



LUXEMBOURG TIMES

The leading English-language business & politics news site.

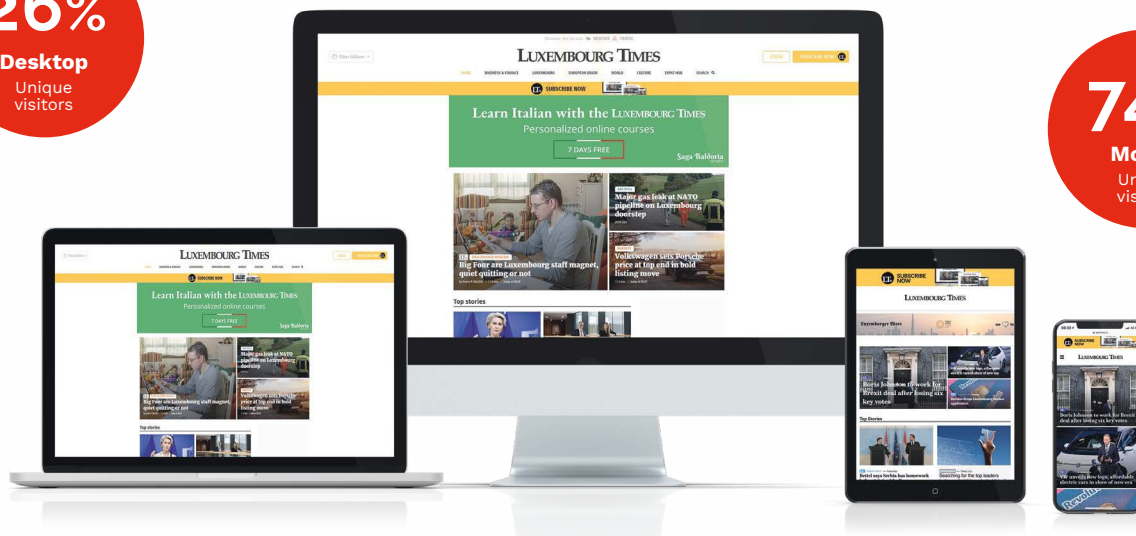
Luxembourg news for the world. World news for Luxembourg. Launched in 2017, Luxembourg Times is the leading English-language website in Luxembourg. As well as its expertise in European, economic and financial topics, it covers politics and local lifestyle themes (leisure, housing, jobs, etc.).

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

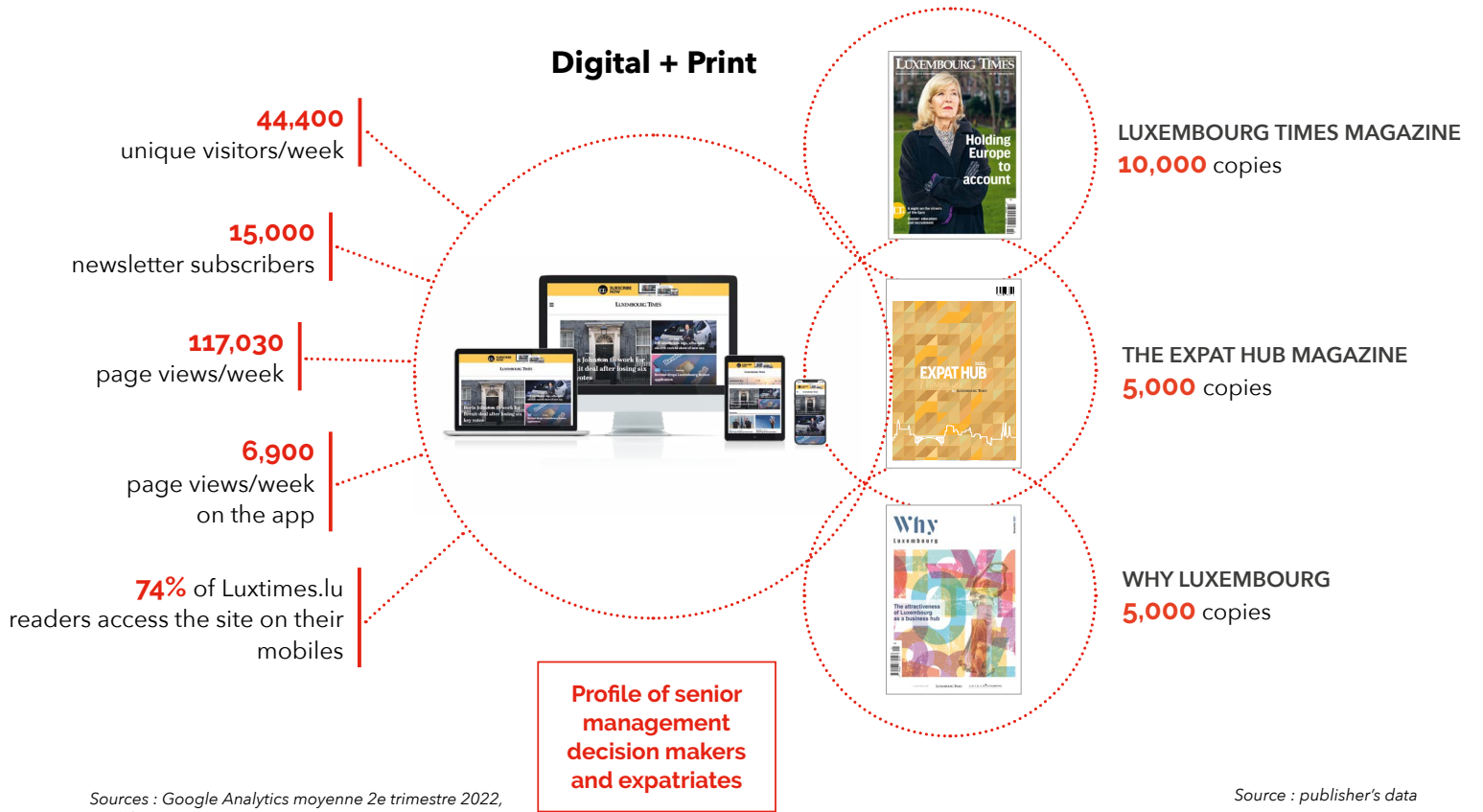
Douwe Miedema, Luxembourg Times Editor in chief

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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 (2nd 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 st position on the homepage) | All devices | 7 days + 3 days newsletter | 3,500 € |
| Standard (2 nd 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.

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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 nd 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 nd 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