DIGITAL PERFORMANCE MONITORING

A full integrated service provided by Regie.lu

DIGITAL PANORAMA

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DIGITAL

Our brands, our newsbrands.

Luxemburger Wort
www.wort.lu

Luxembourg's
leading daily newspaper

virgule,

The French-language news site
for Luxembourg

contacto

The digital news platform
for the Portuguese-speaking community

LUXEMBOURG TIMES

The leading English-language
business & politics news site

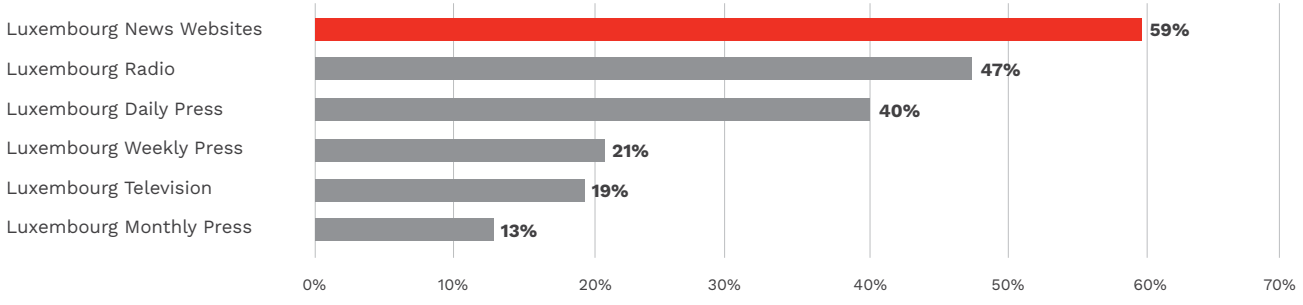
TOTAL OF 4 SITES	4,530,000 Visitors per month *	7,200,000 Page views per month **

*Sources: * Google analytics Q1 2023; ** Mediahuis Traffic Dashboard - August 2023*

Ilres audience survey:

Your campaigns reach residents through our unmissable news sites.

MEDIA PENETRATION IN LUXEMBOURG

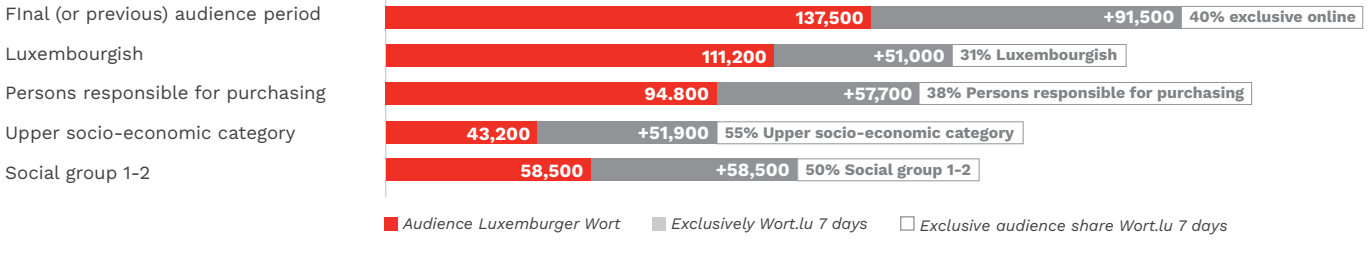


Ilres audience survey:

Our powerful ecosystems will add a strong digital dimension to your print campaigns.

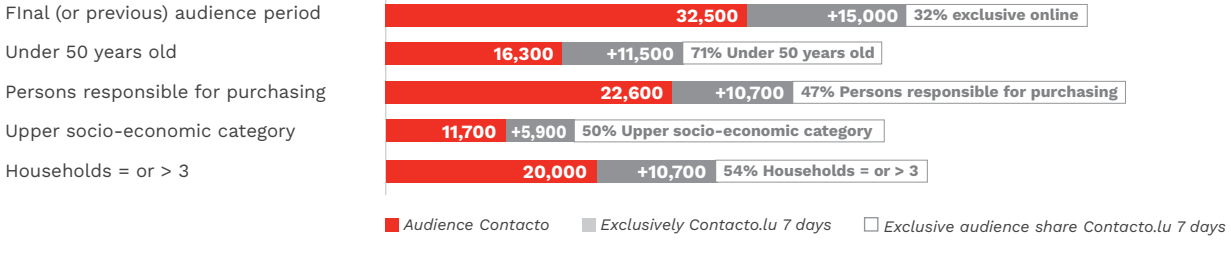
Luxemburger Wort
www.wort.lu

+91,500 exclusive online viewers of Wort.lu over seven days



contacto

+15,000 exclusive online viewers of Contacto.lu over seven days



Source: Ilres Plurimedia 2022.2, residents 15+.

