

COMMUNICATION **BUSINESS**

20
07

TARIFS PUBLICITAIRES

regie.lu

Luxemburger Wort

www.wort.lu

LUXEMBOURG TIMES



wortimmo.lu
LES SPÉCIALISTES DE L'IMMOBILIER

D'HANDWIERK

MERKUR

CONNEXION
DOING BUSINESS IN LUXEMBOURG

LAWYERSNOW
UNION OF LUXEMBOURG LAWYERS & ENTREPRENEURS

TECH Adviser juridique

decisão

Une offre **business puissante.**

**9 titres de référence pour toucher
des cibles de décideurs**

Chefs d'entreprise

Entrepreneurs

Cadres supérieurs

Influenceurs

...

**Contenus rédactionnels
ciblés et premium**

IT / ICT

Banques / Fonds / Assurances

Ressources humaines

Immobilier

Innovation

...

**Dear client,
Dear partner,**

Regie.lu is a major player in Luxembourg's advertising market. We manage sales for more than 18 publications from the Luxemburger Wort group and other publishers. Our advertising sales offering encompasses a varied selection of media with extensive reach, enabling communication agencies and advertisers to build targeted campaigns.

Our desire to meet these demands led us to select a range of business titles which reach a broad community of Luxembourg-based decision-makers and influencers. These business leaders and senior managers can only be reached via quality content they identify with.

Our offering is centred on landmark publications such as the Luxemburger Wort, the country's leading daily newspaper, and the sites Wort.lu and Wortimmo.lu. There are many others: Luxembourg Times, the main site for English speakers and expatriates; D'Handwierk, the magazine of craftworkers' representative organisations the Fédération des Artisans and the Chambre des Métiers; Merkur from the Chamber of Commerce; LawyersNow, the main source of information for local legal professionals; Decisão, the Portuguese business magazine; and Connexion from the American Chamber of Commerce, which is sent to every major Luxembourg business.

This diverse combination will enable you to promote your products, services and expertise in a targeted fashion to hundreds of thousands of highly qualified readers. This is a unique offering in Luxembourg!

Our team of media experts can work with you to create original, impressive and effective advertising solutions.

Best regards,



Robert Hever
Director
regie.lu



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Luxemburger Wort

Luxembourg's leading daily paper.

The Luxemburger Wort has been the country's leading media brand since its foundation 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 Luxembourgish professional and social life.

The publication sets itself high standards for how it uses information. **This rigour is the foundation of its expert, credible analysis of political, economic and financial news destined for its premium, influential readership.**

Luxembourg's quality newspaper

TOTAL AUDIENCE

323,400

readers

+21,800
in a year

63%
of residents
aged 15+

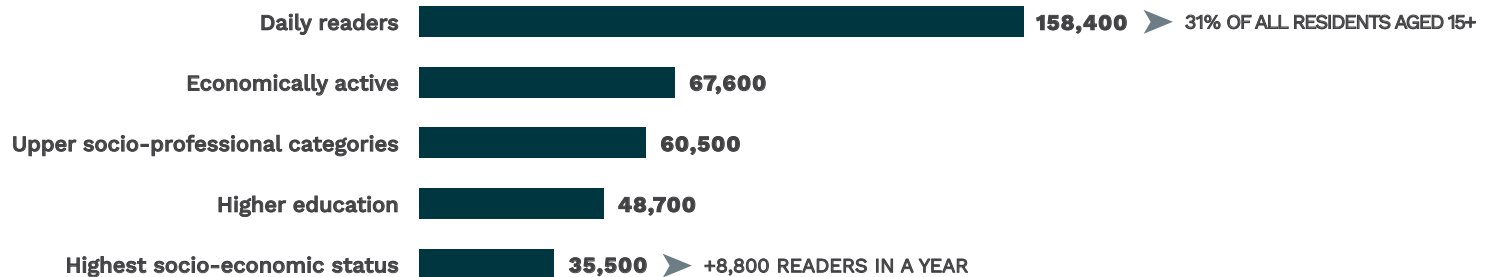
55,981

copies

94%

subscribers

DAILY PERFORMANCE



TNS Ilres Plurimédia 2019.2, residents aged 15+, epaper included, compared to TNS Ilres Plurimédia 2018.2

//

A quality daily newspaper, the Luxemburger Wort offers a unique diversity of news and analysis delivered by an experienced, discerning team of journalists.

Roland Arens, chief editor

//

Inspiring
confidence

Values

respect and credibility



Strong, loyal relationship
with readers

PRINT RUN 55,981 copies (CIM 2018)	CIRCULATION <ul style="list-style-type: none"> • By subscription (accounting for 94% of sales) • Newsagent sales • Available on paper and e-paper
FREQUENCY Daily (Monday to Saturday)	
FOUNDED 1848	22,322 pages published each year, at an average of 74 pages per day More than 20 editorial special features per year

ECONOMY AND FINANCE SECTION

Economy and finance news, reports, analysis and interviews
Daily publication



ADVERTISING RATES - STANDARD FORMATS

MODULES			
M1		(5 col) 251 x 376 mm	€ 10,248
M2		(5 col) 251 x 188 mm	€ 5,541
M3		(3 col) 149 x 158 mm	€ 2,983
M8		(5 col) 251 x 100 mm	€ 3,133
M28		(3 col) 149 x 211 mm	€ 3,889

Other formats are possible. Please talk to your sales representative.

EXCLUSIVE POSITIONING

MODULES			
M1 – left hand page Premium position opposite the Economy and Finance section		(5 col) 251 x 376 mm	€ 6,526
M1 – page 2 (2 nd cover) First full page of the newspaper Politics section		(5 col) 251 x 376 mm	€ 12,810

SPONSORED CONTENT



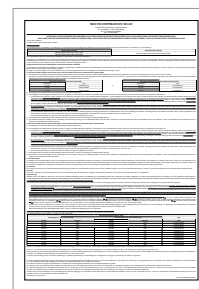
Editorialised content integrated into the journalistic environment
Premium brand communication

FORMATS - material ready to print

1/1 page	(5 col) 251 x 376 mm		€ 11,800
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Editorial service (1/1 page: € 695)
Production/layout service (1/1 page: € 255)

Prices in euros, excluding VAT and production costs.

**VITRINEMPLOYEUR (EMPLOYER SHOP-WINDOW)**

Advertorial which promotes your brand as an employer

FORMAT - material ready to print

1/1 page  (5 col) 251 x 376 mm

+ 1 Leaderboard

sur wort.lu et jobfinder.lu

50.000 impressions (desktop)



728 x 90

€ 8,430

Editorial service and layout: € 315 (including one proof)

BUSINESS NOTICES**ALL FORMATS**

"Finance" pages

mm/col tariff

€ 3.73

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

"BUSINESS" SPECIAL FEATURES

High quality supplements dedicated to the local financial industry and the country's other business sectors

**SPECIAL FEATURE HIGHLIGHTS**

SECTOR	SUPPLEMENT	RELEASE DATE
Business	MICE – Meetings, incentives, conferencing, exhibitions	28 February 2020
Economy/real estate	Real Estate Business (related to the 10-13 March 2020 Mipim conference)	6 March 2020
Economy	Circular economy	25 March 2020
IT	ICT – Digitalisation – Innovation	May 2020
Economy/Finance	Annual bank ranking	26 June 2020
Economy/Finance	Investment funds (ALFI Global Distribution Conference)	22 September 2020
Economy/Finance	Estate planning and investment	27 November 2020

Formats and prices are the same as for the daily Economy & Finance section.
Reservations close and delivery of material: 10 days before publication.



www.wort.lu

Leading information platform with paying subscribers.

A campaign on wort.lu will boost your brand image, adding a sense of seriousness, trust and quality.

Comprehensive news coverage featuring high quality journalism covering every angle: domestic and international events, politics, business, local news, sport, lifestyle, etc.

Three language versions (German, French and Portuguese) are targetted to the needs of the country's different communities.

There is a premium model, with wort+ and wort.lu providing paid-for, exclusive, quality content, alongside basic information free of charge.

