



# LUXEMBOURG TIMES

## The leading English-language business & politics news site.

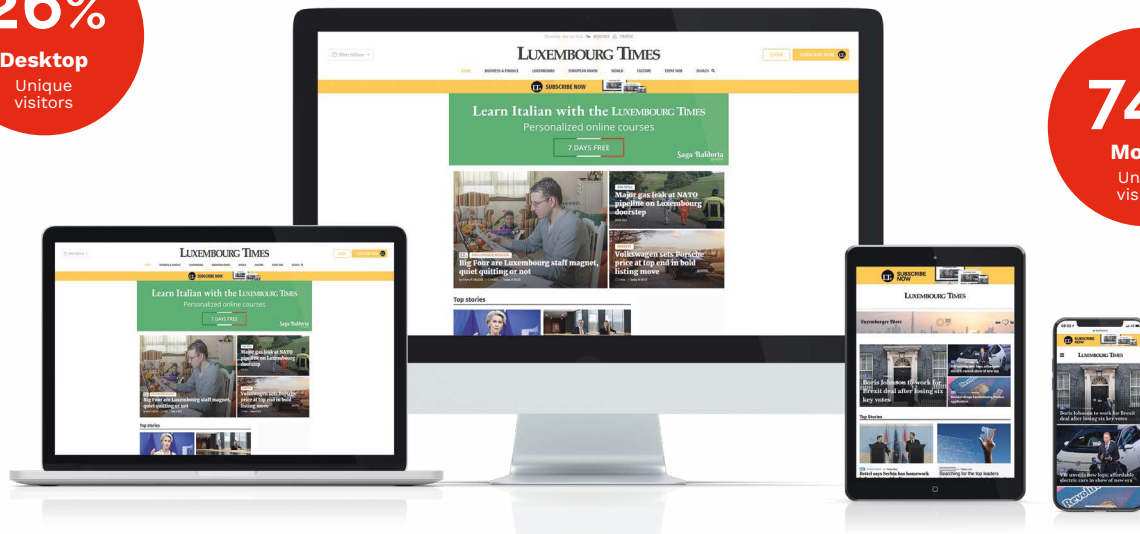
**Luxembourg news for the world. World news for Luxembourg.** Launched in 2017, Luxembourg Times is the leading English-language website in Luxembourg. As well as its expertise in European, economic and financial topics, it covers politics and local lifestyle themes (leisure, housing, jobs, etc.).

High level journalism:

- Business, politics & finance expertise, daily exclusives
- A dedicated editorial team of eight journalists who have studied in the United States and the UK
- Exclusive syndication with Bloomberg and the Financial Times for international news

26%

Desktop  
Unique  
visitors



74%

Mobile  
Unique  
visitors

167,330

Unique visitors per month

506,620

Page views per month

58%

Sessions in Luxembourg

“

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

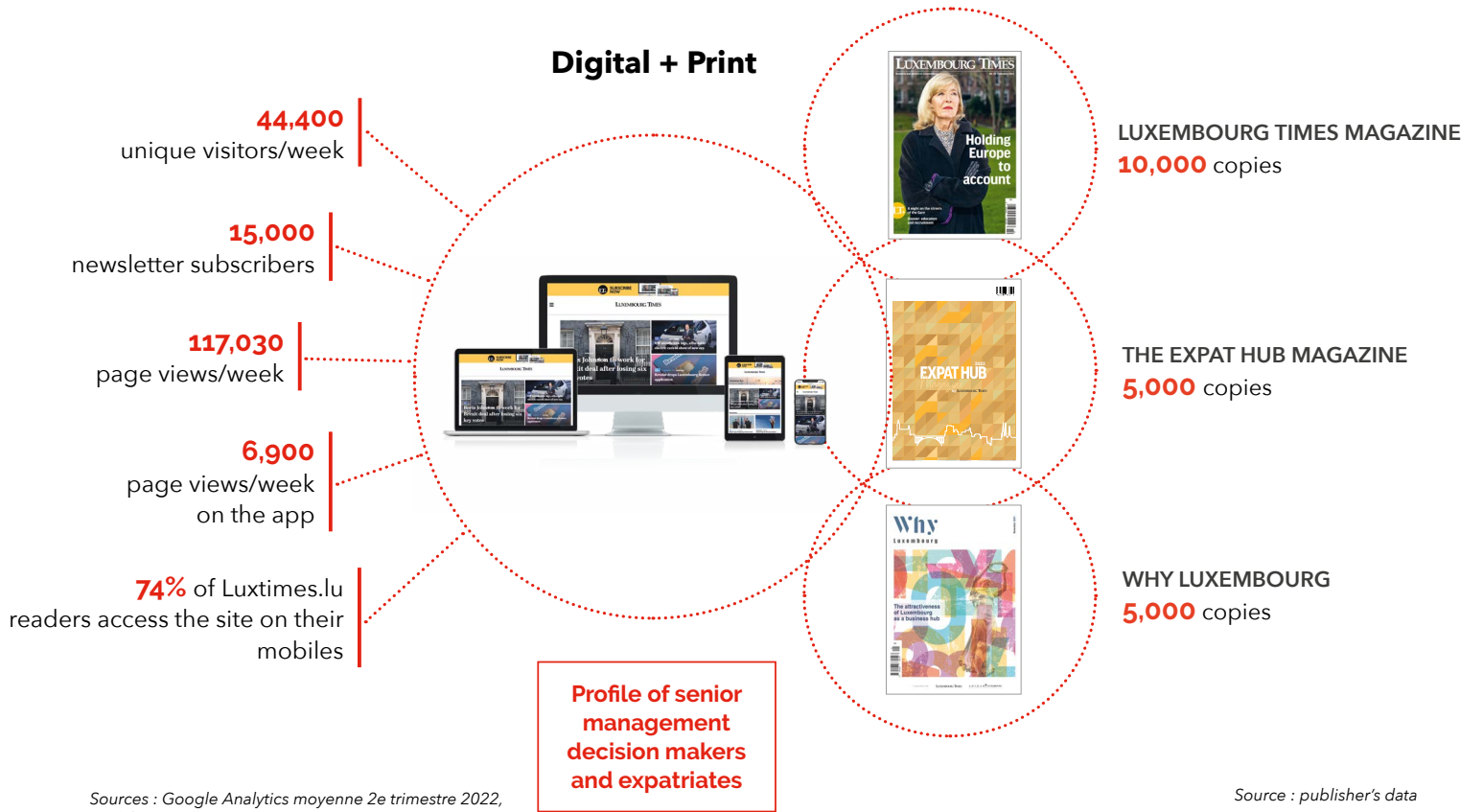
Douwe Miedema, Luxembourg Times Editor in chief