DIGITAL

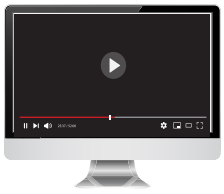
Your digital strategy in 3 steps.

Every strategy is different. This is why we never stop innovating to ensure we will meet each of your needs.

1. CHOOSE THE FORMAT THAT SUITS YOU FROM OUR MULTIPLE OPTIONS
2. ACTIVATE BEHAVIOURAL RESPONSES OR OTHER TARGETING CRITERIA
3. CHOOSE THE PURCHASING METHOD THAT SUITS YOU

1

Display



Video

2

- DMP audience segments
- Contextual, day, time-slot

3

Direct purchase

Programmatic Deals
(on request)

THE AUDIENCE SEGMENTS WE CAN ACCESS FROM OUR DATA MANAGEMENT PLATFORM (DMP) are actionable across combinations of our different sites. We created these based on our audiences' behaviour and their strong affinity with themes including : **Expats - Business / Economy - Luxembourg - Automotive - Culture & Lifestyle - Real estate - Property for sale / Property for rent - Sport**

CONTEXTUAL TARGETING OR SECTION :
Business / Economy - Sport - Luxembourg - The greater Luxembourg region - Culture / Lifestyle - Politics & International

DIRECT PURCHASE DIGITAL FORMATS

CPM (cost per thousand)

Basic CPM / €12

SITE COMBINATION		
Run of News & Business	€6	Wort.lu, Virgule.lu, Contacto.lu, Luxtimes.lu
Run of News	€4	Wort.lu, Virgule.lu, Contacto.lu

or

SITES		
Wort.lu	€10	News
Virgule.lu	€6	News
Contacto.lu	€6	News
Luxtimes.lu	€20	News, business
Radio Latina	€2	Entertainment, music

+

FORMATS	
IMU	€10
IMU Video	€10
Super Leaderboard, Billboard, XL Leaderboard und Leaderboard	€10
Leaderboard Video + Leaderboard Mobile Video	€10
Smartcover	€20
Pre-Roll	€20
Halfpage	€20
Halfpage Video	€20
InRead Video	€20
InRead Parallax	€20
InRead Carrousel	€20
InRead Social (mobile only)	€20
InRead social Video (mobile only)	€20
InRead Flow	€20
NEW Wallpaper	€35

+

AUDIENCE SEGMENTS	
Any segments	€10
Applicable only for the Run of News and Run of News & Business on all or part of the reserved impressions	
See chapter on our DMP page 10	

or

CONTEXTUAL TARGETING	
Business	€6
Luxembourg	€6
Sport	€6
Culture/Lifestyle	€6
Politics & International	€6
Mobility	€6
Contexts are available as Run of News and/or Run of News & Business	

+

ADDITIONAL TARGETING	
Hourly rates	€2
Specific capping	on request
Specific SOV	on request

Always check with your sales consultant whether your choice of combination is available.
Run of News: material must be supplied to us in DE, FR and PT.
Run of News & Business: the material must be supplied to us in DE, FR, EN and PT.

HOW TO CALCULATE YOUR CPM?

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

EXAMPLE: IMU campaign on Run of News & Business
€12 basic CPM + **€6** Run of News & Business + **€10** IMU = **€28**

SITE OR SITE COMBINATION	SUPER LEADERBOARD / BILLBOARD / XL LEADERBOARD / LEADERBOARD	HALFPAGE	INREAD	SMARTCOVER	WALLPAPER
Run of News & Business	See package prices page 13				
Run of News	See package prices page 13				
Wort.lu	€32	€42	€42	€42	€57
Virgule.lu	€28	€38	€38	€38	€53
Contacto.lu	€28	€38	€38	€38	€53
Luxtimes.lu	€42	€52	€52	€52	€67

DIGITAL

Data / Audience segments.

NEW

How can data boost the effectiveness of your advertising campaigns?

A DMP is a technological platform that centralizes the collection, storage, and organization of data to create actionable audience segments for your digital campaigns. Dozens of behavioral and intent segments are available.

Boost your performance

A DMP enables us to optimize advertising campaigns in real-time. Over the last few months, all campaigns that have activated one or a selection of segments have all seen their CTR performance increase by 25% to 100%.

The **minimum duration recommended** for an advertising campaign based on audience segments generated by a DMP will depend largely on the campaign's objectives and the type of campaign. campaign objectives and the buying cycle of your product or service. However, a minimum duration of 4 to 6 weeks is recommended.