TOTAL AUDIENCE

203,200

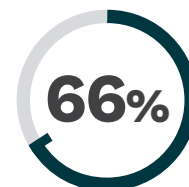
website visitors

39%
of residents
aged 15+

131,000

Luxembourgish
website visitors

48%
of Luxembourgers
aged 15+



economically active
web visitors

TNS Ilreas Plurimédia 2019.2, residents aged 15+, Google Analytics August 2019



283,457

Unique visitors per week
(Desktop & mobile)

CIM Gemius August 2019

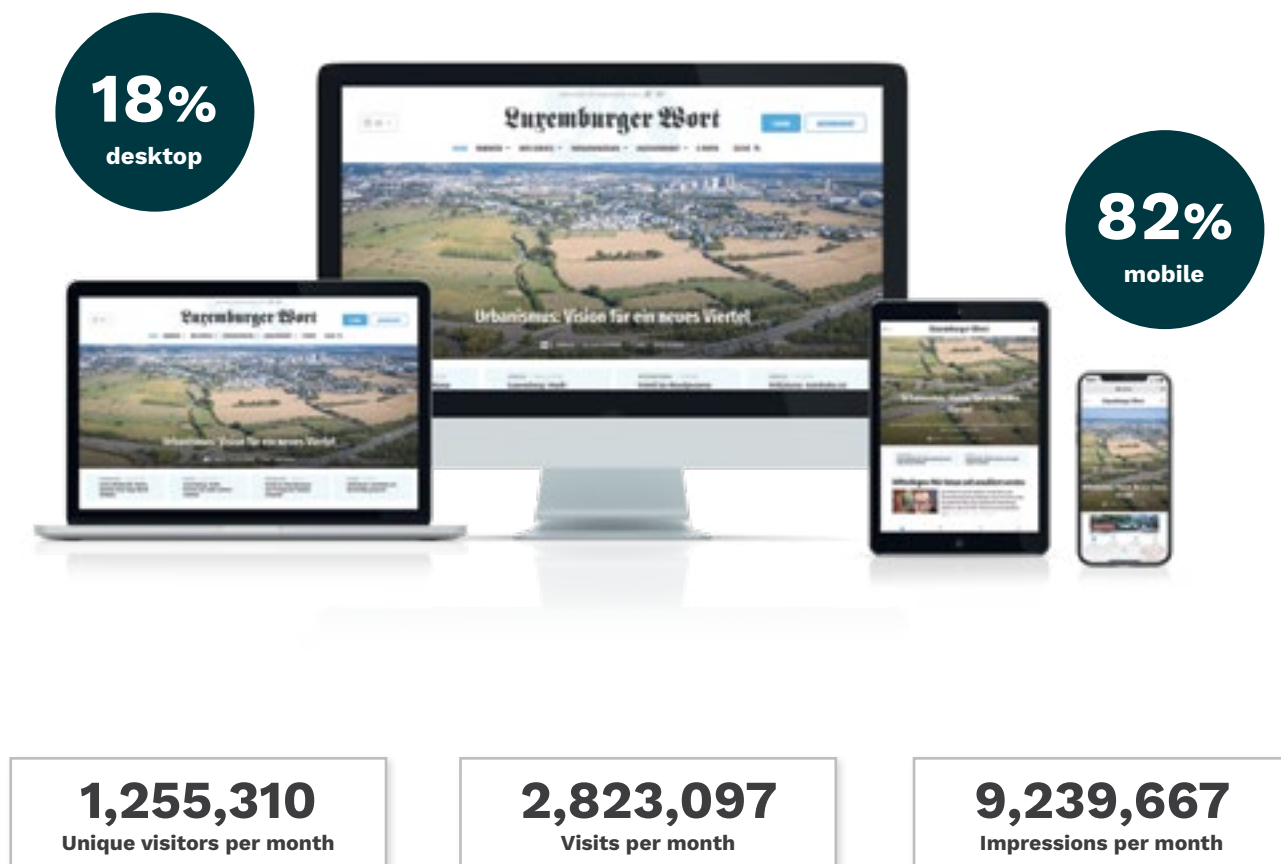
// With wort.lu we provide comprehensive, thorough and clear information.
We create digital added value for our readers - around the clock.

Christophe Langenbrink, Digitalchef wort.lu/de //

// We use innovative formats to reflect and analyse the many different facets of
life in Luxembourg and the neighbouring Greater Region.

Jean-Michel Hennebert, manager of wort.lu/fr //

TRAFFIC SHARE BY DEVICE



DISPLAY ALL DEVICES

FORMATS	DIMENSIONS	CPM	IMPRESSIONS / WEEK*	PRICE / DAY*	PRICE / WEEK*	PRICE / 100,000 IMPRESSIONS
Super leaderboard + mobile leaderboard	1200 x 150 + 320 x 88 / 320 x 50	€ 25	177,500	€ 634	€ 4,438	€ 2,500
Leaderboard large + mobile leaderboard	840 x 150 + 320 x 88 / 320 x 50	€ 20	155,000	€ 443	€ 3,100	€ 2,000
IMU	300 x 250	€ 25	215,000	€ 768	€ 5,375	€ 2,500
Half page	300 x 600	€ 32	160,000	€ 731	€ 5,120	€ 3,200
Inread	16:9 max 1920 x 1080 / min 640 x 360	€ 40	140,000**	€ 800	€ 5,600	€ 4,000
Full page + Half page	1200 x 150 + 300 x 600 + 2000 x 2000	€ 55	30,000	€ 236	€ 1,650	—

Example of a campaign and the tariff for a 25% SOV. We will create a made-to-measure campaign for you to meet your budget.

* SOV 25%

** Cap 5/24h



SUPER LEADERBOARD



LEADERBOARD LARGE



LEADERBOARD MOBILE



IMU



INREAD



FULL PAGE



HALF PAGE

DISPLAY APP

FORMATS	DIMENSIONS	CPM	IMPRESSIONS / WEEK	PRICE / DAY	PRICE / WEEK
Leaderboard	320 x 88	€ 20	100,000*	€ 286	€ 2,000
Splash page	320 x 480	€ 35	35,000**	€ 175	€ 1,225

* SOV 50%

** Cap 5/24h



LEADERBOARD APP



SPLASH APP

NEWSLETTER PACKAGES

FORMAT	DIMENSIONS	SOV	PRICE / 1 DAY	PRICE / 5 DAYS	PRICE / 10 DAYS
Top billboard	728 x 90	100%	€ 450	€ 2,025	€ 3,600

25,340 subscribers
 DE - 17,410 newsletters (sent 8am and 4pm)
 FR - 5,247 newsletters (sent 5pm)
 PT - 2,683 newsletters (sent 4pm)

Source : Mailchimp may 2019



TOP BILLBOARD

SPONSORED CONTENT

“Sponsored Content” is advertorial integrated into the flow of editorial content. It is a premium and exclusive mode of communication on our home page. Multi-device format with added visibility via a newsletter (received by subscribers Monday to Wednesday inclusive)

FORMATS	DEVICE	DURÉE	PRIX
Sponsored Content	All devices	5 days (Monday to Friday)	€ 3,250
Sponsored Content + IMU*	All devices	5 days (Monday to Friday)	€ 5,450

* 100,000 impressions

Material (text, photos, video) supplied by the client (in the site's language)

Editorial service in the relevant language **€ 330**

Translation service on request



BANNER PRODUCTION

A creative service can be provided on request.

TECHNICAL SPECIFICATIONS

MATERIEL

Editable files (Macintosh and PC-Windows): HTML5, JPEG, GIF, PNG & 3rd party tag.
Size: 80KB.

HTML5 / Richmedia: Initial download 2.2MB of progressive downloading. It is highly recommended to use responsive HTML5. Please also supply static material in GIF or JPEG formats. No SVG format.

HTTPS compatibility: To be compatible, all traffic must be served on “https”. This includes the 3rd Party tag and external downloads.

Sound

- The sound must always be deactivated at the start of the animation or video
- Sound can be activated either by a click on the “sound” button or using the “mouse over” function.

INREAD

- Video file
- Resolution: max. 1920*1080 – min. 640*360.
- Max. file size: 200MB.

- Video formats: mov, flv, mpeg4, avi, etc.
- Length: 30 sec max.
- Aspect ratio: 16:9 (4:3 unsupported).
- Codec: all Codecs Video formats, except: ProRes 4444, HDV 720p60, Go2 Meeting 3 & 4, ER AAC LD, REDCODE.

Third-party tags

Most tags are accepted. A detailed list can be received on request.

Deadlines

- Reservation and delivery of material: 4 working days before the desired start of the campaign.
- 7 working days for rich media formats (expand floating, audio, video...).

REGIE.LU S.A. reserves the right to refuse media or data transmission which are not compatible with technical requirements. Alternatively, there would be a charge for the supplementary work.

ELECTRONIC TRANSMISSION

Via e-mail: ac@regie.lu



LUXEMBOURG TIMES

The premier business & politics site in English.

