

Advertiser content.

Des solutions créatives et performantes.

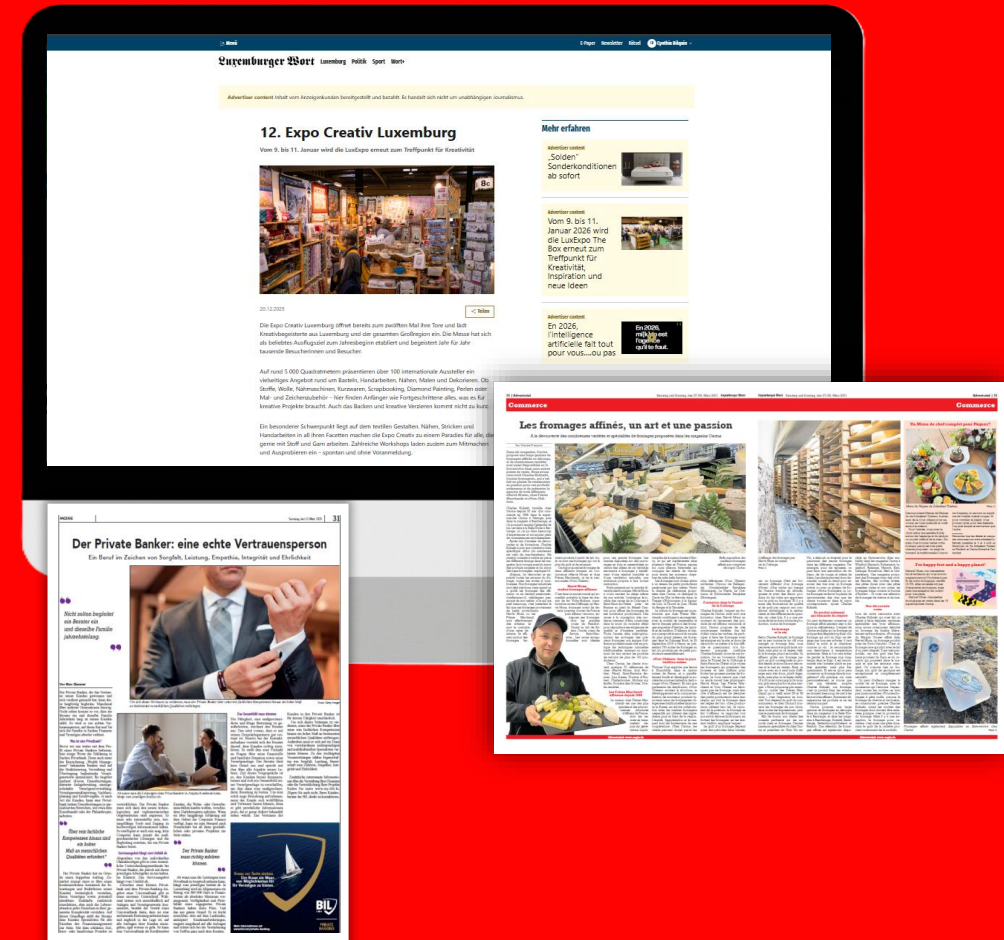
regie.lu
CONNECTING BRANDS TO COMMUNITIES



Advertiser content.

● Pourquoi choisir ce format.

- **Développer un storytelling** qui permet à votre marque de se mettre en valeur
- **Créer un contenu** qui va toucher votre cible au cœur de ses préoccupations ou envies
- **Positionner votre marque** comme une référence
- **Bénéficier d'un contexte** éditorial de qualité et apprécié
- **Booster le taux de conversion** et le niveau d'engagement
- **Générer de la viralité** à votre contenu
- **Proposer une expérience** de lecture positive
- **Encadrer une vidéo** ou **un podcast**



01

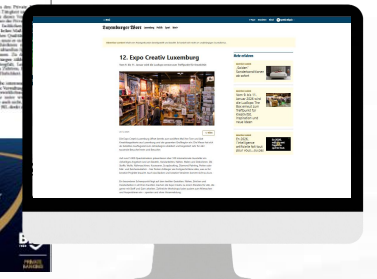
Advertiser Content.