RUN OF NEWS & BUSINESS (BILLBOARD 970 X 250 AND XL LEADERBOARD MOBILE 320 X 200)*

SEGMENTE	IMPRESSIONS	CPM	TOTAL PRICE
Automotive fans	130,000	€38	€4,940
Travel lovers	130,000	€38	€4,940
Culture fans	125,000	€38	€4,750
Business finance fans	115,000	€38	€4,370
Expats	115,000	€38	€4,370
Personal finance fans	110,000	€38	€4,180
Shopping, fashion & home decoration fans	100,000	€38	€3,800
Sport fans	100,000	€38	€3,800
Career enthousiasts	100,000	€38	€3,800
CSP++	75,000	€38	€2,850
Immo buyers and renters	70,000	€38	€2,660
Healthy living & medical health fans	55,000	€38	€2,090

Luxemburger Wort www.wort.lu
virgule,
contacto
Luxembourg Times

*Other format sizes are available. Other segments upon request.
Campaign duration may vary according to availability and desired combinations.

RUN OF NEWS (BILLBOARD 970 X 250 AND XL LEADERBOARD MOBILE 320 X 200)*

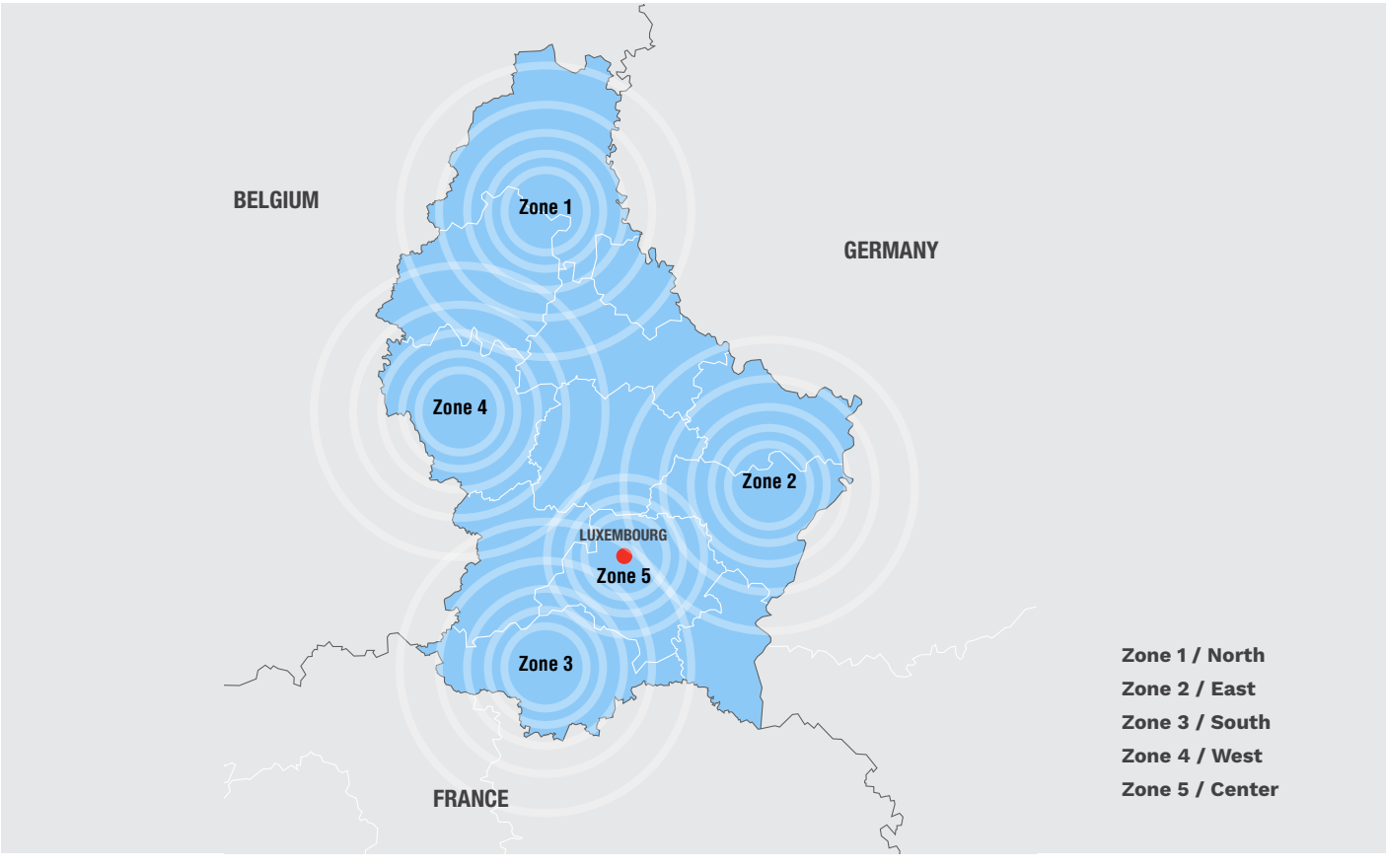
SEGMENTE	IMPRESSIONS	CPM	TOTAL PRICE
Automotive fans	100,000	€36	€3,600
Travel lovers	100,000	€36	€3,600
Culture fans	100,000	€36	€3,600
Business finance fans	100,000	€36	€3,600
Expats	100,000	€36	€3,600
Personal finance fans	100,000	€36	€3,600
Shopping, fashion & home decoration fans	70,000	€36	€2,520
Sport fans	100,000	€36	€3,600
Career enthousiasts	80,000	€36	€2,880
CSP++	70,000	€36	€2,520
Immo buyers and renters	50,000	€36	€1,800
Healthy living & medical health fans	50,000	€36	€1,800

Luxemburger Wort www.wort.lu
virgule,
contacto

*Other format sizes are available. Other segments upon request.
Campaign duration may vary according to availability and desired combinations.