The premier business & politics site in English. Luxembourg news for the world. World news for Luxembourg. Launched in 2017, Luxembourg Times is positioned as the main news site in English thanks to its expertise in European affairs, business and finance, politics, and lifestyle (leisure, housing, jobs...).

High level journalism

- Expertise in business, politics & finance, with daily exclusives
- A dedicated team of seven journalists with experience of Luxembourg, the USA and the UK
- Exclusive syndication with Bloomberg and the Financial Times for international news



Senior
management

Intercom August 2019

155,855

Unique visitors per
month

CIM Gemius August 2019

2:29 min

Average time spent
reading articles

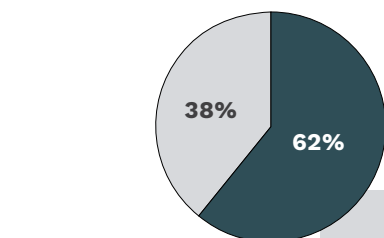
Google Analytics August 2019

THE ENGLISH SPEAKING COMMUNITY IN LUXEMBOURG:

- **81% of Luxembourg residents speak English**, or 407,900 people (*TNS Ilres 2018.2 residents 15+*)
- **Around 60,000 expats** / 109,000 economically active (residents and cross-border commuters) in upper socio-professional roles (*CNS March 2017*)
- **63% are reached** by the Luxembourg Times brand

HIGH LEVEL, INFLUENTIAL B2B AUDIENCE

SENIOR MANAGERS



■ Senior management
■ Middle management

Intercom August 2019

62% of LuxTimes web sessions are by senior managers: CEOs, partners, founders, HR managers, upper socio-professional categories, and other decision makers

ECONOMICALLY ACTIVE AND UPPER SOCIO-PROFESSIONAL CATEGORIES

6%



18-24 years

34%



25-34 years
Young,
professionally
active

60%



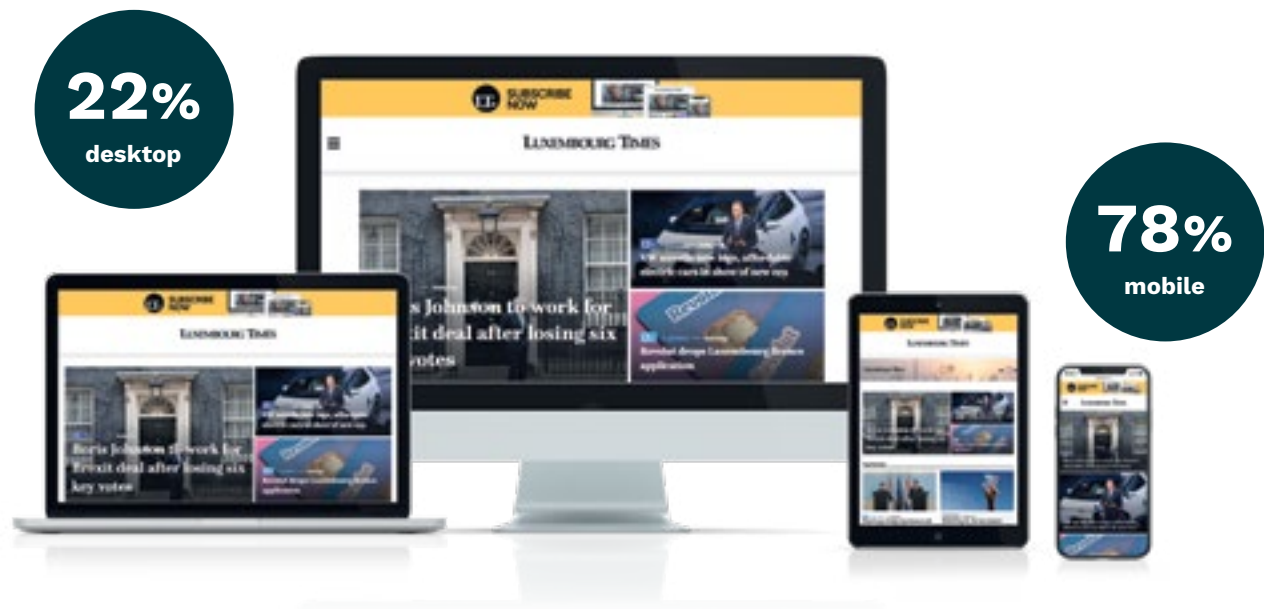
35 years
and up
Upper
socio-
professional

Google Analytics August 2019

// *We write stories for everybody who wants to read about Luxembourg in English.*

Douwe Miedema, Luxembourg Times editor in chief **//**

TRAFFIC SHARE BY DEVICE



155,855
unique visitors per month

238,077
visits per month

384,725
impressions per month

CORPORATE SUBSCRIPTIONS

Take out a subscription to the Luxembourg Times!

ADDED VALUE AND AVANTAGES FOR YOUR BUSINESS:

- On **LUXTIMES.LU**
 - Access to exclusive LT+ content
 - Valued communication vectors (interviews, jobs...)
- Invitations to exclusive events
- Subscriptions to important, targetted media

VOUCHER

Total subscriptions	1 to 10	11 to 50	51 to 100	101 to 200	251 to +
Communication	Plus-value and advantages				
Three-question online interview ^①	x	x	x	x	x
Job offers – Jobs Widget ^②	1	3	4	5	6
Free Display ^③	-	€ 1,400	€ 2,950	€ 3,625	€ 5,000
Subscriptions	A free subscription with the following publications : Luxemburger Wort, Luxembourg Times Magazine, Decisão				
Invitations for Saint Paul events	2+1	5+2	10+3	15+5	20+7
Annual price	€ 950	€ 2,800	€ 5,900	€ 7,250	€ 10,000

① 30,000 impressions – value: € 1,237 excluding VAT

② Value: € 2,800 excluding VAT per offer – 1 month length of time

③ Based on our 2020 rates



LuxTimes.lu

DISPLAY ALL DEVICES

FORMATS	DIMENSIONS	CPM	IMPRESSIONS* / WEEK	PRICE / DAY*	PRICE / WEEK*
Leaderboard XL + Leaderboard Mobile	1080 x 150 + 320 x 88 / 320 x 50	€ 60	33.000	€ 283	€ 1,980
Leaderboard large + Leaderboard Mobile	840 x 150 + 320 x 88 / 320 x 50	€ 38	33.000	€ 179	€ 1,254
IMU	300 x 250	€ 55	39.500	€ 310	€ 2,173
Half page	300 x 600	€ 60	31.500	€ 270	€ 1,890
Inread**	16:9 max 1920 x 080 / min 640 x 360	€ 80	5.000	€ 57	€ 400
Full page + Half page	1080 x 150 + 300 x 600 + 2000 x 2000	€ 130	11.500	€ 214	€ 1,495

Example of campaign and rate for a 50% SOV. We can create your campaign made to measure to suit your budget.

* SOV 50%

** Cap 5/24h



LEADERBOARD XL



LEADERBOARD LARGE



LEADERBOARD MOBILE



IMU



FULL PAGE



HALF PAGE



INREAD

SECTION SPONSORSHIP

SECTION	DIMENSIONS	SOV	PRICE / 1 MONTH	PRICE / 6 MONTHS	PRICE / 12 MONTHS
People moves	320 x 50	100%	€ 1.000	€ 5.000	€ 9.000
Traffic	1080 x 150 + 2000 x 2000 + 320 x 88	100%	€ 700	€ 3.950	€ 6.950
Weather	1080 x 150 + 2000 x 2000 + 320 x 88	100%	€ 700	€ 3.950	€ 6.950



LEADERBOARD XL



FULL PAGE



LEADERBOARD MOBILE

Prices in euros, excluding VAT and production costs.

NEWSLETTER PACKAGES

FORMAT	DIMENSIONS	SOV	PRICE / 1 DAY	PRICE / 5 DAYS	PRICE / 10 DAYS
Top Billboard	600 x 150	100%	€ 1,100	€ 3,850	€ 6,600

13,584 subscribers (sent 7.45am – 3pm).

Source: Intercom August 2019



TOP BILLBOARD

CORPORATE WIDGET

Give your brand exclusivity!

SECTION	DEVICE	SOV	PRICE / 1 WEEK	PRICE / 2 WEEKS	PRICE / 4 WEEKS
Exclusive widget	All devices	100%	€ 900	€ 1,620	€ 2,800



WIDGET

SPONSORED CONTENT

Advertorial integrated into the news flow, “Sponsored Content” is premium, exclusive communication on the home page.

Multi-device format benefitting from added visibility in the newsletter (targetted emails to subscribers from Monday to Wednesday inclusive).

