

LUXEMBOURG'S NUMBER ONE
DAILY NEWSPAPER



Luxemburgs Tor zur Welt
Die Unternehmensgruppe Luxport sieht sich auf Kurs - ein Besuch im Industriehafen an der Mosel



Manifester Der luxemburgische Industriehafen an der Mosel ist ein Tor zur Welt. Die Unternehmensgruppe Luxport, die hier ihren Hauptsitz hat, ist ein wichtiger Akteur in der europäischen Wirtschaft. Die Gruppe umfasst unter anderem die Luxport Holding, die Luxport Energy und die Luxport Logistics. Die Gruppe ist in der Lage, sich an den veränderten Anforderungen der Industrie anzupassen und zu investieren. Die Gruppe hat in den letzten Jahren erhebliche Investitionen in die Modernisierung der Anlagen getätigt. Die Gruppe ist ein wichtiger Arbeitgeber in der Region und trägt zur Wirtschaftsentwicklung bei.



Viel Dynamik im Staatslabor
Luxemburger Staatslabor zeigt sich dynamisch und modernisiert sich



Jungels: „Ich bin körperlich am Ende“
Luxemburger Staatslabor zeigt sich dynamisch und modernisiert sich

Ein Luxemburger auf Romantik-Mission
Ein Luxemburger auf Romantik-Mission

Tsipras übernimmt Verantwortung
Brände in Griechenland: Regierungsrat setzt sich für nationale „Fragfächer“

Ex-Polizist geht in Revision
Luxemburger Ex-Polizist geht in Revision

SES Networks als Wachstumsstärker
SES Networks als Wachstumsstärker

Das Welt, das die Welt verzaubert
Das Welt, das die Welt verzaubert

Arbeitslos: Ges
Arbeitslos: Ges

Hohes Infektionsrisiko bei jungen Menschen
Hohes Infektionsrisiko bei jungen Menschen



160,300 readers



SES Networks als Wachstumsstärker
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Das Welt, das die Welt verzaubert
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Luxemburger Wort

Print-run 0 | 58,276 copies (CIM 2017)
Subscriptions | 94 %
Recent readership | 160,300 daily readers,
thus 32 % of the resident population aged 15+ (TNS Ilres Plurimedia 2018.2)





Premium content for a premium audience.

The Luxemburger Wort has been the reference brand since it was created in 1848. Each day it provides readers with a complete range of high quality information about international, national and local events.

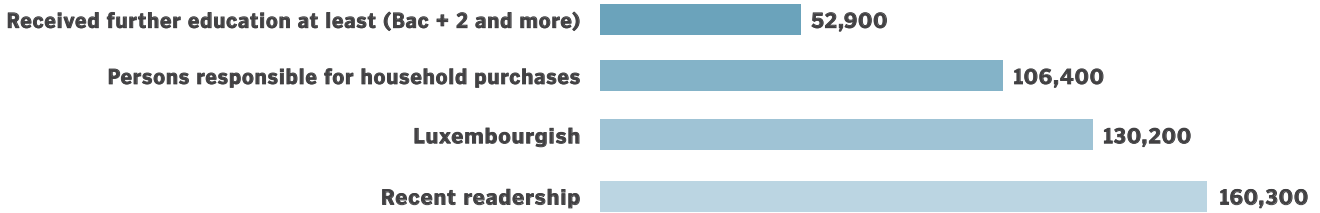
This daily content is enriched with weekly thematic coverage in special features and supplements. It is created by a team of 90 highly professional journalists with substantial experience of Luxembourg.

The editorial line is founded on rigour, questioning of assumptions, and intellectual honesty.

**Luxembourg's
quality paper**

Frequency: daily (Monday to Saturday)

160,300 readers daily, thus **32%** of the population



46%

of readers live in households with three or more people

66%

of readers are responsible for household purchases

81%

of readers are Luxembourgish

The printed-press leader for the premium Luxembourgish target-market: 41.1% of readers are from upper socio-economic categories, that is 53,400 people



A rich and varied environment

The Luxemburger Wort offers advertisers a high quality medium that matches their strategy and reaches their target markets.

- | Editorial pages | Themed crossmedia advertorial | Mywort – Special features |
- | Advertorial formats | Pull-outs | Print & Supply | Memostick |
- | Jobfinder.lu | wortimmo.lu |

Thanks to values that inspire respect and trust, the Luxemburger Wort has a close relationship with its readers, 94% of whom are subscribers.

Communicate Crossmedia!



Strengthen your print campaign with a digital presence, and enjoy at 15%* reduction.
Multiply your visibility, amplify your impact: be read by 285,000 consumers**!