**Solutions print
(+digitalisation).**

Advertiser content.

Solution print – Presse quotidienne / Digitalisation incluse.

Luxemburger Wort



1 ou 2 pages // Pages commerciales
(Advertorial)

Tarifs et digitalisation voir pages suivantes

1 page // Pages rédactionnelles

11.600 €

Service de rédaction et de layout sur demande

Advertiser content.

● Tarifs Advertorial / Digitalisation incluse.

Luxemburger Wort 



Advertorial 1880
4.460 €

FORMAT
5 col x 376 mm
5.000 signes 3 photos

SERVICE DE RÉDACTION
305 €



Advertorial 700
2.200 €

FORMAT
5 col x 140 mm
2.200 signes 2 photos

SERVICE DE RÉDACTION
255 €



Advertorial 500
1.630 €

FORMATS
3 col x 165 mm 5 col x 100 mm
1.800 signes 1 photo

SERVICE DE RÉDACTION
190 €



Advertorial 400
1.410 €

FORMAT
3 col x 125 mm
1.200 signes 2 photos

SERVICE DE RÉDACTION
190 €

Advertiser content.

● Advertorial crossmédia

DU PRINT AU DIGITAL - ADVERTORIAL CROSSMÉDIA

NEW



Votre advertorial



Teaser homepage
sur Wort.lu



Votre article Advertiser content
sur Wort.lu



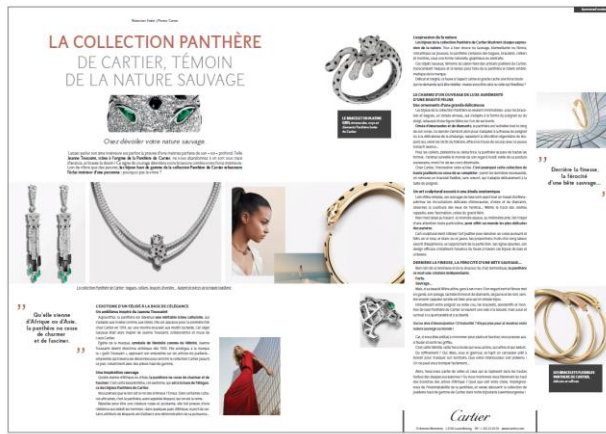
**Simple, rapide et automatisé,
votre advertorial print est
digitalisé sur Wort.lu**

et vous garantit une visibilité en
homepage dans les espaces
«Advertiser content» pendant 3
jours ! Votre contenu prend la
forme d'un article digital.

Advertiser content.

Solution print – Magazines 2 pages.

TENDANCES



2 pages

7.497 € 1/1 page

Health Bells

Meng Gesundheit an ech



2 pages

3.423 € 1/1 page

Télécran



2 pages

2.867 € 1/1 page

Advertiser content.

Solution print – Magazines 1 page.

[illegible]

1 page
3.066 €

regie.lu    



Tout simplement électrifié la famille Škoda Enyaq



Performance maximale avec les variantes Enyaq iR5

La Škoda Enyaq iR5, elle aussi conçue pour la performance, offre l'apogée électrique de la gamme de propulsion la plus puissante de la gamme de propulsion à médium et de performance de médium actif.

La Škoda Enyaq iR5 accélère de 0 à 100 km/h en seulement 6,2 secondes, grâce à des roues de 19 pouces et une transmission à 6 vitesses. Elle dispose de la technologie de propulsion la plus puissante de la gamme de propulsion à médium et de performance de médium actif, avec une puissance maximale de 150 kW (204 ch) et un couple de 310 Nm.

Plus d'informations sur tous les modèles.

Le développement de la nouvelle Škoda Enyaq iR5 vise à offrir aux clients des caractéristiques de équipement telles que la technologie de propulsion la plus puissante de la gamme de propulsion à médium et de performance de médium actif, avec une puissance maximale de 150 kW (204 ch) et un couple de 310 Nm.

Quatre la sportivité et le plaisir à la route.

