2025

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

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 (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 2025

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	€ 4	3.500
Flair	F	2	€ 4	1.200
Libelle	D	2	€ 4	3.000
Femmesdaujourdhui	F	2	€ 4	1.000
LibelleLekker	D	2	€ 4	2.500
FemmesDélices	F	2	€ 4	400
LibelleMama	D	4	€ 4	1.000
FemmeMamans	F	4	€ 4	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	€ 4	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*)



Libelle (NL), Femmes d'aujourd'hui (FR), Libelle Mama (NL), Femmes Maman (FR), Flair (NL/FR), Weekend (NL/FR), Plusmagazine (NL/FR), Libelle Lekker (NL), Femmes Délices (FR), Feeling (NL), Gael (FR), PLUS (NL/FR), Libelle Nest (NL/FR), Trends Style (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 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 : Editorial box, Newsletter insertion, Facebook Post



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

03.3 Advertorial Packs (C/PV*)

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), Sportm (NL/FR), Knack Focus (NL), Focus Levif (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)

Social Groups 1-2 Pack:

Trends (NL), Tendances (FR), Weekend (NL/FR), Moneytalk (NL/FR), Datanews (NL/FR), KanaalZ (NL), CanalZ (FR)

MRP-VVA-PRA Pack:

Knack (NL), Levif (FR), Libelle (NL), Femmes d'aujourd'hui (FR), Libelle Mama (NL), Femmes Maman (FR)

Luxe Pack :

Trends/Style, 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+:

+ € 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 : Editorial box, Newsletter insertion, Facebook Post

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

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 2025

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, ..	

Chatbot

Price	
50€ CPM	
Conditions :	
Site specific, min. 5K investment	

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



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)/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.

* Seperate language pack is possible

Reach of the Social pack (oct 2024)

	Instagram	Facebook
Feeling	32.300	89.400
GAEL	7.300	32.300
FLAIR NL	112.000	214.000
FLAIR FR	38.800	223.000
Libelle Lekker	149.000	88.000
Libelle	61.600	234.000

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





Rates 2025

05. Lead & Traffic Generation



Roularta Lead generation

Rates

<u>B2B</u>	E-tips	Standard insertion	Dedicated e-letter	<u>B2C</u>	E-tips	Standard insertion	Dedicated e-letter
Trends Zaakvoerder		€ 3,750	€ 9,500	Knack Lifestyle		3,450	€ 8,500
Data News ICT		€ 3,250	€ 8,000	Knack Personal Finance		€ 2,995	€ 8,000
Trends Finance		/	€ 2,500	Knack Personal Life		€ 4,750	€ 11,000
Trends Bouwprofessional		/	€ 2,500	Knack Home & Living		€ 4,750	€ 11,000
Trends HR		/	€ 2,500	Knack Auto		€ 4,750	€ 11,000
Trends B2B		€ 4,750	€ 11,000				
Artsenkrant Medische Zorg		€ 2,995	€ 5,000	<u>Women</u>			
Trends Bedrijfsvoertuigen		€ 4,750	€ 11,000	Plus Magazine		€ 3,450	€ 8,500
				Women		€ 2,995	€ 8,000

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

<u>Optional technical costs</u>	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 2025

Contact



Contact



Lara Chammah

Head of Digital Ad Solutions
Lara.Chammah@roularta.be



Ornella Alessi

Digital Ad Solutions Expert
Ornella.alessi@roularta.be



Tiziana Troisi

Digital Ad Solutions Expert
Tiziana.troisi@roularta.be



Caroline Blommaert

Digital Performance Expert
Caroline.blommaert@roularta.be



Marine De Mol

Digital Performance Expert
Marine.de.mol@roularta.be



Jérôme Urbain

Digital Ad Solutions Expert
Jerome.urbain@roularta.be

