



[*your*]
LUXEMBOURG

The best way to connect expats and English speaking community to your brand

Why choose Your Luxembourg environment?

English speakers in luxembourg: a growing, influential community

47%

Of residents are **foreigners**



79%

of the resident population **understands English**



+170

Different nationalities



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LUXEMBOURG

Source : Statec 2024 / TNS plurimédia 2022.2

Why choose Your Luxembourg environment?

Luxtimes: the one and only English speaking media ecosystem



70%

reach rate among expats

47,3%

Of residents are foreigners in Luxembourg

267.594

monthly visits on luxtimes.lu

15.761

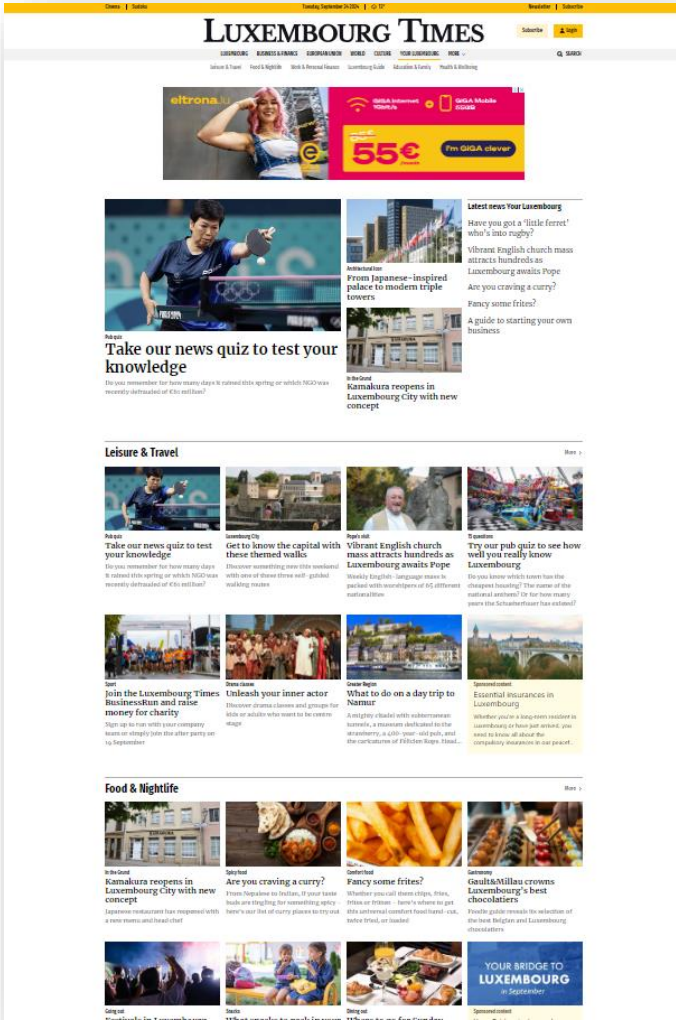
newsletter subscribers

90.554

social media followers

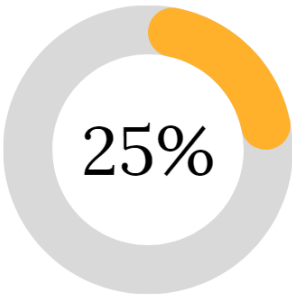
Why choose Your Luxembourg environment?

A lifestyle section dedicated to expats



A dedicated free premium content for expats and english-speaking people living in Luxembourg (or about to...)

6 sections / + 60 articles published each month to give expats top luxemburgish stories, practical information, family events tips, place to eat, place to go out, cultural events...



Share of traffic on luxtimes.lu



Source : Google Analytics 4 / 1er semestre 2024

Why choose Your Luxembourg environment?