Enyaq iR5 est équipée d'un moteur à propulsion à l'arrière et d'une batterie plus grande, d'une capacité énergétique de 77 kWh (100 kWh réel). Cela lui assure une autonomie de 314 à 342 kilomètres, ce qui est une caractéristique remarquable, étant donné que le poids de la batterie est de 500 kg. Enyaq iR5 est également équipée d'un système de suspension à double arbre et d'un système de direction à assistance électrique.

Enyaq et Enyaq Coupé i

Technologie de base

La propulsion Škoda Enyaq est basée sur un large choix de variantes et de possibilités de configuration. Les deux variantes de conception offrent actuellement une gamme de puissance allant de 127 kW (170 ch) à 190 kW (260 ch). L'Enyaq Coupé est conçue de manière à offrir une autonomie de 310 km.

1 page
4.851 €



Comércio & Classificados

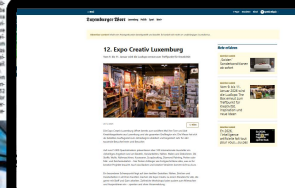
Prepare as suas férias e viaje em segurança com o ACL.

Aderir agora ao ACL **vale ainda mais a pena**

Para desfrutar plenamente das férias de verão é necessário organizar a viagem a tempo. Que viaje de carro ou de avião, há sempre muitas coisas a pensar antes da partida. O meu carro é adequado para uma longa viagem? O meu seguro de viagem ainda é válido? O ACI ajuda os seus membros na organização da viagem para umas férias mais

[illegible]

em Portugal, que só tentou avançar para a direita quando os comunistas se retiraram, depois de terem sido derrotados numa série de eleições. Mas, apesar de não ter sido definitivamente vencido a nível nacional, os comunistas foram obrigados a abandonar a sua estratégia de uma revolução social baseada no apoio da população. Os comunistas foram obrigados a abandonar a sua estratégia de uma revolução social baseada no apoio da população. Os comunistas foram obrigados a abandonar a sua estratégia de uma revolução social baseada no apoio da população.



1 page

3.283 € / Digitalisation incluse

Service de rédaction et de layout sur demande

Solution print – Magazines 1 page.

MERKUR



1 page
2.870 €

D'HANDWERK



1 page
2.652 €

Advertiser content.

Solution print – Magazines 1 page.

[your]
LUXEMBOURG
Magazine

INSURANCES IN LUXEMBOURG: WHAT YOU NEED TO KNOW.

You are new in Luxembourg and need to buy out an insurance for your car or your home?
Here are some differences that may be puzzling at first.

CAR INSURANCES ARE MORE EXPENSIVE, BUT THERE'S NO ALLOWANCE

Car insurances are more expensive due to the country size, which is smaller, but they offer a better cover especially if you have an all-risks insurance (called Cacc). Moreover, you don't have to pay a car allowance (franchise) on top in case of an accident. There are other peculiarities: for example, the driver is not automatically insured. It is an option called the "protected driver cover" (conducteur protégé). It covers the driver in case of physical injuries. Make sure to check with your insurer you're properly insured.

HOME INSURANCE: GUARANTEES NOT TO BE OVERLOOKED

Traditionally, some guarantees are not included in the standard package of a home insurance. As an example, the third-party liability (or responsabilité civile-RC), which covers you in the event of damage caused to others, is an option. You should think about it, especially if you have kids or drive a bike. You can subscribe it individually or add it to your home insurance policy. One other major guarantee to consider is the flood cover, which is also optional; if your contract does not comprise this cover, you will not be reimbursed.

You can also include in your contract a bunch of useful options to cover goods on the move (like leisure goods and telephones). Check with your agent to have the insurance tailored to your needs.

Did you know?
Some insurance premiums are tax-deductible and allow you to reduce the amount of tax you pay.

A LOT OF INSURANCE PREMIUMS ARE TAX DEDUCTIBLE

Some insurance premiums are tax deductible according to articles 111

LIR and 111bis LIR. These premiums are called "special expenses". You can deduct the third-party liability insurance (responsabilité civile) and premiums on your life insurance contracts from €672 depending on whether you're single or not and if you have children or not. If you buy a house and contract a mortgage with outstanding balance insurance (loans interest), do that you pay in a lump sum you can deduct from €5,000 depending on your age and your marital status.