Luxemburger Wort
160,300 readers



wort.lu
+ additional exclusive readers
over seven days**

* Available for a gross budget of at least €4,500. Offer cannot be combined with other discounts.

** TNS Ilres Plurimedia 2018.2, equivalent net audience from one appearance in the Luxemburger Wort and one week on wort.lu.



Standard formats

Modules	mm/column format	Editorial pages	CROSSMEDIA Thematic advertorial*
		Price	Price
M1	5 col (251) × 376	10,248 €	8,711 €
M1 – Page 2	5 col (251) × 376	10,248 €	—
M1 – “Face Premium” = Premium position	5 col (251) × 376	6,526 €	—
M2	5 col (251) × 188	5,541 €	4,710 €
M3	3 col (149) × 158	2,983 €	2,536 €
M4	3 col (149) × 79	1,550 €	1,031 €
M5	2 col (98) × 120	1,568 €	1,044 €
M6	4 col (200) × 283	6,526 €	5,549 €
M7	5 col (251) × 50	1,631 €	1,088 €
M8	5 col (251) × 100	3,133 €	2,663 €
M9	5 col (251) × 150	4,532 €	3,852 €
M10	2 col (98) × 348	4,237 €	3,601 €
M11	3 col (149) × 348	6,078 €	5,166 €
M13	2 col (98) × 50	669 €	435 €
M14	2 col (98) × 100	1,316 €	870 €
M15	4 col (200) × 100	2,547 €	1,740 €
M26	2 col (98) × 150	1,941 €	1,305 €
M27	3 col (149) × 120	2,306 €	1,566 €
M28	3 col (149) × 211	3,889 €	3,306 €

Double-page spread	mm/column format	Editorial pages
		Price
M16	10 col (532) × 188	12,065 €
M17	10 col (532) × 376	22,313 €
M36	6 col (324) × 348	10,248 €
M44	10 col (532) × 50	3,553 €
M45	10 col (532) × 100	6,893 €

Covers	mm/column format	Price
MD1 – 1/1 page on the back page	5 col (251) × 376	17,849 €
MD2 – 1/2 page on the back page	5 col (251) × 188	9,651 €
MPP – False front page and false page 2	5 col (251) × 310 + 5 col (251) × 376	35,868 €

Positioning on editorial pages 5, 7 and 9: minimum format 3 col x 158mm (M3)

* Thematic advertorial pages: tariff by the mm/column of €4.35 for <400mm formats

Your sales representatives can help you choose the correct format.

Four-colour publications. Price in euros excluding VAT and production costs

Tariffs for editorial pages

Politik & Gesellschaft / Politics and society
(national and international news)

Wirtschaft / Economy

Kultur / Culture

Lokales / Local

Stad a Land / Luxembourg and environs

Zentrum / Centre

Süden / South

Norden / North

Osten / East

GrossRegion / Greater Region

Service & Termine / Services and meetings

Sport / Sport

Finanzen / Finance

Panorama

Weekend (Saturday)

Die grüne Seite / Environment (Tuesday)

Mobiles Leben / Mobility (Friday)

Reise & Erholung / Tourism (Wednesday)

Wissen & Forschung / Research (Thursday)

Premium = first page of the feature

Wirtschaft / Economy

Kultur / Culture

Lokales / Local

Sport / Sport

Finanzen / Finance

Panorama

Premium position: left-hand page
opposite the beginning of the feature

Tariffs for CROSSMEDIA Thematic Advertorial pages

Bauen&Wunnen / Household (Wednesday)

Commerce / Retail (Wednesday and Saturday)

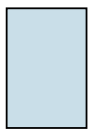
Gastronomie / Eating out (Thursday)

Vakanz / Holidays (Saturday)

Emwelt & Gesundheit / Nature & health (Saturday)

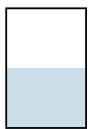
Special pages and client advertorial

Formats



M1

251 × 376 mm



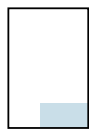
M2

251 × 188 mm



M3

149 × 158 mm



M4

149 × 79 mm



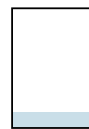
M5

98 × 120 mm



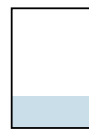
M6

(200 × 283 mm)



M7

(251 × 50 mm)



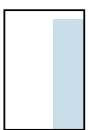
M8

(251 × 100 mm)



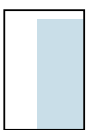
M9

(251 × 150 mm)