A lifestyle section dedicated to expats

Top categories

Monthly pageviews

Food & Nightlife



Leisure & Travel



Work & Personal Finance



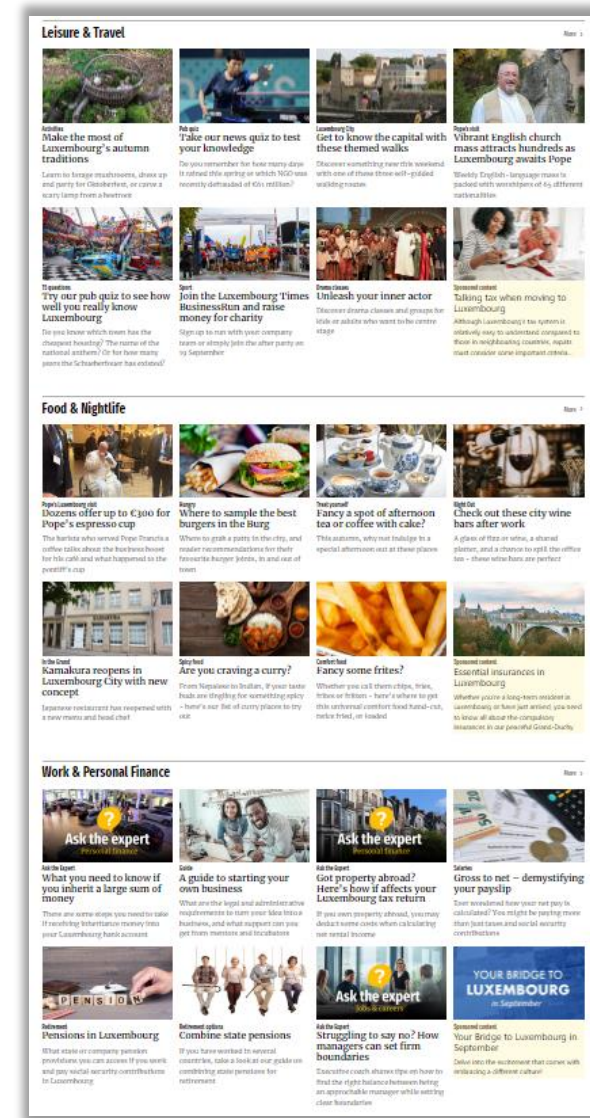
Luxembourg Guide



Education & Family



Health & Wellbeing



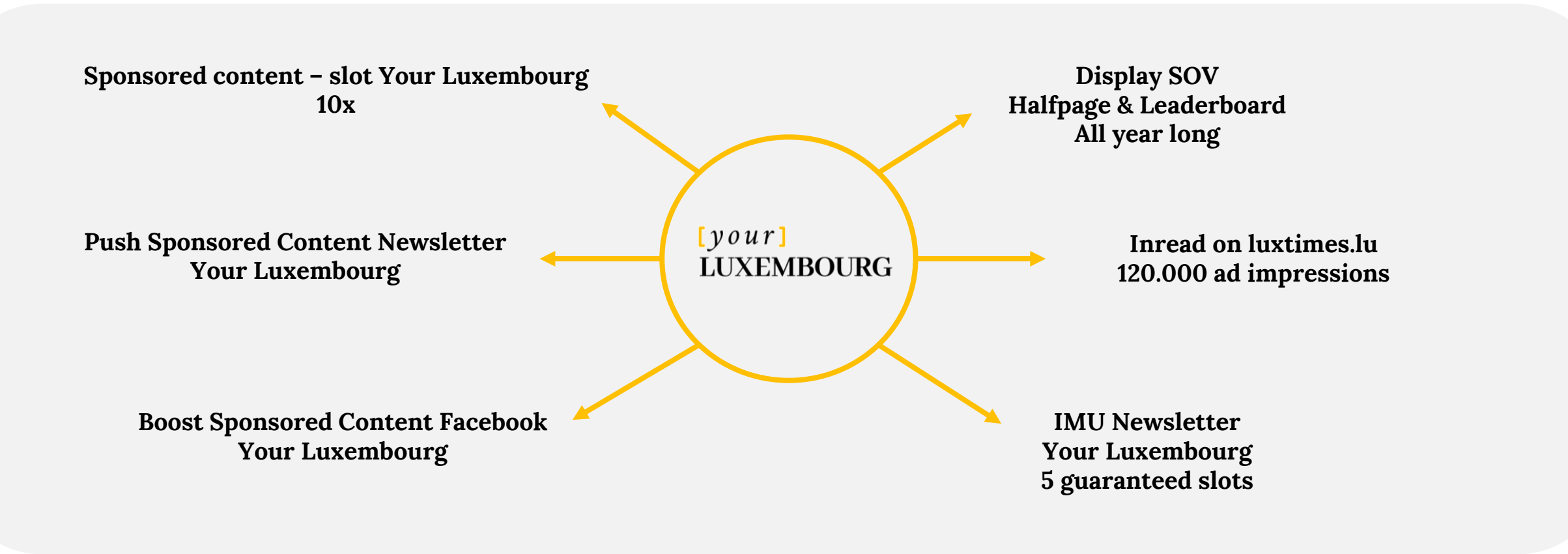


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***Putting your brand
in the heart of a quality editorial content***