Finally, did you know that you can build up capital for your retirement while taking advantage of tax deductions each year? With a pension policy, you have the opportunity to grow your retirement savings or generate additional income while deducting up to a maximum of €5,000 annually.



baloise

SPONSORED CONTENT 05

LUXEMBOURG TIMES

Raiffeisen

Meeting sustainable and financial investment goals

Aiding number of investors consider the sustainability of their investments besides more financial return. Banque Raiffeisen is a cooperative bank; meeting sustainability and customer focus are part of its DNA. This makes its investment experts ideally placed to help their clients and ensure they meet all their investment goals.

"We have seen a clear trend towards clients requesting more sustainable investment options," comments Georg Jochen, Head of Private Banking at Banque Raiffeisen. "Young people in particular are keen to ensure that economic growth does not come at the cost of environmental damage and social deprivation," he adds. The bank works to meet these demands by promoting responsible investing and by being a good corporate citizen.

Banque Raiffeisen offers a complete range of sustainable investment solutions. By signing the United Nations' "Principles for Responsible Banking", Raiffeisen Bank has confirmed its commitment and has joined the global initiative supported by more than 170 financial institutions. These principles provide the banking sector with a unique framework that integrates sustainability in all areas of business. They enable the signatory banks to align themselves with the objectives of society as expressed in the Sustainable Development Goals (SDGs) and the Paris Climate Agreement.

The advice is clear: "Investing sustainably is good investment". Banque Raiffeisen offers its clients solutions that are consistent with an ESG (Environment - Social - Governance) approach. "Sustainable investment is for people who want to build up their assets while at the same time building a more responsible, ecological and social future. In line with its responsible approach, Banque Raiffeisen has therefore intensified its efforts to expand its product range. Today, it offers the most comprehensive range of sustainable investments. Based on widely recognized certifications, Raiffeisen offers a solution for every client who wants to invest responsibly. The various solutions range from a sustainable fund savings plan, actively managed investment funds with ESG certifications, SDI Exchange Traded Funds (ETFs), structured products with A1 ESG certification, Fairtrade gold or green bonds, to a sustainable discretionary management strategy.

"We have seen a clear trend towards clients requesting more sustainable investment options"

Good advice remains essential! Yet while these ESG goals are clearly desirable, coming to a common definition of responsible investing can be a complex business. For example, many investors are troubled by the safety implications of nuclear power, and wouldn't wish to support these projects. However others see this technology as a powerful source of low carbon energy. In addition, quoted companies are very difficult to monitor given the large number of markets they act on and the number of different products and services they embrace. Hence clients with sustainable and financial investment goals need advice to find the investment policy that suits their vision. Banque Raiffeisen has the expertise to guide their clients through the complete offer of sustainable investment solutions.

Ambition to become best in class! "We are working to become best in class in terms of sustainability," notes Yves Bower, a member of Banque Raiffeisen's board. "Not only do we want to offer clients the services they desire, but we want our employees to feel proud of working for a customer focused and responsible company investing in a sustainable future," highlights Yves Bower. Customers, our communities and the global environment will all benefit from harnessing the power of investment.

Raiffeisen

For more information visit www.raiffeisen.lu

Advertiser content.

● Solution print – Spécifications techniques.

	1/1 PAGE	1/1+1/1 PAGE
LUXEMBURGER WORT	4.500 signes + 3/5 photos 200 dpi	sur demande
CONTACTO	4.000 signes + 2/3 photos 200 dpi	6.000 signes + 4/5 photos 200 dpi
AUTOMOTO	2.500 signes + 2/3 photos 300 dpi	4.500 signes + 4/5 photos 300 dpi
D'HANDWIERK	2.750 signes + 2/3 photos 300 dpi	4.000 signes + 4/5 photos 300 dpi
HEALTH BELLS	2.500 signes + 2/3 photos 300 dpi	3.500 signes + 4/5 photos 300 dpi
LUXEMBOURG TIMES MAGAZINE	2.500 signes + 2/3 photos 300 dpi	sur demande
MERKUR	2.500 signes + 2/3 photos 300 dpi	sur demande
MOBILITY LIFE	2.500 signes + 2/3 photos 300 dpi	sur demande
TÉLÉCRAN	2.500 signes + 2/3 photos 300 dpi	4.500 signes + 4/5 photos 300 dpi
TENDANCES	3.200 signes + 3/5 photos 300 dpi	sur demande
YOUR LUXEMBOURG MAGAZINE	2.500 signes + 2/3 photos 300 dpi	sur demande

