



LUXEMBOURG TIMES



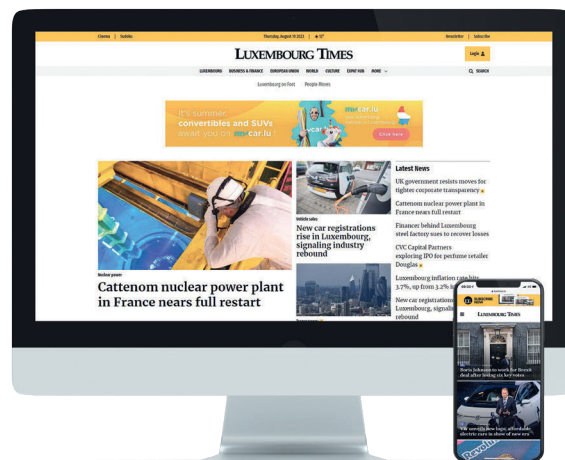
+ D'INFOS

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 six journalists who have studied in the United States and the UK
- Exclusive syndication with Bloomberg and the Financial Times for international news



288,000
Visits per month *

405,000
Page views per month **

“

We deliver news and analysis on the stories that matter, bringing Luxembourg closer to our readers.

Cordula Schnuer, Luxembourg Times Editor in chief

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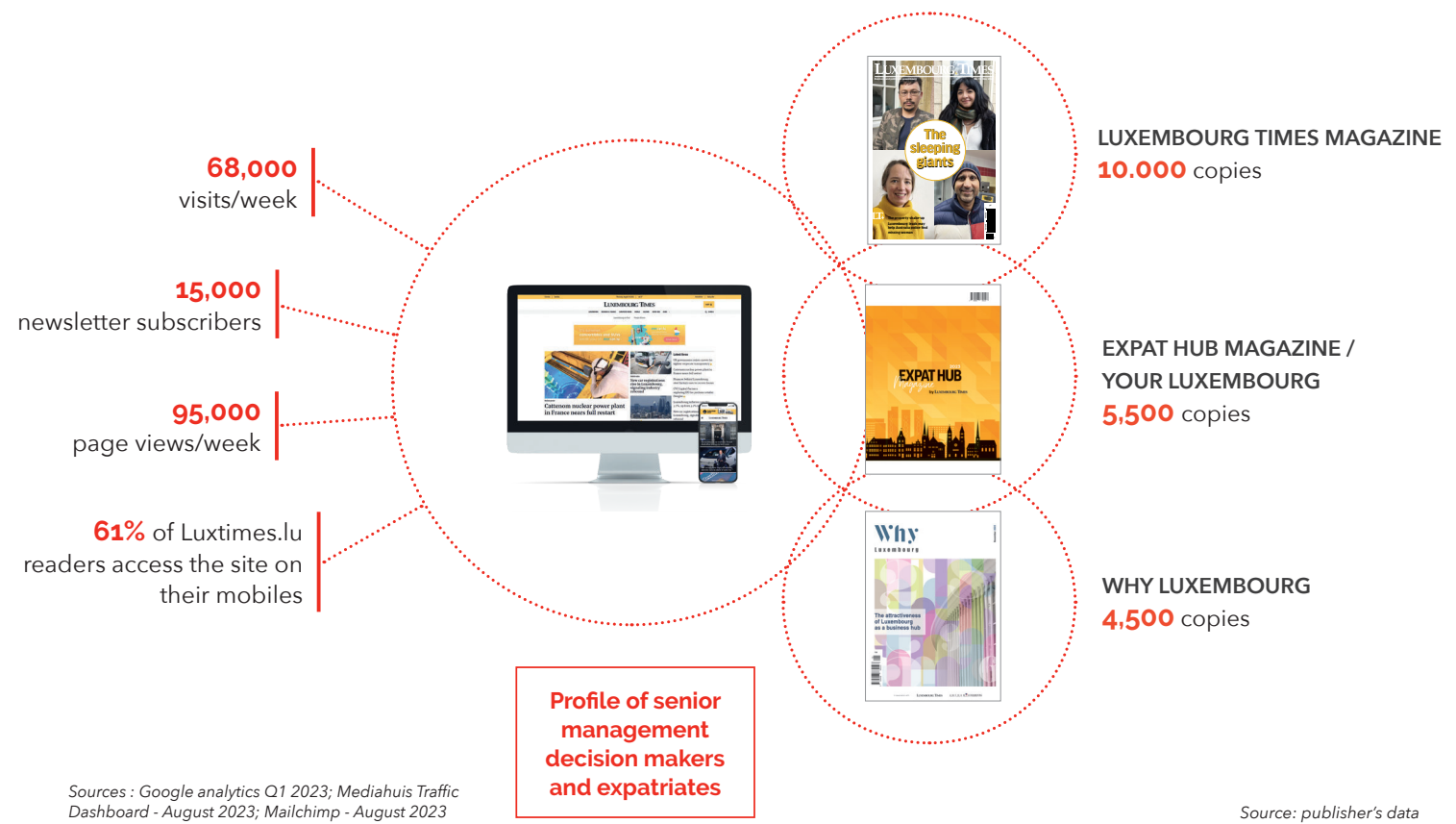
LUXEMBOURG TIMES

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.

Digital

Print



around 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

LUXEMBOURG TIMES

DIGITAL FORMATS - DIRECT PURCHASE

CPM (cost per thousand)

Basic CPM / €12

SITE		+	FORMATS		+	AUDIENCE SEGMENTS		+	SUPPLEMENTARY TARGETING	
Luxtimes.lu	€20 News, business		IMU	€10		Any segments	€10		Hour time bands	€2
			IMU video	€10		Applicable only for the Run of News and Run of News & Business on all or part of the reserved impressions			Specific capping	On request
			Super leaderboard, Billboard, XL leaderboard et Leaderboard	€10			See chapter on our DMP page 10		Specific SOV	On request
			Leaderboard video + Leaderboard mobile vidéo	€10		or				
			Smartcover	€20		CONTEXTUAL TARGETING				
			Pre-roll	€20		Business	€6			
			Halfpage	€20		Luxembourg	€6			
			Halfpage video	€20		Culture & Lifestyle	€6			
			InRead video	€20		Politics & International	€6			
			InRead parallax	€20		Mobility	€6			
			InRead carousel	€20		Contexts are only available as Run of News & Business.				
			InRead social (mobile only)	€20						
			InRead social video (mobile only)	€20						
			InRead flow	€20						
			Wallpaper	€35						



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 + audience segment or context + additional targeting)

EXAMPLE: IMU campaign on Luxtimes.lu

€12 Base CPM + €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
Billboard, Leaderboard ou 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

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SPONSORED CONTENT

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

PUSHES NEWSLETTER



	3 DAYS
Pushes Newsletter	€1,500

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

NEWSLETTER - SPONSORING

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

FORMAT	SIZE	SUBSCRIBERS	1 DAY	5 DAYS	10 DAYS
IMU	300 x 250 px	15,000	€800	€2,800	€4,800

Source: Mailchimp August 2023

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 MATERIAL

via email to online@regie.lu