FORMAT	DEVICE	LENGTH OF TIME	PRICE / WEEK
Sponsored Content + Newsletter	All devices	7 days	€ 3.900

Editorial service in English: € 500

Translation service on demand

**BANNER PRODUCTION**

Creative services are available on demand



**LUXEMBOURG NEWS FOR THE WORLD.
WORLD NEWS FOR LUXEMBOURG.**

TECHNICAL SPECIFICATIONS

MATERIEL

Editable files (Macintosh and PC-Windows): HTML5, JPEG, GIF, PNG & 3rd party tag.
Size: 80KB.

HTML5 / Richmedia: Initial download 2.2MB of progressive downloading. It is highly recommended to use responsive HTML5.
Please also supply static material in GIF or JPEG formats.
No SVG format.

HTTPS compatibility: To be compatible, all traffic must be served on "https". This includes the 3rd Party tag and external downloads.

Sound

- The sound must always be deactivated at the start of the animation or video
- Sound can be activated either by a click on the "sound" button or using the "mouse over" function.

INREAD

- Video file
- Resolution: max. 1920*1080 – min. 640*360.
- Max. file size: 200MB.

- Video formats: mov, flv, mpeg4, avi, etc.
- Length: 30 sec max.
- Aspect ratio: 16:9 (4:3 unsupported).
- Codec: all Codecs Video formats, except: ProRes 4444, HDV 720p60, Go2 Meeting 3 & 4, ER AAC LD, REDCODE.

Third-party tags

Most tags are accepted. A detailed list can be received on request.

Deadlines

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- 7 working days for rich media formats (expand floating, audio, video...).

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ELECTRONIC TRANSMISSION

Via e-mail: ac@regie.lu



LUXEMBOURG TIMES | Magazine

The magazine for English speakers.

Inspired by its online success, Luxembourg Times now also delivers premium content through a quality print magazine. In line with the style of its English-language community website, the magazine runs over 68 pages the latest news in depth. The same level of high journalistic values are used to describe and analyse economics, politics and business for the expat readership.

New for 2020 : three editions, each with a special feature

10,000

copies

2,500

nominative
mailshots
to decision makers

350

Distribution points
and B2B events

TARGET AUDIENCE AND READERSHIP PROFILE

- Attractive anglophone target market
- 63% of expats are reached by the Luxembourg Times brand, i.e. 46.650 people (*CIM Gemius May 2019*)
- Economically active, influential decision makers, upper socio-professional categories
- 61% of Luxembourg Times web sessions are viewed by senior management (*Intercom May 2019*)



International Creative Media Award 2019
Awarded gold in the Magazines category
in this global competition for corporate media,
books, corporate design and magazines

// We write stories for everybody who wants to read about Luxembourg in English.

Douwe Miedema, Luxembourg Times editor in chief



PRINT RUN 10,000 copies	CIRCULATION <ul style="list-style-type: none"> • Network of subscriber companies and individuals • Nominative distribution to decision makers (2,500 copies) • Strategic business distribution: banks, insurance companies, international hotels, conference centres, business centres, European Convention Center Luxembourg, airport, railway station... • Targetted business events such as ICT Spring, ALFI Global Distribution Conference (international distribution in Luxembourg, Frankfurt, London...) • Newsagent sales
FREQUENCY Three editions per year	
CREATED 2018	



TECHNICAL SPECIFICATIONS

MATERIEL

Editable files: Adobe Acrobat PDF 1.4 or above; Adobe InDesign Package; Adobe Illustrator AI; Adobe Photoshop PSD, JPG or TIFF; image file JPG or TIFF; MS-Office to be saved as a printable PDF. All fonts used must be incorporated in the document or vectorized. Imported elements (images, logos and graphics) must be incorporated in the document. Image resolution (PSD, JPG or TIFF): minimum 300 dpi used at 100%; images in colour: CMYK mode.

File naming: specify the publication, the publication date, and the name of the advertiser.

STANDARD PRINTING NORMS:

- Applied norm: ISO 12647-2
- Use of ISOcoated v2 300% profile for the 4 colour separation

- Maximal coverage: C+M+Y+K = 300%
- Image resolution: minimum 300 dpi used at 100%
- Rulings: Sublima 210 lpi

REGIE.LU S.A. reserves the right to refuse media or data transmission which are not compatible with technical requirements. Alternatively, there would be a charge for the supplementary work.

ELECTRONIC TRANSMISSION

Via e-mail for smaller files: ac@regie.lu

Via Internet: FTP server: [guestftp.saint-paul.lu](ftp://guestftp.saint-paul.lu)

Please request any missing parameters before sending for the first time – contact REGIE.LU S.A. on: (+352) 4993 9000.



wortimmo.lu
LES SPÉCIALISTES DE L'IMMOBILIER



The real estate specialists.

For five years, Wortimmo.lu has been a major force in property advertising. Its cross-media positioning is unique in Luxembourg, and enables precise targeting of those seeking to buy or rent in Luxembourg and the Greater Region. Wortimmo.lu benefits from having the best user experience possible, which enables it to grow its audience and thus maximise its reach.

AUDIENCE

132,785

Unique visitors
per month

40%

Aged 25-44 years

64%

Mobile user

Google Analytics August 2019

Luxemburger Wort

WORTIMMO.LU, THE LUXEMBURGER WORT'S REAL ESTATE PORTAL

Premier daily in Luxembourg

TOTAL AUDIENCE

323,400

55,981

readers

+21,800
in a year

63%
of residents
aged 15+

copies

(CIM 2018)

TNS Ilres Plurimédia 2019.2, residents aged 15+, e-paper included, compared to TNS Plurimédia 2018.

SHARE OF TRAFFIC BY DEVICE



132,785
unique visitors per month

222,178
visits per month

927,603
impressions per month

DISPLAY ALL DEVICES

FORMATS	DIMENSIONS	CPM	IMPRESSIONS / WEEK*	PRICE / DAY*	PRICE / WEEK*
Leaderboard large + mobile Leaderboard	840 x 150 + 320 x 88 / 320 x 50	€ 14	96,000	€ 192	€ 1,344
Leaderboard + mobile Leaderboard	728 x 90 + 320 x 88 / 320 x 50	€ 12	100,000	€ 171	€ 1,200
IMU	300 x 250	€ 10	72,500	€ 104	€ 725
Half page	300 x 600	€ 17	78,500	€ 191	€ 1,335
Inboard	16:9 max 1920 x 1080 / min 640 x 360			Sur demande	
Sponsoring research engine	1920 x 576			Sur demande	

Example of a campaign and the tariff for a 25% SOV. We will create a made-to-measure campaign that will meet your budget.

* SOV 25%

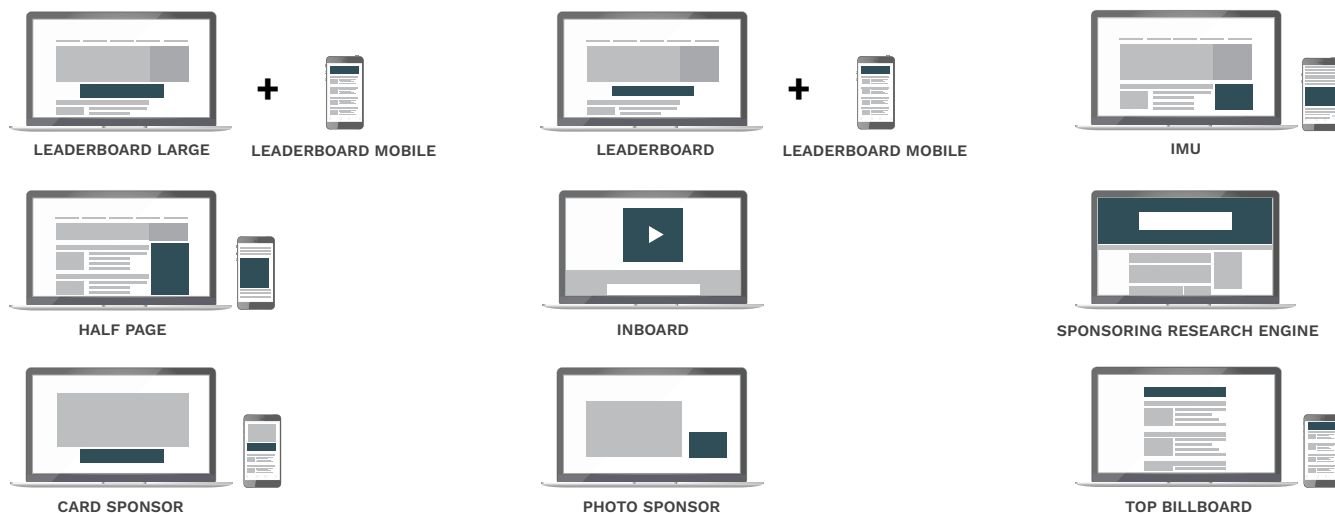
SPONSORSHIP

FORMATS	DEVICES	DIMENSIONS	SOV	PRICE / WEEK*
Card sponsor	All devices	728 x 90 + 320 x 88 / 320 x 50	100%	€ 500
Photo sponsor	Desktop	300 x 250	100%	€ 300

EMAIL ALERT SPONSORSHIP

FORMAT	DIMENSIONS	SOV	PRICE / 1 WEEK	PRICE / 2 WEEKS	PRICE / 4 WEEKS
Top billboard	728 x 90	33%	€ 450	€ 810	€ 1,440

Nearly 10,000 have signed up to the email alert for at least a year – Nearly 32% opening rate – Nearly 14% click rate (Source: Mailjet January – August 2019)



BANNER PRODUCTION

A creative service for you on-demand.