Logo + coordonnées (en bas de page) + Mention Advertiser content

02

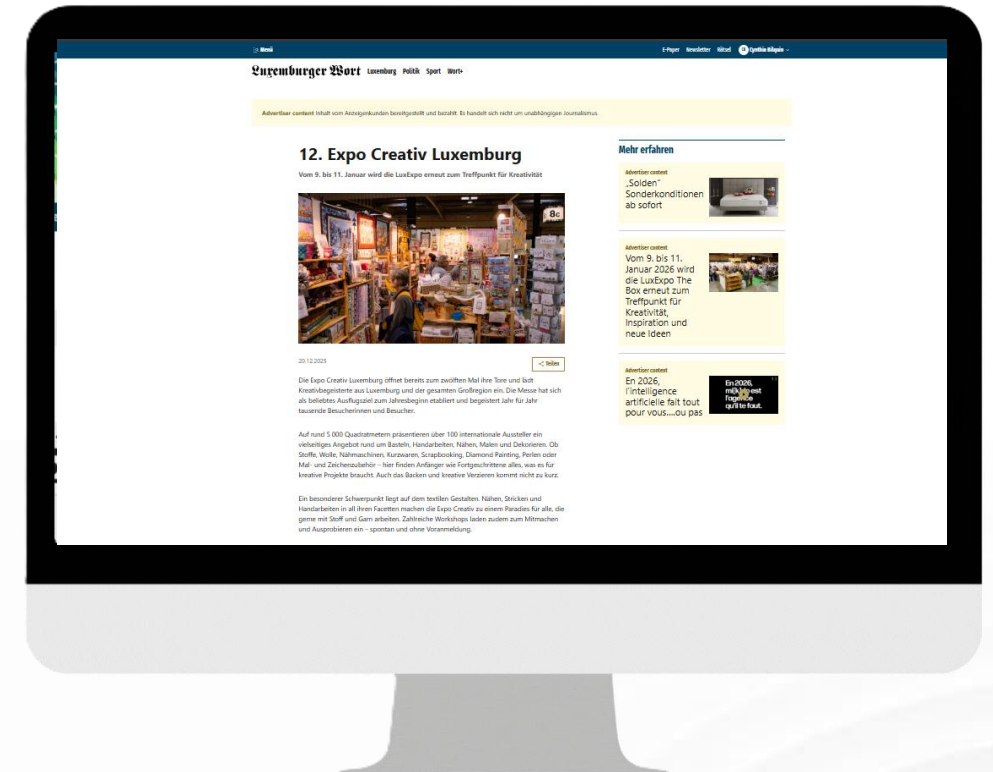
Advertiser content

Solutions digitales.

Advertiser content.

● Solution digitale : le concept.

- Votre article sur le ou les site(s) réservé(s)
- Réservation d'un des slots sur la homepage ou dans le carrousel du ou des site(s) réservé(s)
- Features disponibles au sein des articles:
 - Images / vidéo / audio
 - Images interactives (thinglink)
 - Post Facebook, Instagram, vidéo Youtube
 - Sondage / questionnaire



Advertiser content.