Data / Regional targeting.

NEW



		IMPRESSIONS PER REGION					
SITES	FORMATS	NORTH	EAST	SOUTH	WEST	CENTER	TOTAL PRICE
RUN OF NEWS & BUSINESS	Billboard 970 x 250 and XL Leaderboard Mobile 320 x 200	40,000	40,000	40,000	40,000	40,000	**€1,520**
RUN OF NEWS & BUSINESS	Smartcover	40,000	40,000	40,000	40,000	40,000	**€1,920**
RUN OF NEWS	Billboard 970 x 250 and XL Leaderboard Mobile 320 x 200	40,000	40,000	40,000	40,000	40,000	**€1,440**
RUN OF NEWS	Smartcover	40,000	40,000	40,000	40,000	40,000	**€1,840**

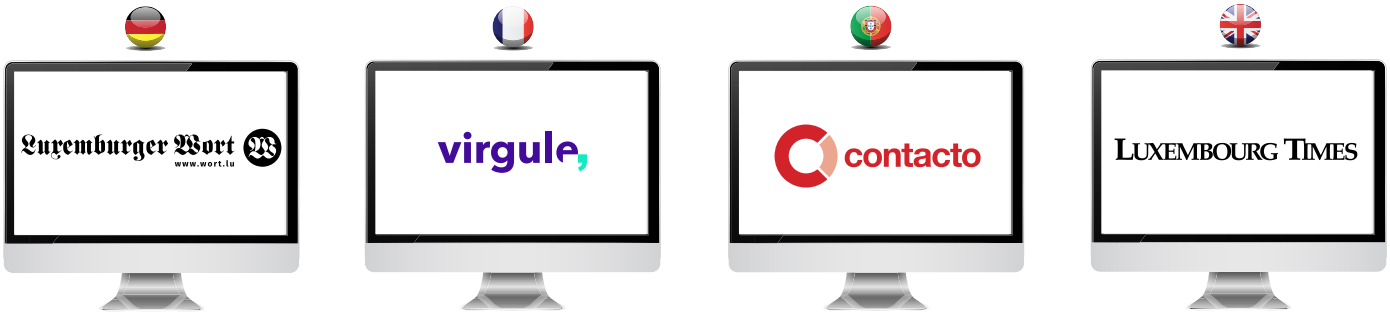
Campaign duration may vary according to availability and desired combinations.

DIGITAL

Our packages in the news context.

Regie.lu is the only media company that can address every major community in Luxembourg. Because each is important to your marketing strategies, we provide two different blends:
1) RUN OF NEWS & BUSINESS our four news sites: Wort.lu in German, Virgule.lu in French and Contacto.lu in Portuguese, as well as Luxtimes.lu in English.
2) RUN OF NEWS includes three of our four news sites: Wort.lu in German, Virgule.lu in French and Contacto.lu in Portuguese.
By choosing one of these Run Of Sites options, you ensure that your message will be seen by residents with high purchasing power.

1 RUN OF NEWS & BUSINESS



7,200,000
Page views per month

2 RUN OF NEWS

6,795.000
Page views per month

Source: Mediahuis Traffic Dashboard - August 2023

Inspirational offers at the most favourable rates.

These combinations ensure:

- an ideal spread of page impressions over the different news sites
- improved CPM

- 15%

RUN OF NEWS & BUSINESS

Luxemburger Wort www.wort.lu virgule contacto LUXEMBOURG TIMES

FORMATS	MIN. IMPRESSIONS	ESTIMATED SOV	CPM	RATE VALUE	TOTAL PRICE
Billboard, Leaderboard or IMU	120,000	20%	€23,8	€3,360	€2.856
Smartcover*	100,000	20%	€32,3	€3,800	€3,230
Halfpage	120,000	20%	€32,3	€4,560	€3,876
InRead	120,000	20%	€32,3	€4.560	€3,876

15% discount already applied
Period: minimum 7 days
Theoretical distribution of impressions: 50% Wort.lu, 20% Virgule.lu, 20% Contacto.lu, 10% Luxtimes.lu
* cap 5

- 10%

RUN OF NEWS

Luxemburger Wort www.wort.lu virgule contacto

FORMATS	MIN. IMPRESSIONS	ESTIMATED SOV	CPM	RATE VALUE	TOTAL PRICE
Billboard, Leaderboard or IMU	100,000	20%	€23,4	€2,600	€2,340
Smartcover*	80,000	20%	€32,4	€2,880	€2,592
Halfpage	100,000	20%	€32,4	€3,600	€3,240
InRead	100,000	20%	€32,4	€3,600	€3,240

15% discount already applied
Period: minimum 7 days
Theoretical distribution of impressions: 60% Wort.lu, 20% Virgule.lu, 20% Contacto.lu
* cap 5

DIGITAL

Inspirational offer per newsbrand.