TECHNICAL SPECIFICATIONS

Editable files (Macintosh and PC-Windows): HTML5, JPEG, GIF, PNG & 3rd party tag.
Size: 80KB.

HTML5 / Richmedia: Initial download 2.2MB of progressive downloading. It is highly recommended to use responsive HTML5. Please also supply static material in GIF or JPEG formats. No SVG format.

Prices in euros, without VAT and production costs.

NEW

SPECIAL EVENTS AND SUPPLEMENTS FROM BAUEN & WUNNEN BY WORTIMMO.LU OF THE LUXEMBURGER WORT

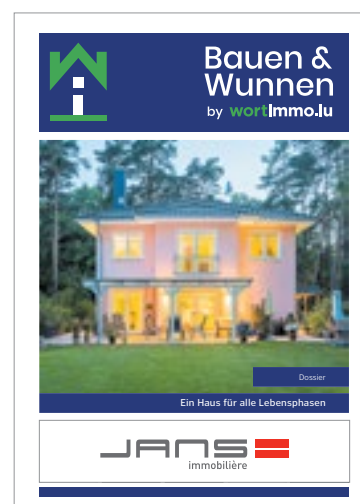
Special events and supplements from Bauen & Wunnen by Wortimmo.lu offers a range of new themes and opportunities such as:

- Visits to homes and gardens
- Second homes
- Special promotions
- Professional shop-window (promoters, agencies, tradespeople)
- Meetings with the OAI
- Focus on construction and renovation
- Thematic Bauen & Wunnen meetings

Monthly Special Bauen & Wunnen by wortimmo.lu supplements

will feature the following benefits :

- cross-media print and digital distribution on wort.lu
- > **Audience extension of 83,400 exclusive web readers***
- additional distribution to the Luxemburger Wort and the real estate sector



THEMATIC CALENDAR 2020

THEME	PUBLICATION DATE
New Year, now homes, how to prepare a move	8 January 2020
Office property in Luxembourg	5 February 2020
New properties in Luxembourg	4 March 2020
Real estate recovery	1 st April 2020
Second homes / holiday property	6 May 2020
Property price evaluation: a professional activity	10 June 2020
Flat and house sharing, room rental	1 st July 2020
New property in Luxembourg	16 September 2020
Home & Living fair	7 October 2020
Winter destination properties	11 November 2020
Tax, tax declarations, real estate tax breaks	9 December 2020

STANDARD FORMATS

FORMATS			
1/1 page - M1		(5 col) 251 x 376 mm	€ 2,650
1/1 page - M1 Prima Posta		(5 col) 251 x 376 mm	€ 2,850
1/1 + 1/1 - M17 Centre spread		(10 col) 532 x 376 mm	€ 4,900
1/2 page - M2		(5 col) 251 x 188 mm	€ 1,590
1/3 page - M8		(5 col) 251 x 100 mm	€ 1,050
Rate mm/col	/	/	€ 4.35

COVERS

Front page banner		(5 col) 251 x 50 mm	€ 1,650
C2		(5 col) 251 x 376 mm	€ 3,000
C3		(5 col) 251 x 376 mm	€ 2,800
C4		(5 col) 251 x 376 mm	€ 3,300

* TNS Ilres Plurimédia 2019.2, exclusive audience for a week on wort.lu

SPONSORED CONTENT – PROFESSIONAL SHOP-WINDOW



FORMAT - ready to print material

1/1 page - M1		(5 col) 251 x 376 mm	€ 3,500
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Editorial service and layout included

PUBLICATION DEADLINE AND MATERIAL

Ask your sales representativeness to explain the different options.

Prices in euros, without VAT and production costs.



D'HANDWIERK

The magazine of the Luxembourg Handicraft Federation and the Chamber of Trades.

D'Handwierk is targetted at skilled tradespeople, and reaches 7,300 businesses with 91,000 staff; figures which make this sector the largest employer in Luxembourg. This bilingual German/French publication, deals with political and economic matters, as well as business news, information about services, and other topics of particular relevance to tradespeople.

Partners you can trust :

Fédération des Artisans/Luxembourg Handicraft Federation: organisation representing the handicraft sector, consisting of 40 professional organisations from sectors such as construction, mechanics, food distribution, fashion/health/beauty and communication/services

Chambre des Métiers/Chamber of Trades: independent institution that serves businesses and wider society promoting sustainable development and innovation

8,700

copies

COVERAGE RATE

100%
B2B

TARGET AND READERSHIP

- Mainly Luxembourgers
- Business managers and decision makers
- Decision makers in ministries, administrations, communes, civil society

EDITORIAL STRUCTURE

- Three dedicated sections: Fédération des Artisans, Chambre des Métiers and affiliated federations
- “Services” section: company management, law, financing, tax, marketing...
- Themed content (complementary activity linked to the two organisations promoting the handicraft sector)



FEDERATION
DES ARTISANS



CHAMBRE
DES METIERS
Luxembourg






PRINT RUN 8,700 copies	CIRCULATION • By subscription to all handicraft business based in Luxembourg (7,300 enterprises).
FREQUENCY Eight times per year	
CREATED 1947	

THEMATIC CALENDAR 2020

PUBLICATION DATE	SUBJECT / EVENT	RESERVATION DEADLINE	MATERIAL DELIVERY DEADLINE
15 January 2020	Car festival	23 December 2019	31 December 2019
18 March 2020	Health and safety at work	26 February 2020	4 March 2020
29 April 2020	Facilities management / building cleaning	8 April 2020	15 April 2020
20 May 2020	Young managers, business succession and audit	29 April 2020	6 May 2020
24 June 2020	Commercial vehicles and leasing	3 June 2020	10 June 2020
16 September 2020	Insurance and finance	26 August 2020	2 August 2020
14 October 2020	Information and digitalisation	23 September 2020	30 September 2020
18 November 2020	Management and human resources	28 October 2020	4 November 2020

FORMATS




STANDARD FORMATS

1/1 page		210 x 270 mm	€ 1,750
1/1 page Prima Posta		210 x 270 mm	€ 1,950
1/2 page		210 x 132 mm	€ 1,050
1/4 page		97 x 132 mm	€ 570
Opposite contents		80 x 270 mm	€ 970

DOUBLE-PAGE FORMATS 1/1 + 1/1 page

Double-page centre spread		420 x 270 mm	€ 3,150
Double-page inside front coverage		420 x 270 mm	€ 3,500

COVERS

C2		210 x 270 mm	€ 2,275
C3		210 x 270 mm	€ 2,060
C4		210 x 270 mm	€ 2,425

Final trimmed format: 210x297mm
For “full paper” formats, include 5 mm bleed on all four sides.
We recommend at least 10 mm of trimmed borders.

ADVERTISEMENT CREATION COST

20% flat-fee on the basis of the gross tariff

SPONSORED CONTENT



Advertorial integrated with editorial content.
Premium brand communication.

FORMATS - ready to print material

1/1 page	€ 2,050
1/1 + 1/1 page	€ 2,950

Editorial service (1/1 page : € **280** / 1/1 + 1/1 page : € **405**)
Production/layout service (1/1 page : € **170** / 1/1 + 1/1 page : € **255**)

REPETITION REDUCTIONS

NUMBER OF APPEARANCES	RATE
3	5 %
5	10 %
8	15 %

Prices in euros, without VAT and production costs.