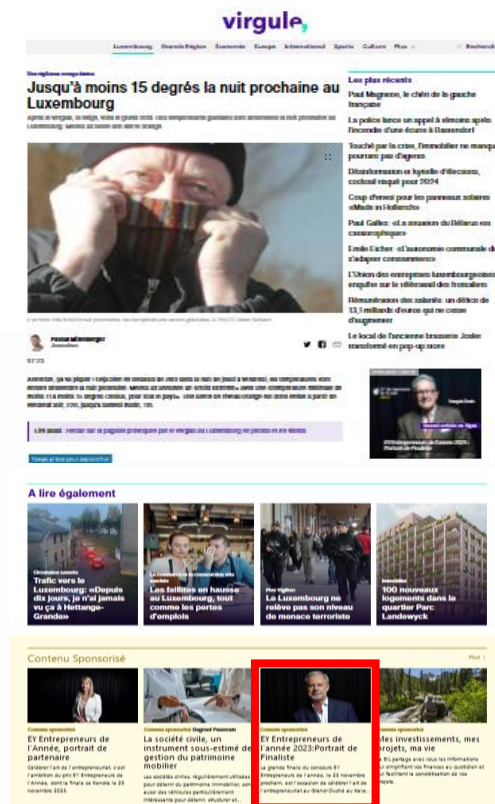
5 emplacements disponibles pour un maximum de visibilité.

Homepage



regie.lu

Page article



7 jours d'emplacement dans un slot sur la homepage (1)

7 jours d'emplacement dans les carrousels (2 et 3)

1 slot

2 carrousel

3 carrousel

Advertiser content.

5 emplacements disponibles pour un maximum de visibilité.

Page article



4 redirection

Newsletter



5 Push newsletter

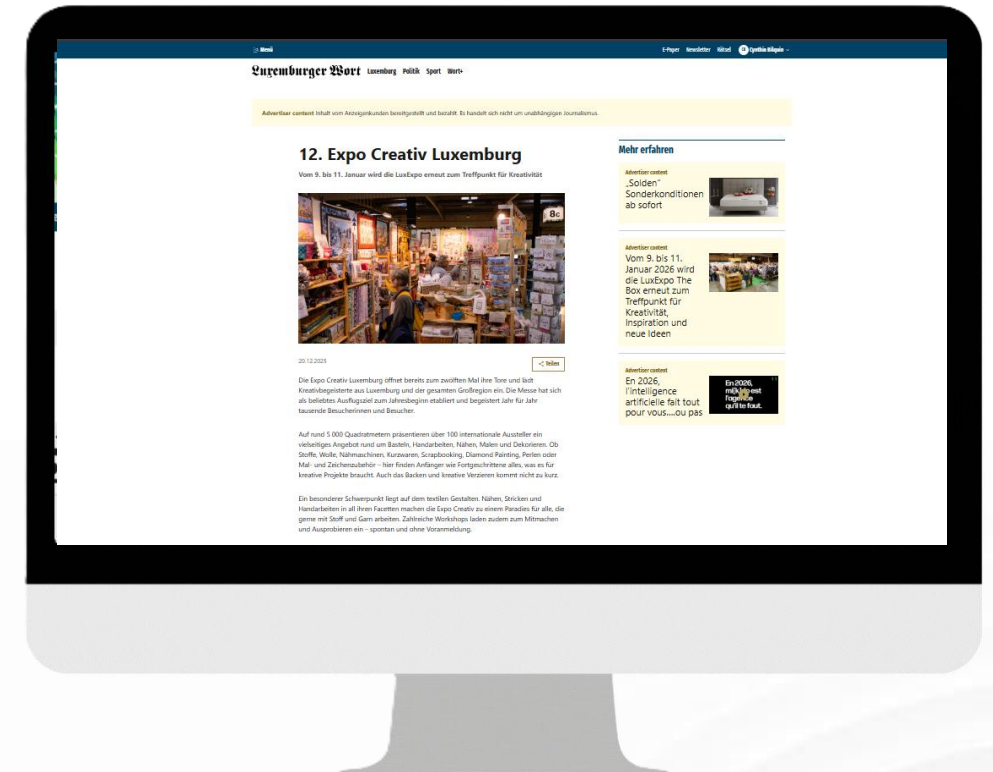
14 jours de redirection
(IMU ou InRead) vers
l'advertiser content (4)

3 jours de push
newsletter (5)

Advertiser content.

● Spécifications techniques.