Luxemburger Wort
www.wort.lu

FORMATS	IMPRESSIONS	ESTIMATED SOV	CPM	TOTAL PRICE
Billboard, Leaderboard or IMU	100,000	20%	€32	€3,520
Smartcover*	80,000	20%	€42	€3,360
Halfpage	100,000	20%	€42	€4,200
InRead	100,000	20%	€42	€4,200

virgule,

FORMATS	IMPRESSIONS	ESTIMATED SOV	CPM	TOTAL PRICE
Billboard, Leaderboard or IMU	55,000	20%	€28	€1,540
Smartcover*	50,000	20%	€38	€1,900
Halfpage	55,000	20%	€38	€2,090
InRead	60,000	20%	€38	€2,280

contacto

FORMATS	IMPRESSIONS	ESTIMATED SOV	CPM	TOTAL PRICE
Billboard, Leaderboard or IMU	60,000	20%	€28	€1,680
Smartcover*	50,000	20%	€38	€1,900
Halfpage	60,000	20%	€38	€2,280
InRead	70,000	20%	€38	€2,660

LUXEMBOURG TIMES

FORMATS	IMPRESSIONS	ESTIMATED SOV	CPM	TOTAL PRICE
Billboard, Leaderboard or IMU	45,000	20%	€42	€1,890
Smartcover*	15,000	20%	€52	€780
Halfpage	45,000	20%	€52	€2,340
InRead	15,000	20%	€52	€780

Period: minimum 14 days
* Frequency capping of 7 over the period

Solutions.

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

RUN OF NEWS & BUSINESS

FORMATS	TOTAL IMPRESSIONS	IMPRESSIONS		CPM	TOTAL PRICE	MINIMUM PERIOD
		RUN OF NEWS & BUSINESS	RETARGETING			
InRead	240,000	120,000	120,000	**22**	**5,280**	1 week
IMU	240,000	120,000	120,000	**18**	**4,320**	1 week
InRead	400,000	200,000	200,000	**22**	**8,800**	2 weeks
IMU	400,000	200,000	200,000	**18**	**7,200**	2 weeks

RUN OF NEWS

FORMATS	TOTAL IMPRESSIONS	IMPRESSIONS		CPM	TOTAL PRICE	MINIMUM PERIOD
		RUN OF NEWS	RETARGETING			
InRead	200,000	100,000	100,000	**23**	**4,600**	1 week
IMU	200,000	100,000	100,000	**19**	**3,800**	1 week
InRead	300,000	150,000	150,000	**23**	**6,900**	2 weeks
IMU	300,000	150,000	150,000	**19**	**5,700**	2 weeks

DIGITAL

AUDIENCE REMARKETING PER BRAND

Luxemburger Wort
www.wort.lu

FORMATS	TOTAL IMPRESSIONS	IMPRESSIONS		CPM	TOTAL PRICE	MINIMUM PERIOD
		WORT.LU	RETARGETING			
InRead	200,000	100,000	100,000	€27	€5,400	2 weeks
IMU	220,000	110,000	110,000	€21	€4,620	2 weeks

virgule,

FORMATS	TOTAL IMPRESSIONS	IMPRESSIONS		CPM	TOTAL PRICE	MINIMUM PERIOD
		VIRGULE.LU	RETARGETING			
InRead	120,000	60,000	60,000	€25	€3,000	2 weeks
IMU	110,000	55,000	55,000	€19	€2,090	2 weeks

contacto

FORMATS	TOTAL IMPRESSIONS	IMPRESSIONS		CPM	TOTAL PRICE	MINIMUM PERIOD
		CONTACTO.LU	RETARGETING			
InRead	140,000	70,000	70,000	€25	€3,500	2 weeks
IMU	120,000	60,000	60,000	€19	€2,280	2 weeks

LUXEMBOURG TIMES

FORMATS	TOTAL IMPRESSIONS	IMPRESSIONS		CPM	TOTAL PRICE	MINIMUM PERIOD
		LUXTIMES.LU	RETARGETING			
InRead	30,000	15,000	15,000	€39	€1,170	2 weeks
IMU	90,000	45,000	45,000	€29	€2,610	2 weeks