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# LUXEMBOURG TIMES

## A strong business & politics news brand that reaches English-speaking decision-makers.

The Luxembourg Times ecosystem – strengthened by printed magazines and periodicals – reaches its target of influential English speakers who live in Luxembourg or who have close ties with the country.



**+ de 70,000** expatriates in Luxembourg!

**182** nationalities live in Luxembourg (2<sup>nd</sup> most after Hong-Kong)

**10,000** EU civil servants work in Luxembourg

**63%** of expats (46,650 people) are reached by the Luxembourg Times brand

Source : CIM Gemius May 2019

## LUXEMBOURG TIMES

**DIGITAL FORMATS - DIRECT PURCHASE**

CPM (cost per thousand)

**Basic CPM / €12**

SITE		+	FORMATS		+	CONTEXTUAL TARGETING		+	SUPPLEMENTARY TARGETTING	
Luxtimes.lu	€ 20 News, business		IMU	€10		Business	€6		Hour time bands	€2
			IMU video	€10		Luxembourg	€6		Specific capping	On request
			Leaderboard + mobile leaderboard	€10		Culture/Lifestyle	€6		Specific SOV	On request
			Leaderboard video + mobile leaderboard video	€10		Politics & International	€6			
			Smartcover	€20		Mobility	€6			
			Pre-roll	€20		Contexts are only available as Run of News & Business.				
			Halfpage	€20						
			Halfpage video	€20						
			InRead video	€20						
			InRead parallax	€20						
			InRead carousel	€20						
			InRead social (mobile only)	€20						
			InRead social video (mobile only)	€20						
			InRead flow	€20						

NEW

Check with your sales advisor about the availability of your choice of combination.

**HOW TO CALCULATE YOUR CPM?**

CPM = Base CPM + site or combination of sites + format + context + additional targeting)

**EXAMPLE: IMU campaign on Luxtimes.lu**

€12 CPM de base + €20 Luxtimes.lu + €10 IMU = €42

**SOME NON-EXHAUSTIVE, INDICATIVE EXAMPLES**

Impression volumes and the time-period can be adjusted to meet your requirements.

FORMATS	IMPRESSIONS	ESTIMATED SOV	CPM	TOTAL PRICE
Leaderboard et leaderboard mobile ou IMU	40,000	20%	€42	€1,680
Halfpage	40,000	20%	€52	€2,080
InRead	30,000	20%	€52	€1,560
Smartcover	on request	-	€52	on request

Period: minimum 14 days

## LUXEMBOURG TIMES

**AUDIENCE REMARKETING**

In addition to your campaign on our websites, remarketing enables you to:

- target our sites' audiences in other settings and on other premium sites which are part of the Adform network
- reduce your CPM

**INREAD**

FORMAT	TOTAL IMPRESSIONS	IMPRESSIONS		CPM	TOTAL PRICE	MINIMUM PERIOD
		LUXTIMES.LU	REMARKETING			
InRead	40,000	20,000	20,000	€38.8	€1,550	1 week
	70,000	35,000	35,000	€37.1	€2,600	2 weeks

**IMU**

FORMAT	TOTAL IMPRESSIONS	IMPRESSIONS		CPM	TOTAL PRICE	MINIMUM PERIOD
		LUXTIMES.LU	REMARKETING			
IMU	60,000	20,000	40,000	€29.2	€1,750	1 week
	105,000	35,000	70,000	€27	€2,835	2 weeks

**AUDIENCE EXTENSION**

In addition to your campaigns on our websites, audience extension options enable you to:

- communicate in an engaging fashion on premium foreign news websites viewed from Luxembourg
- increase your reach
- reduce your CPM

**SMARTCOVER**

FORMAT	TOTAL IMPRESSIONS	IMPRESSIONS		CPM	TOTAL PRICE
		LUXTIMES.LU	AUDIENCE EXTENSION		
Smartcover	40,000	20,000	20,000	€36	€1,440

Minimum period 14 days - maximum cap 4 (limit of number of displays)

**SPONSORED CONTENT**

Sponsored Content is advertorial integrated into the news flow. It is premium, engaging brand communication.