A partnership anchored in Your Luxembourg

A tailor-made package to reach expatriates and to optimise your performance



A partnership anchored in Your Luxembourg

Your display advertising campaign

Your display campaign in all article pages

Halfpage and Leaderboard

Sector exclusivity

The screenshot shows a news article on the 'Your Luxembourg' website. At the top, there is a half-page display advertisement for Lalux Assurance. The ad features the Lalux logo, a background image of a woman walking on a bridge, and the text 'NEW IN LUXEMBOURG?' and 'BENEFIT FROM EXCLUSIVE INSURANCE SOLUTIONS'. Below the ad, the article title is 'Get to know the capital with these themed walks'. The article includes a photo of a historic building and a list of 'Most read Your Luxembourg' articles. At the bottom of the article, there is another smaller version of the Lalux Assurance advertisement.


All year long

SOV / partners
Up to 20% SOV


A partnership anchored in Your Luxembourg

Your sponsored content campaign


Leisure & Travel More >




Activities
Make the most of Luxembourg's autumn traditions
Learn to forage mushrooms, dress up and party for Oktoberfest, or carve a scary lamp from a beetroot




Pub quiz
Take our news quiz to test your knowledge
Do you remember for how many days it rained this spring or which NGO was recently defrauded of €61 million?




Luxembourg City
Get to know the capital with these themed walks
Discover something new this weekend with one of these three self-guided walking routes




Pope's visit
Vibrant English church mass attracts hundreds as Luxembourg awaits Pope
Weekly English-language mass is packed with worshipers of 65 different nationalities




15 questions
Try our pub quiz to see how well you really know Luxembourg
Do you know which town has the cheapest housing? The name of the national anthem? Or for how many years the Schueberfouer has existed?



Sport
Join the Luxembourg Times BusinessRun and raise money for charity
Sign up to run with your company team or simply join the after party on 19 September



Drama classes
Unleash your inner actor
Discover drama classes and groups for kids or adults who want to be centre stage



Sponsored content
Talking tax when moving to Luxembourg
Although Luxembourg's tax system is relatively easy to understand compared to those in neighbouring countries, expats must consider some important criteria...

Teaser on the Your Luxembourg homepage
6 slots available

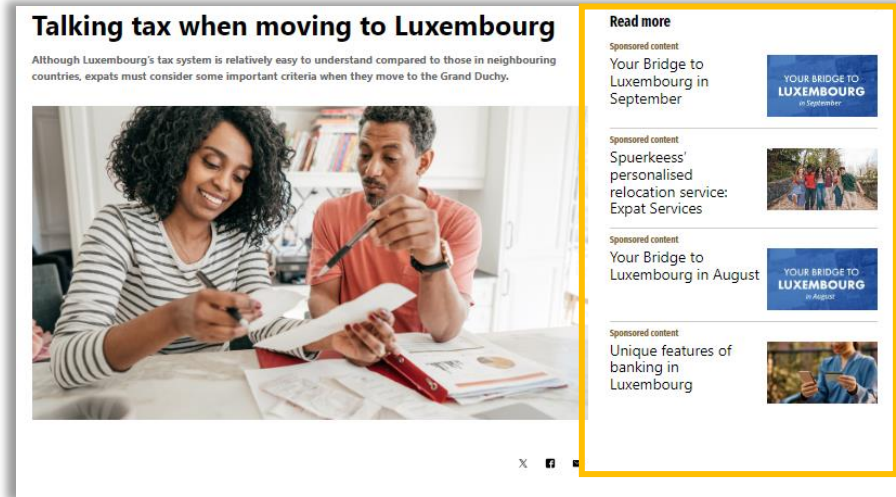
A partnership anchored in Your Luxembourg