AUDIENCE REMARKETING

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

RUN OF NEWS & BUSINESS

Luxemburger Wort www.wort.lu virgule, contacto LUXEMBOURG TIMES

FORMAT	TOTAL IMPRESSIONS	IMPRESSIONS		CPM	TOTAL PRICE	MINIMUM PERIOD
		RUN OF NEWS & BUSINESS	AUDIENCE EXTENSION			
Smartcover*	240,000	120,000	120,000	€29	€6,960	2 weeks

RUN OF NEWS

Luxemburger Wort www.wort.lu virgule, contacto

FORMAT	TOTAL IMPRESSIONS	IMPRESSIONS		CPM	TOTAL PRICE	MINIMUM PERIOD
		RUN OF NEWS	AUDIENCE EXTENSION			
Smartcover*	200,000	100,000	100,000	€27	€5,400	2 weeks

AUDIENCE EXTENSION PER BRAND

Luxemburger Wort www.wort.lu

FORMATS	TOTAL IMPRESSIONS	IMPRESSIONS		CPM	TOTAL PRICE	MINIMUM PERIOD
		WORT.LU	AUDIENCE EXTENSION			
Smartcover*	160,000	80,000	80,000	€31	€4,960	2 weeks

virgule,

FORMATS	TOTAL IMPRESSIONS	IMPRESSIONS		CPM	TOTAL PRICE	MINIMUM PERIOD
		VIRGULE.LU	AUDIENCE EXTENSION			
Smartcover*	100,000	50,000	50,000	€29	€2,900	2 weeks

contacto

FORMATS	TOTAL IMPRESSIONS	IMPRESSIONS		CPM	TOTAL PRICE	MINIMUM PERIOD
		CONTACTO.LU	AUDIENCE EXTENSION			
Smartcover*	100,000	50,000	50,000	€29	€ 2,900	2 weeks

LUXEMBOURG TIMES

FORMATS	TOTAL IMPRESSIONS	IMPRESSIONS		CPM	TOTAL PRICE	MINIMUM PERIOD
		LUXTIMES.LU	AUDIENCE EXTENSION			
Smartcover*	35,000	15,000	20,000	€34	€1,190	2 weeks

Period: minimum 14 days
* Frequency capping of 7 over the period and per network

DIGITAL

SPONSORED CONTENT

Sponsored content is premium, engaging brand communication, with editorial content integrated into the news feed.
Our reporting includes the number of views and the time spent reading your article.

RUN OF NEWS & BUSINESS

Luxemburger Wort www.wort.lu | virgule, | contacto | Luxembourg Times

FORMATS	ESTIMATED TEASERS VIEWS ON HOMEPAGE	REDIRECT TO YOUR SPONSORED CONTENT (YOUR CHOICE)* IMPRESSIONS INREAD		IMPRESSIONS DISPLAY DESKTOP BILLBOARD 840X150 AND MOBILE IMU 300X250	TOTAL PRICE	OPTION: RETARGETING 100,000 IMPRESSIONS
Sponsored Content Premium Teaser in 1st position on homepages	320,000	100,000	OR	130,000	**€7,550**	**€1,150**
Sponsored Content Standard Teaser in 2nd position on homepages	320,000	100,000		130,000	**€6,800**	**€1,150**

Period: Teaser 7 days + 14 days redirection on all devices

RUN OF NEWS

Luxemburger Wort www.wort.lu | virgule, | contacto

FORMATS	ESTIMATED TEASERS VIEWS ON HOMEPAGE	REDIRECT TO YOUR SPONSORED CONTENT (YOUR CHOICE)* IMPRESSIONS INREAD		IMPRESSIONS DISPLAY DESKTOP BILLBOARD 840X150 AND MOBILE IMU 300X250	TOTAL PRICE	OPTION: RETARGETING 100,000 IMPRESSIONS
Sponsored Content Premium Teaser in 1st position on homepages	320,000	85,000	OR	105.000	**€4,600**	**€1,150**
Sponsored Content Standard Teaser in 2nd position on homepages	320,000	85,000		105,000	**€4.300**	**€1,150**

Period: Teaser 7 days + 14 days redirection on all devices

* Redirection formats: InRead or Leaderboard on desktop and IMU on mobile are created by us.
Material (text, photo, video) provided by you (in the different languages of the site).
Writing service in one language version at €330 per language. Translation service on request.