Multi-device format with additional visibility in the newsletter (targeted mailing to subscribers from Monday to Wednesday inclusive).

FORMATS	DEVICE	DURATION	TOTAL PRICE
Premium (1 <sup>st</sup> position on the homepage)	All devices	7 days + 3 days newsletter	3,500 €
Standard (2 <sup>nd</sup> position on the homepage)	All devices	7 days + 3 days newsletter	3,200 €

Material (text in English, photo, video) provided by you.

Writing services in one language-version at €500 per language. Translation service on request.

# LUXEMBOURG TIMES

## BRANDED VIDEO CONTENT

A video solution with powerful media amplification will highlight your expertise, brand and products. Creation of a made-to-measure video with a sponsored content article for 7 days' duration. Amplification display is shown over a 14-day period.

FORMAT	IMU IMPRESSIONS	INREAD IMPRESSIONS	SPONSORED CONTENT AND DIGITAL FORMATS PRICE	VIDEO PRODUCTION PRICE*	TOTAL PRICE*
Standard (2 <sup>nd</sup> position on the homepage)	50,000	50,000	€3,700	€2,000	€5,700

14-day floating IMU/InRead campaign. Push newsletter when available.

\* Technical costs for script writing, filming and post-production are not subject to agency commission

### Included in the technical services are :

- 1 half-day of filming (4 hours/filming - Canon HD camera)
- 1 script in collaboration with a journalist/presenter
- 1 day of editing (2 editing returns)
- 1 piece of royalty-free music
- 2 HD 1080 video formats: 16/9 or 1:1 (for digital).
- Video delivery on USB or WeTransfer
- Titles + subtitles 1 language
- Sound recording: ambient microphone and HF tie microphone

## BRANDED AUDIO CONTENT

An audio content solution with powerful media amplification will highlight your organisation's experts, brand ambassadors, brand and products. Production of one or more customised podcasts accompanied by a sponsored content article over a 7 day period. Amplification display is shown over a 14 day period.

FORMAT	LEADERBOARD IMPRESSIONS DESKTOP AND MOBILE	TOTAL PRICE*
Standard (2 <sup>nd</sup> position on the homepage)	15,000	€2,500

14-day floating leaderboard campaign on 1 site/1 language. Push newsletter according to availability.

\* Production costs (1 language/maximum duration 20 minutes) not included: 1 podcast = €900 // 5 podcasts = €3,000 // 10 podcasts = €5,000 (these costs are not subject to agency commission).

Possibility of simultaneous broadcasting and amplification in several languages (fee dependent on task size).

## DIGITAL SPECIAL FEATURE

### THEMATIC SPECIAL FEATURE

Content and editorial environments dedicated to your sector or your areas of expertise.

FORMAT	FORMAT DETAILS	FIXED PRICE
Exclusive display	Homepage and special feature articles exclusively, on all available formats (leaderboard + IMU + halfpage)	€2,300
Sponsored content only	1 sponsored content article in the special feature + homepage (1 language) – Push homepage or newsletter according to availability IMU / 10,000 floating impressions Audience Remarketing / IMU / 50,000 impressions	€2,300

Publication schedule available from your sales advisor.

### EXCLUSIVE SPECIAL FEATURES

Choose your theme and create your own exclusive content. Highlight your events and news (openings, product launches, anniversaries...), and promote your expertise to boost brand recognition.

FORMAT	FORMAT DETAILS	FIXED PRICE
Exclusive display + Content	10 sponsored content articles IMU / 10,000 impressions per article Banner Newsletter / 3 days for each article Exclusive display in the special feature Audience Remarketing / IMU / 50,000 impressions	€9,000

## LUXEMBOURG TIMES

**NEWSLETTERS**

Newsletters have a strategically important role in the digital development of news brands, as they encourage loyalty from subscribers.

	FORMAT	1 DAY	5 DAYS	10 DAYS
Leaderboard	600 x 150 px	€800	€2,800	€4,800

15,000 subscribers, 28% open rate. Sent at 08:00 and 15:00 (Monday-Friday), 12:00 (weekends).

Source: Mailchimp July 2022

**DEADLINES****DISPLAY**

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

**SPECIAL EVENTS**

Ask your sales advisor

**ELECTRONIC TRANSMISSION OF MATERIEL**

via email to [online@regie.lu](mailto:online@regie.lu)