TECHNICAL SPECIFICATIONS

MATERIEL

Editable files: Adobe Acrobat PDF 1.4 or above; Adobe InDesign Package; Adobe Illustrator AI; Adobe Photoshop PSD, JPG or TIFF; image file JPG or TIFF; MS-Office to be saved as a printable PDF. All fonts used must be incorporated in the document or vectorized. Imported elements (images, logos and graphics) must be incorporated in the document. Image resolution (PSD, JPG or TIFF): minimum 300 dpi used at 100%; images in colour: CMYK mode.

File naming: specify the publication, the publication date, and the name of the advertiser.

STANDARD PRINTING NORMS:

- Applied norm: ISO 12647-2
- Use of ISOcoated v2 300% profile for the 4 colour separation

- Maximal coverage: C+M+Y+K = 300%
- Image resolution: minimum 300 dpi used at 100%
- Rulings: Sublima 210 lpi

REGIE.LU S.A. reserves the right to refuse media or data transmission which are not compatible with technical requirements. Alternatively, there would be a charge for the supplementary work.

ELECTRONIC TRANSMISSION

Via e-mail for smaller files: ac@regie.lu

Via Internet: FTP server: [guestftp.saint-paul.lu](ftp://guestftp.saint-paul.lu)

Please request any missing parameters before sending for the first time – contact REGIE.LU S.A. on: (+352) 4993 9000.



MERKUR

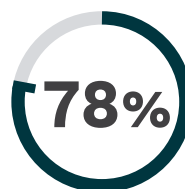
News about the country's economy and businesses.

As the official magazine of the Luxembourg Chamber of Commerce, Merkur is received by its entire corporate membership. Its content reflects activities and news from across every economic sector. Expert contributions in French and English promote the spirit of enterprise and close business relationships. This provides an excellent means to communicate with Luxembourg's business and economic decision makers. A new publication is being introduced in 2020: a separate, targeted practical guide (39,000 copies).

This publication benefits from the credibility of being aligned with the Chamber of Commerce, the mouthpiece of Luxembourg's 90,000 businesses.

37,000

copies
practical guide
39,000 copies



upper socio-
professional roles

TARGET AND READERSHIP

Decision-makers, business leaders and senior managers from companies affiliated to the Chamber of Commerce (manufacturing, SMEs, banks, insurance firms, retail, transport, hotels, and catering).

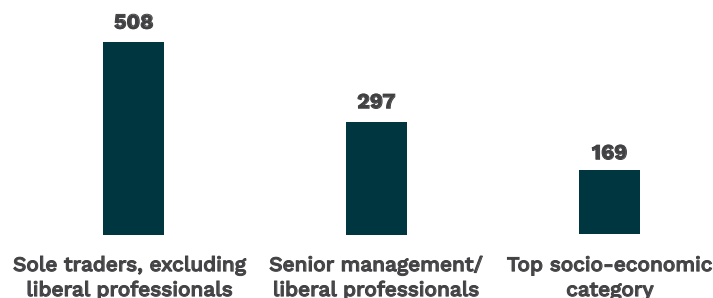
AN INFLUENTIAL PROFILE

- 78.4% sole traders, liberal professionals, senior and middle managers
- Precise targeting of decision makers and influential people

LOYAL, TRUSTING AUDIENCE

- 72% think Merkur is a precious source of information about the Luxembourgish economy and its businesses
- 96% read the monthly newsletter
- Each edition of Merkur is read by:
 - 1 to 2 people (49%)
 - More than 2 people (18%)

Selectivity index regarding target groups of decision makers



TNS Ilres Plurimédia 2019.2, residents 15+

Source: Chamber of Commerce, Readership Study 2019
















PRINT RUN 37,000 copies / Practical guide: 39,000 copies	CIRCULATION <ul style="list-style-type: none"> • Received by every affiliated company in the country • 4,000 nominative deliveries to decision makers, institutions, key figures, and private subscribers. • Sold in Valora newsagents
PUBLICATION Every two months	
CREATED 1975	

PUBLICATION CALENDAR – MAGAZINE AND PRACTICAL GUIDE*

PUBLICATION DATE	SUBJECT / EVENT	RESERVATION DEADLINE	MATERIAL DELIVERY DEADLINE
16 January 2020	World exhibitions	23 December 2019	2 January 2020
12 March 2020	Renewable energies	20 February 2020	27 February 2020
14 May 2020	Bankruptcies * Guide to apprenticeships in Luxembourg	23 April 2020	30 April 2020
16 July 2020	New industry	25 June 2020	2 July 2020
17 September 2020	Internationalisation of companies * Guide to foreign trade	27 August 2020	3 September 2020
19 November 2020	Housing	28 October 2020	5 November 2020

MAGAZINE

FORMATS

CLASSIC FORMATS			
1/1 page		200 x 265 mm	€ 3,380
1/1 page Prima Posta		200 x 265 mm	€ 3,915
1/1 page Seconda Posta		200 x 265 mm	€ 3,810
1/2 page horizontal		200 x 130 mm	€ 2,130
1/2 page vertical		98 x 265 mm	€ 2,130
TWO-PAGE FORMATS			
1/1 + 1/1 page		400 x 265 mm	€ 6,765
C2 Inside front double-page spread		400 x 265 mm	€ 8,690
1 st double- page		400 x 265 mm	€ 7,095
2 nd double- page		400 x 265 mm	€ 6,990
COVERS			
C2		200 x 265 mm	€ 5,175
C2 Inside front double-page spread		400 x 265 mm	€ 8,690
C3		200 x 265 mm	€ 4,400
C4		200 x 265 mm	€ 6,120

Final trimmed format: 200 x 265 mm
For "full paper" formats, include 5 mm bleed on all four sides.
We recommend at least 10 mm of trimmed borders.

ADVERTISEMENT CREATION COST

20% flat-fee on the basis of gross tariff

REPETITION REDUCTIONS

NUMBER OF APPEARANCES	RATE
3	7 %
6	5 + 1 free

CARD INSERTS

CARD INSERTS	
2 sides	€ 8,910
1 side	€ 6,315

DIRECT MAILSHOT (SECTORAL EXCLUSIVITY)

WEIGHT	
< 100 g	€ 11,590
< 50 g	€ 9,660
< 20 g	€ 8,055



Prices in euros, excluding VAT and production costs.



Practical guide

BILINGUAL ENGLISH AND FRENCH EDITION IN BACK-TO-BACK INVERTED PAGES

PUBLICATION DATE	SUBJECT	RESERVATION DEADLINE	MATERIAL DELIVERY DEADLINE
14 May 2020	Guide to apprenticeships in Luxembourg	23 April 2020	30 April 2020
17 September 2020	Guide to foreign trade	27 August 2020	3 September 2020

FORMATS

CLASSIC FORMAT			
1/1 page		200 x 265 mm	€ 3,720
1/1 + 1/1 page		400 x 265 mm	€ 7,740

COVERS			
C2/FR		200 x 265 mm	€ 5,695
C2/EN		200 x 265 mm	€ 5,695

TECHNICAL SPECIFICATIONS

MATERIEL

Editable files: Adobe Acrobat PDF 1.4 or above; Adobe InDesign Package; Adobe Illustrator AI; Adobe Photoshop PSD, JPG or TIFF; image file JPG or TIFF; MS-Office to be saved as a printable PDF. All fonts used must be incorporated in the document or vectorized. Imported elements (images, logos and graphics) must be incorporated in the document. Image resolution (PSD, JPG or TIFF): minimum 300 dpi used at 100%; images in colour: CMYK mode.

File naming: specify the publication, the publication date, and the name of the advertiser.

STANDARD PRINTING NORMS:

- Applied norm: ISO 12647-2
- Use of ISOcoated v2 300% profile for the 4 colour separation

- Maximal coverage: C+M+Y+K = 300%
 - Image resolution: minimum 300 dpi used at 100%
 - Rulings: Sublima 210 lpi
- REGIE.LU S.A. reserves the right to refuse media or data transmission which are not compatible with technical requirements. Alternatively, there would be a charge for the supplementary work.

ELECTRONIC TRANSMISSION

Via e-mail for smaller files: ac@regie.lu

Via Internet: FTP server: [guestftp.saint-paul.lu](ftp://guestftp.saint-paul.lu)

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DIGITAL

NEWSLETTER PACKAGE

FORMAT	DIMENSIONS	SOV	PRICE 1 NEWSLETTER	PRICE 5 NEWSLETTERS
Top billboard	970 x 250	100%	€ 980	€ 3,040

Weekly newsletter delivered every Friday to 8,000 contacts.



TOP BILLBOARD



CONNEXION

DOING BUSINESS IN LUXEMBOURG

AMCHAM's official magazine.