SPONSORED CONTENT PER BRAND

Luxemburger Wort
www.wort.lu

FORMATS	ESTIMATED TEASERS VIEWS ON HOMEPAGE	REDIRECT TO YOUR SPONSORED CONTENT (YOUR CHOICE)* IMPRESSIONS INREAD		IMPRESSIONS DISPLAY DESKTOP BILLBOARD 840X150 AND MOBILE IMU 300X250	TOTAL PRICE	OPTION: RETARGETING 50,000 IMPRESSIONS
Sponsored Content Premium Teaser in 1st position on homepages	230,000	35,000	OR	45,000	**€2,300**	**€600**
Sponsored Content Standard Teaser in 2nd position on homepages	230,000	35.000		45,000	**€2,100**	**€600**
Sponsored content Access Teaser in 3rd position on homepage	230,000	35.000		45,000	**€1,500**	**€600**

Period: Teaser 7 days + 14 days redirection on all devices

virgule,

FORMATS	ESTIMATED TEASERS VIEWS ON HOMEPAGE	REDIRECT TO YOUR SPONSORED CONTENT (YOUR CHOICE)* IMPRESSIONS INREAD		IMPRESSIONS DISPLAY DESKTOP BILLBOARD 840X150 AND MOBILE IMU 300X250	TOTAL PRICE	OPTION: RETARGETING 50,000 IMPRESSIONS
Sponsored Content Premium Teaser in 1st position on homepages	44,000	35.000	OR	45,000	**€1,800**	**€600**
Sponsored Content Standard Teaser in 2nd position on homepages	44,000	35,000		45,000	**€1,600**	**€600**
Sponsored content Access Teaser in 3rd position on homepage	44,000	35,000		45,000	**€1,300**	**€600**

Period: Teaser 7 days + 14 days redirection on all devices

contacto

FORMATS	ESTIMATED TEASERS VIEWS ON HOMEPAGE	REDIRECT TO YOUR SPONSORED CONTENT (YOUR CHOICE)* IMPRESSIONS INREAD		IMPRESSIONS DISPLAY DESKTOP BILLBOARD 840X150 AND MOBILE IMU 300X250	TOTAL PRICE	OPTION: RETARGETING 50,000 IMPRESSIONS
Sponsored Content Premium Teaser in 1st position on homepages	28,000	25,000	OR	35,000	**€1,300**	**€600**
Sponsored Content Standard Teaser in 2nd position on homepages	28,000	25.,000		35,000	**€1,100**	**€600**

Period: Teaser 7 days + 14 days redirection on all devices

* Redirection formats: InRead or Leaderboard on desktop and IMU on mobile are created by us
Material (text, photo, video) provided by you (in the different languages of the site).
Writing service in one language version at €330 per language. Translation service on request.

DIGITAL

LUXEMBOURG TIMES

FORMATS	ESTIMATED TEASERS VIEWS ON HOMEPAGE	REDIRECT TO YOUR SPONSORED CONTENT (YOUR CHOICE)* IMPRESSIONS INREAD	OR	IMPRESSIONS DISPLAY DESKTOP BILLBOARD 840X150 AND MOBILE IMU 300X250	TOTAL PRICE	OPTION: RETARGETING 50,000 IMPRESSIONS
Sponsored Content Premium Teaser in 1st position on homepages	18,000	15,000		20,000	**€3,500**	**€600**
Sponsored Content Standard Teaser in 2nd position on homepages	18,000	15,000		20,000	**€3,200**	**€600**

Period: Teaser 7 days + 14 days redirection on all devices

* Redirection formats: InRead or Leaderboard on desktop and IMU on mobile are created by us. Material (text, photo, video) provided by you (in the different languages of the site).
Writing service in one language version at €330 per language. Translation service on request.

PUSHS NEWSLETTER

NEW

PUSHS NEWSLETTER	RUN OF NEWS & BUSINESS	RUN OF NEWS	WORT.LU	VIRGULE.LU	CONTACTO.LU	LUXTIMES.LU
3 days	€2,500	€2,000	€1,700	€800	€500	€1,500

Advertisers who reserve at least 6 sponsored content per language and on yearly basis will benefit from a dedicated Landing-Page featuring all their sponsored articles.

BRANDED VIDEO / AUDIO CONTENT

Audio and video content are highly impactful aspects of your sponsored content strategies.
We can help you create audiovisual content.
The rates below are in addition to price of sponsored content.

VIDEO

Technical costs for script writing, filming and post-production: minimum **€2,000** (not subject to agency commission)
Possibility of simultaneous broadcasting and amplification in several languages (fee dependent on task size).
Based on the cost estimates provided, the production price may be subject to change.

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 microphoneand HF tie microphone

PODCAST

Production costs (1 language/maximum duration of 20 minutes): 1 podcast = **€900** // 5 podcasts = **€3,000** // 10 podcasts = **€5,000** (not subject to agency commission)
Possibility of simultaneous broadcasting and amplification in several languages (fee dependent on task size).
Based on the cost estimates provided, the production price may be subject to change.

DIGITAL

NEWSLETTERS

Newsletters are an important, strategic element of the digital development of news brands.
Subscribers are particularly engaged with the news brand.