Your sponsored content campaign

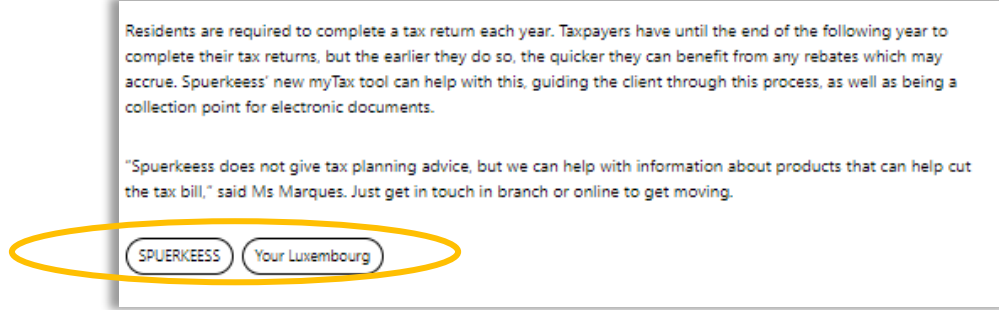
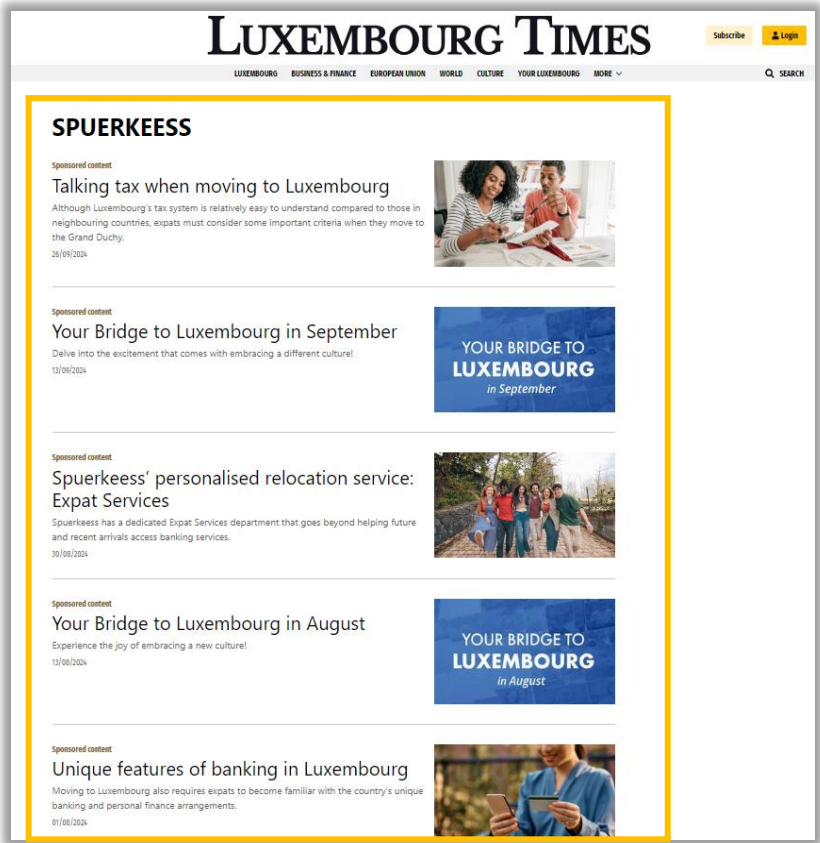
Benefit from exclusive digital space for your content

- Group all your articles on a specific homepage
- Articles tagged for easy access to this page
- Extending the visibility of your articles

Visibility of your previous sponsored content



Homepage of tagged articles



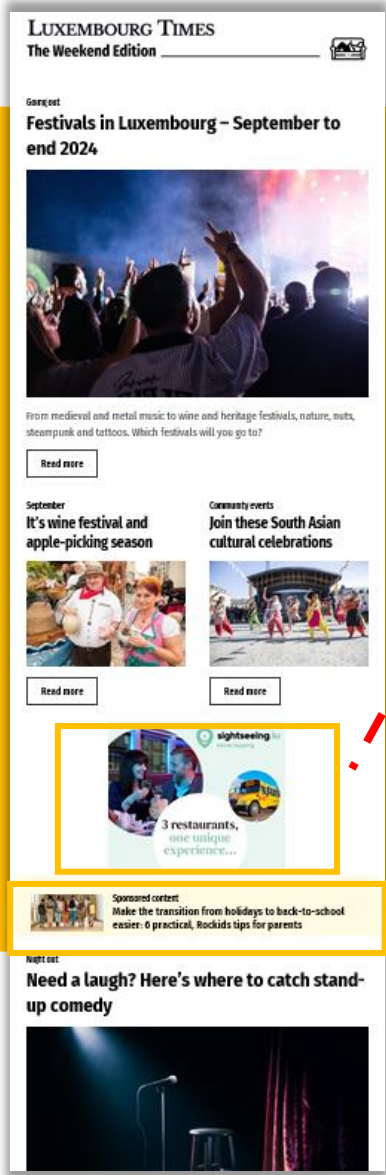
Customisable tags to be found at the end of the articles

A partnership anchored in Your Luxembourg

A dedicated and exclusive newsletter to reach expats and English speaking people

Your Luxembourg newsletter
(sundays / 12:00 AM)

15.760 subscribers



IMU Newsletter

Push Sponsored Content

A partnership anchored in Your Luxembourg

An inread campaign to boost visibility on luxtimes.lu

Smoke rises from the site of an Israeli airstrike that targeted a neighborhood in Beirut's southern suburb early on 1 October.
© Photo credit: AFP

07:40

Israel said Monday night that it had begun "targeted ground raids" in southern Lebanon, escalating a campaign to root out Hezbollah despite international appeals for restraint.