The in-house magazine of the American Chamber of Commerce: Connexion details the association's activities through interviews with local decision makers and big hitters, and via analytical articles about the economy of Luxembourg, the Greater Region, and the USA.

Received by all members, it is also distributed at all AMCHAM events (conferences, networking events, meetings...) and key business locations (hotels, airport lounge, large companies...).

A M C H A M  **LUXEMBOURG**
AMERICAN CHAMBER OF COMMERCE IN LUXEMBOURG A.S.B.L.

AMCHAM, for more than 25 years :

- Chamber of Commerce – influential international anglophone organisation
- Develops networking and business opportunities in Luxembourg
- Sectoral committees: finance, training, HR, insurance, IT, entrepreneurship, real estate, tax, legislation, accounting, diversity...

350

member
companies

5,000

copies

18

sectoral
committees

TARGET AND READERSHIP

- Managers and entrepreneurs, executive committee and board members, decision makers, and people from other upper socio-professional categories – services, manufacturing and distribution businesses
- Attractive target of expatriate managers











A M C H A M  LUXEMBOURG
 AMERICAN CHAMBER OF COMMERCE IN LUXEMBOURG A.S.B.L.




PRINT RUN 5,000 copies	CIRCULATION <ul style="list-style-type: none"> • Sent to decision makers in 350 Amcham member companies (around 5,000 contacts) • Distribution in key locations (large companies, hotels, airport lounge, embassies, administrations, hospitals...) • Amcham meetings
PUBLICATION Four times per year	

THEMATIC CALENDAR 2020

PUBLICATION DATE	MAIN THEMES	RESERVATION DEADLINE	MATERIAL DELIVERY DEADLINE
22 January 2020	Mobility and the automotive market	2 January 2020	8 January 2020
6 May 2020	Moselle region – Real Estate – Summer	15 April 2020	22 April 2020
16 September 2020	Expat guide	26 August 2020	2 September 2020
18 November 2020	Christmas edition (eating out, shopping...)	28 October 2020	4 November 2020

FORMATS

CLASSIC FORMATS			MEMBER	NON-MEMBER
1/1 page		210 x 297 mm	€ 2,000	€ 3,000
1/1 page Prima Posta		210 x 297 mm	€ 2,500	€ 3,500
1/2 page		210 x 145 mm	€ 1,300	€ 1,800
1/1 + 1/1 page		420 x 297 mm	€ 3,500	€ 4,000
Banner		180 x 28 mm	€ 450	€ 600
5 banners (1 edition)		180 x 28 mm	€ 2,000	€ 2,500

COVERS			MEMBER	NON-MEMBER
C2		210 x 297 mm	€ 3,000	€ 4,000
C3		210 x 297 mm	€ 2,500	€ 3,500
C4		210 x 297 mm	€ 3,500	€ 4,500

Final trimmed format: 210 x 297 mm
For "full paper" formats, include 5 mm bleed on all four sides.
We recommend at least 10 mm of trimmed borders..

SPONSORED CONTENT



Advertorial integrated with editorial content.
Premium brand communication.

FORMATS - material ready to print	MEMBER	NON-MEMBER
1/1 page	€ 2,500	€ 3,500
1/1 + 1/1 page	€ 4,000	€ 5,000

Editorial service (1/1 page : € 500 / 1/1 + 1/1 page : € 700)

Production/layout service (1/1 page : € 170 / 1/1 + 1/1 page : € 255)

REPETITION REDUCTIONS

NUMBER OF EDITIONS	RATES
2	7,5 %
3	12 %

Prices in euros, excluding VAT and production costs.



TECHNICAL SPECIFICATIONS

MATERIEL

Editable files: Adobe Acrobat PDF 1.4 or above; Adobe InDesign Package; Adobe Illustrator AI; Adobe Photoshop PSD, JPG or TIFF; image file JPG or TIFF; MS-Office to be saved as a printable PDF. All fonts used must be incorporated in the document or vectorized. Imported elements (images, logos and graphics) must be incorporated in the document. Image resolution (PSD, JPG or TIFF): minimum 300 dpi used at 100%; images in colour: CMYK mode.

File naming: specify the publication, the publication date, and the name of the advertiser.

STANDARD PRINTING NORMS:

- Applied norm: ISO 12647-2
- Use of ISOcoated v2 300% profile for the 4 colour separation

- Maximal coverage: C+M+Y+K = 300%
 - Image resolution: minimum 300 dpi used at 100%
 - Rulings: Sublima 210 lpi
- REGIE.LU S.A. reserves the right to refuse media or data transmission which are not compatible with technical requirements. Alternatively, there would be a charge for the supplementary work.

ELECTRONIC TRANSMISSION

Via e-mail for smaller files: ac@regie.lu

Via Internet: FTP server: [guestftp.saint-paul.lu](ftp://guestftp.saint-paul.lu)

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LAWYERSNOW

The magazine for Luxembourg's entrepreneurial lawyers.

LawyersNow is a new quarterly magazine about the legal business, created in partnership with **the Conférence du Jeune Barreau de Luxembourg** (Luxembourg Young Barristers Conference).

Of the 290 legal practices in Luxembourg, 260 have fewer than ten people. This magazine analyses current debates in areas such as human resources, IT, management, marketing and more, which makes the magazine an indispensable tool for all those running a legal practice. LawyersNow is published by Legitech, Luxembourg's leading publisher of legal content.

2,500

lawyers in
Luxembourg

27

Jeune Barreau
events in 2018

3

special features
per edition

TARGET AND READERSHIP

- Luxembourg's lawyers: qualified liberal professionals who also run businesses and are in upper socio-professional categories

EDITORIAL STRUCTURE

- Organisation
- Marketing & Communication
- Tools








PRINT RUN 3,000 copies	CIRCULATION <ul style="list-style-type: none">• Nominative, free distribution to all Luxembourg's lawyers• Online version at legitech.lu• Jeune Barreau de Luxembourg events
FREQUENCY Quarterly	
CREATED 2019	

PUBLICATION CALENDER

EDITION	DATE OF PUBLICATION	DEADLINE FOR RESERVATIONS AND DELIVERY OF MATERIAL
March 2020	2 March 2020	19 February 2020
June 2020	8 June 2020	27 May 2020
September 2020	7 September 2020	24 August 2020
December 2020	7 December 2020	24 November 2020

FORMATS

CLASSIC FORMATS			
1/1 page		220 x 297 mm	€ 2,000
1/1 page opposite contents		220 x 297 mm	€ 2,250

COVERS			
C2		220 x 297 mm	€ 2,750
C3		220 x 297 mm	€ 2,500
C4		220 x 297 mm	€ 3,000

Final trimmed format: 210 x 297 mm.

For "full paper" formats, include 5 mm bleed on all four sides.
We recommend at least 10 mm of trimmed borders.

REPETITION REDUCTIONS

NUMBER OF APPEARANCES	RATE
2	5 %
3	7,5 %
4	10 %

Price in euros, excluding VAT and production costs.

TECHNICAL SPECIFICATIONS

MATÉRIEL

Editable files: Adobe Acrobat PDF 1.4 or above; Adobe InDesign Package; Adobe Illustrator AI; Adobe Photoshop PSD, JPG or TIFF; image file JPG or TIFF; MS-Office to be saved as a printable PDF. All fonts used must be incorporated in the document or vectorized. Imported elements (images, logos and graphics) must be incorporated in the document. Image resolution (PSD, JPG or TIFF): minimum 300 dpi used at 100%; images in colour: CMYK mode.

File naming: specify the publication, the publication date, and the name of the advertiser.

STANDARD PRINTING NORMS:

– Applied norm: ISO 12647-2

SPONSORED CONTENT



Le coworking, une solution pour l'avocat Du futur ?

LES BÉNÉFICES DU COWORKING
C'est un concept qui a gagné en popularité ces dernières années. Il s'agit d'un espace de travail partagé où les professionnels peuvent travailler ensemble. Les avantages sont nombreux : réduction des coûts, flexibilité, networking, etc.

LA RÉALITÉ DE L'ENTREPRENEUR
L'entrepreneuriat est une aventure. Il faut être prêt à relever des défis et à prendre des risques. La réalité est souvent différente de ce qu'on imagine.

Advertorial integrated with editorial content

Premium brand communication

FORMAT - Material ready to print

1/1 page	€ 3,000
----------	---------

Editorial service (1/1 page : € 500)

Production/layout service (1/1 page : € 170)

INSERTS

Direct mailshot	€ 2,300
Ad on addressed sheet	€ 1,990

Your sales representative can advise you on the different options.