26,000 subscribers
Open rate of 47%

Monday to Friday – sent twice a day
7am / 5pm

Weekend – sent twice a day
10am / 5pm

12,000 subscribers
Open rate of 42%

Monday to Friday – sent once a day
5pm

5,000 subscribers
Open rate of 33%

Monday to Saturday - sent once a day
6pm

Sunday – sent once a day
11am

15,000 subscribers
Open rate of 39%

Monday to Friday – sent twice a day
8am / 3pm

Weekend – sent once a day
12am

BRANDS & COMBINATION	FORMAT	SUBSCRIBERS	1 DAY	5 DAYS	10 DAYS
RUN OF NEWS	300 x 250 px	43,000	€800	€3,590	€6,370
Wort.lu	300 x 250 px	26,000	€680	€3,040	€5,400
Virgule.lu	300 x 250 px	12,000	€240	€1,080	€1,920
Contacto.lu	300 x 250 px	5,000	€120	€450	€800
Luxtimes.lu	300 x 250 px	15,000	€800	€2,800	€4,800

Source: Mailchimp August 2023

DEADLINES

DISPLAY
Booking and delivery of material: 4 working days before the scheduled start of the campaign, or 7 working days for rich media formats (expand floating, audio, video)

SPECIAL FORMATS
Consult your sales consultant

ELECTRONIC MATERIAL TRANSMISSION

via email to online@regie.lu

DIGITAL

Luxemburger Wort www.wort.lu | virgule | contacto | LUXEMBOURG TIMES

AVAILABLE FORMATS

	FORMATS	SIZE	WORT.LU	VIRGULE.LU	CONTACTO.LU	LUXTIMES.LU	APP WORT.LU	APP VIRGULE.LU	APP CONTACTO.LU	APP LUXTIMES.LU	RADIO LATINA	DECISAO.LU	HANDWIERK	MERKUR.LU	WORTIMMO.LU
1	IMU (video)	300 x 250 / 320 x 250 / 336 x 280 / 300 x 300 px	x	x	x	x	x	x	x	x	x	x	-	-	x
2	Halfpage (video)	300 x 600 px	x	x	x	x	-	-	-	-	x	-	-	-	x
3	Super leaderboard, Billboard, XL leaderboard and Leaderboard (video)	1200 x 150 / 995 x 123 / 995 x 150 / 995 x 250 / 970 x 90 / 970 x 250 / 840 x 150 / 728 x 90 px	x	x	x	x	-	-	-	-	x	x	-	-	x
4	XL leaderboard and Leaderboard mobile (Video)	320 x 88 / 320 x 50 / 320 x 100 / 320 x 200 px	x	x	x	x	x	x	x	x	x	-	-	-	x
5	Smartcover	2560 x 430 / 1440 x 575 px	x	x	x	x	-	-	-	-	-	-	-	-	x
6	Wallpaper	1800 x 1000 px	x	x	x	x	-	-	-	-	-	-	-	-	x
7	Pre-roll	640 x 360 px	x	x	x	x	x	x	x	x	-	-	-	-	-
8	InRead video	16:9 1280 x 720 px	x	x	x	x	-	-	-	-	-	x	-	-	-
9	InRead parallax	700 x 394 + 700 x 1600 px	x	x	x	x	-	-	-	-	-	-	-	-	-
10	InRead carrousel	1080 x 1080 px	x	x	x	x	-	-	-	-	-	-	-	-	-
11	InRead social	500 x 500 + logo / 170 x 170 px (option)	x	x	x	x	-	-	-	-	-	-	-	-	-
12	InRead social video	500 x 500 + logo / 170 x 170 px (option)	x	x	x	x	-	-	-	-	-	-	-	-	-
13	InRead flow	960 x 440 px	x	x	x	x	-	-	-	-	-	-	-	-	-
14	Native AD	Fluid size	-	-	-	-	-	-	-	-	-	-	-	-	x
15	Skyscraper	160 x 600 px	-	-	-	-	-	-	-	-	-	-	-	-	-
16	IMU newsletter	300 x 250 px	x	x	x	x	-	-	-	-	-	x	-	-	-
17	Leaderboard newsletter	600 x 150 px	-	-	-	-	-	-	-	-	-	-	x	-	-
18	Leaderboard newsletter	648 x 130 px	-	-	-	-	-	-	-	-	-	-	-	-	-
19	Leaderboard Newsletter	970 x 250 px	-	-	-	-	-	-	-	-	-	-	-	x	-

DIGITAL

Radio LATINA · decisão · MERKUR · D'HANDWIERK · wortimmo.lu LES SPÉCIALISTES DE L'IMMOBILIER

1

IMU

2

HALFPAGE

3

SUPER LEADERBOARD
BILLBOARD
XL LEADERBOARD
LEADERBOARD

4

XL LEADERBOARD
LEADERBOARD MOBILE

5

SMARTCOVER

6

WALLPAPER

7

PRE-ROLL

8 9 10 11 12 13

INREAD

14

NATIVE AD

15

SKYSCRAPER

16

IMU NEWSLETTER

17 18 19

LEADERBOARD NEWSLETTER

Find out more about our formats