- Photo header : min 1600x960px (5:3) et max 10 MB
- Titre : 60 caractères max (espaces compris)
- Introduction/chapeau : 160 caractères (espaces compris)
- Article : 5000 signes max
- Possibilité d'intégration :
 - Carrousel d'images
 - Vidéo / audio
 - Images interactives (thinglink)
 - Post Facebook, Instagram, vidéo Youtube
 - Sondage / questionnaire
 - Citation



Advertiser content.

● Des combinaisons de sites qui profitent d'amplifications.

RUN OF NEWS & BUSINESS

Luxemburger Wort  virgule,  LUXEMBOURG TIMES

NEW

REDIRECTION VERS VOTRE ADVERTISER CONTENT*			
FORMULE	IMPRESSIONS INREAD		IMPRESSIONS DISPLAY IMU 300X250
Advertiser content Premium Teaser en 1 ^{er} position sur les homepages + Teaser en 1 ^{ère} position sur les newsletters	100.000	OU	150.000
Advertiser content Standard Teaser en 2 ^e position sur les homepages + Teaser en 2 ^e position sur les newsletters	100.000		150.000
			PRIX TOTAL
			7.750 €
			6.950 €

Diffusion :

- 7 jours en homepage + 7 jours sur le carrousel en homepage
- 14 jours de redirection
- 3 jours de parution dans la newsletter offerts

*InRead ou Leaderboard en desktop et IMU en mobile créés par nos soins pour redirection vers le contenu.

Matériel (texte, photo, vidéo) fourni par vos soins (dans les différentes langues du site).

Service de rédaction dans une version linguistique au prix de 360 € par langue. Service de traduction sur demande.

+ **BOOST LINKEDIN : 900 €**
(voir page 19)



+ **BOOST REMARKETING : 900 €**
(voir page 16)



+ **BOOST PRINT : 1.000 €**
(voir page suivante)



Advertiser content.

● Des combinaisons de sites qui profitent d'amplifications.

RUN OF NEWS



REDIRECTION VERS VOTRE ADVERTISER CONTENT*			
FORMULE	IMPRESSIONS INREAD		IMPRESSIONS DISPLAY IMU 300X250
Advertiser content Premium Teaser en 1 ^{er} position sur les homepages + Teaser en 1 ^{ère} position sur les newsletters	85.000	OU	115.000
Advertiser content Standard Teaser en 2 ^e position sur les homepages + Teaser en 2 ^e position sur les newsletters	85.000		115.000
			PRIX TOTAL
			4.700 €
			4.300 €

Diffusion :

- 7 jours en homepage + 7 jours sur le carrousel en homepage
- 14 jours de redirection
- 3 jours de parution dans la newsletter offerts

*InRead ou Leaderboard en desktop et IMU en mobile créés par nos soins pour redirection vers le contenu.

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(voir page 16)



+ **BOOST PRINT : 1.000 €**
(voir page suivante)



Advertiser content.

Crossmédia.

DONNEZ UNE EXTENSION PRINT À VOTRE ADVERTISER CONTENT

NEW

Communiquez crossmédia et publiez votre Advertiser content dans le journal Luxemburger Wort ! La combinaison "digital + print" permet de renforcer votre message et d'augmenter votre couverture. Simple, rapide et automatisé, votre advertiser content digital est publié dans le Luxemburger Wort en pages commerciales. Votre contenu prend la forme d'un article print.



Votre Advertiser content digital
sur Wort.lu, Virgule.lu,
Contacto.lu ou Luxtimes.lu



Votre advertorial 700 (5 col x 140 mm)
en pages commerciales du
Luxemburger Wort

Luxemburger Wort
1 jour

1.000 €

Jour de parution à convenir.
Max. 3.000 signes et 1 photo
ou 2.200 signes et 2 photos
(format : 5 col x 140 mm)

La parfaite synergie Digital+Print

AUGMENTEZ VOTRE AUDIENCE DIGITALE
AVEC + 63.420 LECTEURS
PRINT EXCLUSIFS*

Merci.

Des questions ?

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+352 49 93 9000

regie.lu