– Use of ISOcoated v2 300% profile for the 4 colour separation
– Maximal coverage: C+M+Y+K = 300%
– Image resolution: minimum 300 dpi used at 100%
– Rulings: Sublima 210 lpi
REGIE.LU S.A. reserves the right to refuse media or data transmission which are not compatible with technical requirements. Alternatively, there would be a charge for the supplementary work.

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Via Internet: FTP server: [guestftp.saint-paul.lu](ftp://guestftp.saint-paul.lu)

Please request any missing parameters before sending for the first time – contact REGIE.LU S.A. on: (+352) 4993 9000.



www.legitech.lu

Comprehensive legal information online.

Legitech.lu is the main Luxembourgish portal of all legal and tax news.

Legal information updates and other news from this sector are also distributed via a weekly newsletter.

15,000

visitors per month

60,000

pages seen

> 4,000

newsletter
subscribers

VISITOR PROFILES

Lawyers, magistrates, tax specialists, lawyer-entrepreneurs, decision makers, heads of HR, administrative and financial directors, court clerks, bailiffs, notaries

A GROWING COMMUNITY



More than 1,700 registered



More than 1,600 registered



More than 1,200 registered



DISPLAY FORMATS

FORMATS	DIMENSIONS	IMPRESSIONS*	PRICE/WEEK
Top billboard	1200 x 150	20,000	€ 500
Skyscraper	160 x 600	20,000	€ 390
IMU	300 x 300	20,000	€ 330

*SOV 33%



TOP BILLBOARD



SKYSCRAPER



IMU

PACKAGE NEWSLETTER

FORMATS	DIMENSIONS	PRICE 1 NEWSLETTER	PRICE 5 NEWSLETTERS	PRICE 10 NEWSLETTERS
Top billboard	648 x 130	400	€ 1,800	€ 3,400
Middle billboard	648 x 130	350	€ 1,575	€ 2,975
Sponsored Newsletter	Editorial	600	€ 2,700	€ 5,100

More than 4,000 subscribers (weekly mailshot Thursdays at 10am)



TOP BILLBOARD



MIDDLE BILLBOARD



SPONSORED NEWSLETTER

Price in euros, excluding VAT, and production costs.

TECHNICAL SPECIFICATIONS

Editable files (Macintosh and PC-Windows): HTML5, JPEG, GIF, PNG & 3rd party tag.
Size: 80KB.

HTML5 / Richmedia: Initial download 2.2MB of progressive downloading. It is highly recommended to use responsive HTML5. Please also supply static material in GIF or JPEG formats. No SVG format.



decisão

The business magazine in Portuguese.

A key meeting point for entrepreneurs and decision makers: Decisão is the premier economics and business magazine for Luxembourg's Portuguese-speaking business people. It has high quality, sharp journalism, with exclusive content provided by specialists.

12,000

copies

650

key distribution
points

PREMIUM, INFLUENTIAL READERSHIP

Audience from upper socio-professional categories

Decisão meets the requirements of a qualified readership of decision makers (entrepreneurs, senior managers, European civil servants, and liberal professionals), a strongly growing, high-end target market with significant purchasing power.

EDITORIAL STRUCTURE

Briefing

Politics, economics, finance, and company news

Leaders

Reports and profiles of CEOs, senior managers, etc.

GPS Enterprises

Special offers, trends, lifestyle, interesting locations, etc.

Networking

Events, announcements, and networking







PRINT RUN 12,000 copies	CIRCULATION • Newsagents and by subscription • Targeted locations (Portuguese businesses, chambers of commerce, institutions...)
PUBLICATION Quarterly	
CREATED 2014	

PUBLICATION CALENDAR




EDITION	PUBLICATION DATE
N° 1/2020	January 2020
N° 2/2020	April 2020
N° 3/2020	July 2020
N° 4/2020	October 2020

FORMATS






CLASSICS FORMATS

1/1 right-hand page		230 x 300 mm	€ 1,200
1/1 + 1/1 page		460 x 300 mm	€ 1,900

COVERS

C2		230 x 300 mm	€ 1,500
C3		230 x 300 mm	€ 1,400
C4		230 x 300 mm	€ 2,400

SPECIAL LOCATIONS

1/1 page right-hand page opposite contents		230 x 300 mm	€ 1,300
1/1 page page 3		230 x 300 mm	€ 1,600
1/1 + 1/1 page C2 + page 3		460 x 300 mm	€ 2,600
1/1 + 1/1 page pages 4 + 5		460 x 300 mm	€ 2,200
1/1 + 1/1 page including inside back page		460 x 300 mm	€ 2,200

REPETITION REDUCTIONS

NUMBER OF APPEARANCES	RATE
2	10 %
3	20 %
4	30 %

DEADLINE BEFORE PUBLICATION



Reserve space and delivery of material: two weeks

SPONSORED CONTENT



Advertorial integrated with editorial content
Premium brand communication

FORMATS - Material ready to print

1/1 page		230 x 300 mm	€ 1,250
1/1 + 1/1 page		460 x 300 mm	€ 2,100

Editorial service (1/1 page : € 330 / 1/1 + 1/1 page : € 405)
Production/layout service (1/1 page : € 170 / 1/1 + 1/1 page : € 255)

ADVERTORIAL*

BRIEFING AND GPS ENTERPRISES	1/1 PAGE	2/3 PAGE	1/3 PAGE
Advertorial	€ 650	€ 450	€ 250

* Example formats which will be adapted to suit the page layout.

PRODUCT PLACEMENT - GPS ENTERPRISES

1 product placement / photo caption	€ 175
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LEADER PORTRAITS	1/1 PAGE	1/3 PAGE	1/12 PAGE
Advertorial	€ 650	€ 250	€ 100

Material (text, photos, logos and contracts) to be supplied by you,
with layout by us.
Editorial and translation service on request.

Price in euros, excluding VAT and production costs.



TECHNICAL SPECIFICATIONS

MATERIEL

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- Applied norm: ISO 12647-2
- Use of ISOcoated v2 300% profile for the 4 colour separation

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SPECIAL FEATURE CALENDAR

MEDIA/FEATURE/THEME	IT/ICT	HUMAN RESOURCES
LUXEMBURGER WORT		
Meetings, Incentives, Conferencing, Exhibitions		
Circular economy		
ICT - Digitalisation - Innovation	May 2020	
Annual bank ranking		
Investment funds (ALFI Global Distribution Conference)		
Estate planning and investment		
SUPPLEMENTS BAUEN&WUNNEN BY WORTIMMO.LU		
Office real estate in Luxembourg		
Home&Living salon		
Tax/tax declarations/property tax breaks		
LUXEMBOURG TIMES Magazine		
Tax Advice / Real Estate		
Banking		
Fund management / Investment		
D'HANDWIERK		
Car festival		
Health and safety at work		18 March 2020
Facilities management/building cleaning		
Young managers, succession, audit		
Commercial vehicles and leasing		
Insurance and finance		
Information and digitalisation	14 October 2020	
Management and human resources		18 November 2020
MERKUR		
MAGAZINE		
World exhibitions		
Renewable energies		
Bankruptcies		
New industry		
Internationalisation of companies		
Housing		
PRACTICAL GUIDE		
Guide to apprenticeships in Luxembourg		14 May 2020
Guide to foreign trade		
CONNEXION		
Mobility and the automotive market		
Real estate		
Expat guide		
Christmas edition (eating out, shopping...)		
LAWYERSNOW		
Human resources - recurring theme		March-June-September-December 2020
Marketing / Communication - recurring theme		
IT / Digitalisation - recurring theme	March-June-September-December 2020	
DECISÃO		
Human resources - recurring theme		January-April-July-October 2020
Banks / finance - recurring theme		
Real estate - recurring theme		
Business news, networking - recurring theme		

BANKS - FUNDS - INSURANCE	MICE	IMMOBILIER	OTHER
	28 February 2020		
			25 March 2020
26 June 2020			
22 September 2020			
27 November 2020			
		5 February 2020	
		7 October 2020	
9 December 2020		9 December 2020	
		24 February 2020	
18 May 2020			
21 September 2020			
			15 January 2020
			29 April 2020
			20 May 2020
24 June 2020			24 June 2020
16 September 2020			
			16 January 2020
			12 March 2020
			14 May 2020
			16 July 2020
			17 September 2020
		19 November 2020	
			17 September 2020
			22 January 2020
		6 May 2020	
			16 September 2020
			18 November 2020
			March-June-September-December 2020
January-April-July-October 2020			
	January-April-July-October 2020		
			January-April-July-October 2020

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