The Israel Defence Forces said its forces are striking targets "located in villages close to the border" that "pose an immediate threat to Israeli communities in northern Israel."

The attacks further expanded the campaign against the Iran-backed organisation following Israel's killing of its leader Hassan Nasrallah on Friday, even as the US, the European Union and Arab powers call for a cease-fire. Israel has shifted its focus to Lebanon with its war against Hamas in the Gaza Strip at a standstill.

An IDF statement on X said the ground operations were carried out based on "precise intelligence against Hezbollah terrorist targets and infrastructure in southern Lebanon."

Israeli airstrikes continued on Monday, with IDF reporting earlier that one had destroyed a "surface-to-air missile launcher storage facility" near Beirut's international airport.

Washington had expected Israel to launch a limited ground incursion into Lebanon but has cautioned Prime Minister Benjamin Netanyahu's government against a larger and longer-term operation that risks a direct confrontation with Tehran, according to a US official with knowledge of the situation, who asked not to be identified discussing strategy.

inread on luxtimes.lu

120.000 ad impressions per year

12.000 ad impressions per article

A partnership anchored in Your Luxembourg

An extension of the Expat Day event by posting your content on our Facebook page

Extra visibility

Retarget attendees from Expat Day who visit your Luxembourg section

Publication of 4 sponsored contents per month



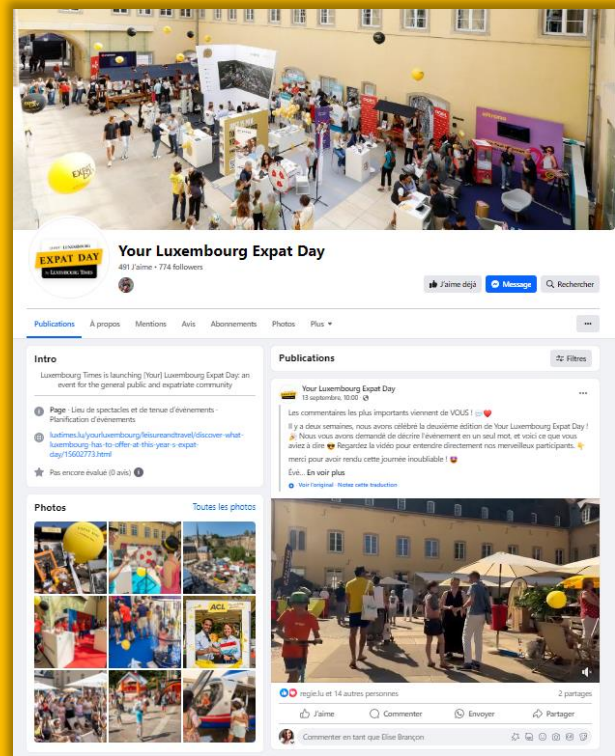
775 followers (+300 followers thanks to the event communications)



66% of the audience is aged between 25 and 44



80% are based in Luxembourg



Reach over 3,500 people interested in Expat Day
+ 40.000 people consulting Your Luxembourg



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LUXEMBOURG

Budget summary

A partnership anchored in Your Luxembourg

Budget summary

		CPM	Nombre / Ad Imp	Prix unitaire	Nombre de campagnes	Budget brut
ONLINE - SECTION YOUR LUXEMBOURG						
Mix-format display on Your Luxembourg	All year long		SOV	7 520€	1	7 520 €
Sponsored content	7 days' minimum visibility		Package up to 10	9 000 €	1	9 000 €
Production Service			10	200 €	10	2 000 €
ONLINE - LUXTIMES.LU						
Inread		53 €	120 000			6 360 €
ONLINE - NEWSLETTER						
IMU Newsletter			5 slots guaranteed	2 900 €	1	2 900 €
Sponsored content slot			5 slots guaranteed	0 €	1	0 €
FACEBOOK - YOUR LUXEMBOURG EXTENSION						
Boost Contenu	All year long		1 article / month	100 €	12	1 200 €

Yearly partner package 12.000€
 valued at 28.980€
(no Agency commission included)

**Want to be part of it ?
More informations?**

Contact us



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