M10

98 × 348 mm



M11

149 × 348 mm



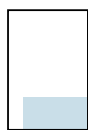
M13

98 × 50 mm



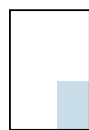
M14

98 × 100 mm



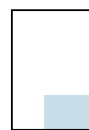
M15

200 × 100 mm



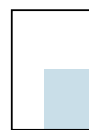
M26

98 × 150 mm



M27

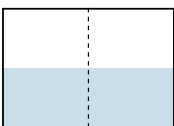
149 × 120 mm



M28

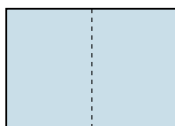
149 × 211 mm

Double-page spread



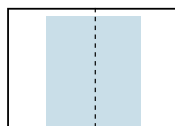
M16

532 × 188 mm
(1/2 Double-page)



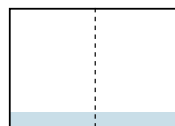
M17

532 × 376 mm
(Double-page)



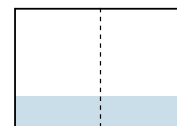
M36

324 × 348 mm



M44

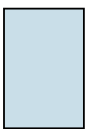
532 × 50 mm



M45

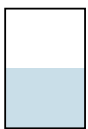
532 × 100 mm

Covers



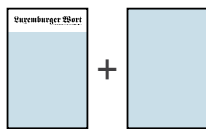
MD 1

251 × 376 mm



MD 2

251 × 188 mm



MPP

False front cover 251 × 310 mm +
false page 2 251 × 376 mm



Rates > 2019

Impact+ positions

Format	Page 1	Page 2	Page 3	Premium
Eye 1 column 1 col (47) × 47 mm	974 €	—	—	554 €
Banner 5 col (251) × 50 mm	5,083 €	—	—	2,865 €
Banner 5 col (251) × 30 mm	3,050 €	—	—	1,734 €
Advertisement 2 col (98) × 100 mm	—	2,611 €	3,263 €	2,292 €



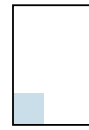
Eye
47 × 47 mm
Page 1 & Premium



Banner
251 × 50 mm
Page 1 & Premium



Banner
251 × 30 mm
Page 1 & Premium



Advertisement
98 × 100 mm
Page 2



Advertisement
98 × 100 mm
Page 3 & Premium

Sponsored content

Editorialised content integrated into an editorial environment
Premium brand communication

Format	1/1 page
Material ready to print	11,800 €

Editorial service and layout (1/1 page – price €1,700)

Advertising pages

	Format > 400 mm	Format < 400 mm
Position of the advertisement at the discretion of the editor as part of the daily editorial process	Pricing Modules thematic pages	Pricing mm/col 4.15 €
Advertisements grouped together (advertising related to the sector – e.g. automobiles)		

NB: Personal advertising sections (births, deaths, marriages etc): +25% price

	All formats
Business notices on the “Finance”	Pricing mm/col 4.45 €

Maximum height of advertisements: 348mm with the exception of a full page (376mm)

Production of advertisements

A graphical adaptation service is available at a cost of €65 per hour (minimum 1 hour billed), with a maximum of two proofs. Graphic design on demand.

Publications in four-colour. Prices in euros excluding VAT and production costs

Additional cost for special formats and positioning

Type of special positioning	Added cost*
Advertising on consecutive pages	+ 25 % of the cost of a single page
Specified position in the newspaper, on the page ...	+ 25 %

*Additional costs cannot be combined and have a ceiling of 25%

Repeat order reductions

Number	Rate
3-6 appearances	5 %
7-14 appearances	7 %
15-25 appearances	10 %

These reductions are applicable for advertisements which are positioned in the same way or are in the same format, and are part of an overall order. There is a time limit of 12 consecutive months for this offer, even if they go beyond the calendar year. These reductions are applicable from the first appearance. In the instance of a cancellation before the end of the contract, the price for the lower reduction will be billed.

Deadlines

(Standard advertisements, not as part of a special feature, on special pages, or advertorial)

Without proof	
Reservation	2 working days before publication, 12.00 noon
Delivery of material ready for printing	
With proof	
Reservation	3 working days before publication, 12.00 noon
Proofs returned by	2 working days before publication, 6pm

Certain special features are printed before publication date. Deadlines for material must be respected, or their publication may be rendered technically impossible. For any additional information related to special features, pull-outs, the timing of special editions, and special formats, please contact your sales representative.

As mentioned in the general sales conditions, the cancellation of the publication of an advertisement must be made in writing (fax, email, or posted letter) to REGIE.LU S.A. before the order deadline. Cancelling or suspending the order beyond this deadline will result in the payment of a cancellation fee equivalent to the requested publication price.