

# NP DEALS 2019



1

NP  
NEWSBRANDS



2

NP  
DIGITAL



3

NP  
INSERT



4

NP  
COUPON



5

NP TOP  
TOPICAL

# 1. NP NEWSBRANDS



PRINT FORMAT



DESKTOP FORMAT



MOBILE FORMAT



# IMPRESSION

|         | PRINT FORMAT | DESKTOP FORMAT  | MOBILE FORMAT | # IMPRESSION |
|---------|--------------|-----------------|---------------|--------------|
| Basic   | Art 250      |                 |               |              |
|         | ACC 120/100  | XXL Leaderboard | Mobile IMU    |              |
| Impact  | Ap 400       |                 |               |              |
|         | Art 1000     |                 |               |              |
|         | Art 600      | XXL Leaderboard | Mobile IMU    |              |
| Premium | Art 500      |                 |               |              |
|         | ½ pano       | XXL Leaderboard | Mobile IMU    |              |
|         | pano         |                 |               |              |

NP1: 2 Moi  
 NP3: 4 Moi  
 NP5: 6 Moi  
 NP7: 8 Moi

# 1. NP NEWSBRAND: PERFORMANCE



| <b>NP1</b>   | <b>Gros Contacts</b> | <b>GRP</b> | <b>Reach</b> | <b>OTS</b> |
|--------------|----------------------|------------|--------------|------------|
| 18+          | 7.884.000            | 87         | 50,4%        | 1,7        |
| 18-54 SG 1-4 | 3.162.000            | 100        | 51,5%        | 2,0        |
| <b>NP3</b>   | <b>Gros Contacts</b> | <b>GRP</b> | <b>Reach</b> | <b>OTS</b> |
| 18+          | 21.691.000           | 240        | 62,9%        | 3,8        |
| 18-54 SG 1-4 | 8.505.000            | 271        | 65,5%        | 4,2        |
| <b>NP5</b>   | <b>Gros Contacts</b> | <b>GRP</b> | <b>Reach</b> | <b>OTS</b> |
| 18+          | 35.498.000           | 393        | 67,8%        | 5,8        |
| 18-54 SG 1-4 | 13.848.000           | 443        | 71,1%        | 6,4        |
| <b>NP7</b>   | <b>Gros Contacts</b> | <b>GRP</b> | <b>Reach</b> | <b>OTS</b> |
| 18+          | 49.305.000           | 546        | 70,6%        | 7,7        |
| 18-54 SG 1-4 | 19.192.000           | 614        | 74,3%        | 8,4        |

Source: CIM Presa 17-18, CIM Internet Audience January 2019 Estimation % reach print + éditions digitales + web: % reach audience CIM Presse + (% reach audience CIM Internet Audience x % exclusifs webs CIM Presse) Exclusifs webs = (Total brand - Paper + Digital) / Web CIM Presse



# 1. NP NEWSBRAND: RATE

## NP NEWSBRAND BASIC

| PRINT FORMAT /<br>FREQUENCY       | 3         | 5         | 7         |
|-----------------------------------|-----------|-----------|-----------|
| # Impressions<br>desktop + mobile | 4.000.000 | 6.000.000 | 8.000.000 |
| ART 250                           | € 165.000 | € 218.000 | € 295.000 |
| ACC 100/120                       | € 153.500 | € 202.000 | € 275.000 |
| AP 400                            | € 129.000 | € 170.700 | € 230.000 |
| <b>All Gros Rates</b>             |           |           |           |

## NP NEWSBRAND IMPACT

| PRINT FORMAT /<br>FREQUENCY       | 1         | 3         | 5         |
|-----------------------------------|-----------|-----------|-----------|
| # Impressions<br>desktop + mobile | 2.000.000 | 4.000.000 | 6.000.000 |
| ART 500                           | € 100.500 | € 240.000 | € 312.000 |
| ART 600                           | € 116.000 | € 276.000 | € 359.000 |
| ART 1000                          | € 136.000 | € 325.000 | € 420.000 |
| <b>All Gros Rates</b>             |           |           |           |

**NPOne:** if WE issue + 10%



# 1. NP NEWSBRAND: RATE

## NP NEWSBRAND PREMIUM

| PRINT FORMAT /<br>FREQUENCY        | 1                | 2                |
|------------------------------------|------------------|------------------|
| <b># Impressions<br/>desktop +</b> | <b>2.000.000</b> | <b>4.000.000</b> |
| Pano                               | € 196.500        | € 573.000        |
| ½ Pano                             | € 144.000        | € 344.000        |

### All Gros Rates

**NPOne:** if WE issue + 10%

## NP = PREMIUM POSITION GUARANTEED!

### Premium Placement

**In the TABLOIDS:** in the first half of the newspaper on the right hand page.

**In titles in BERLINER format:** in the first section on the right hand page or on the last page of a section or newspaper.  
If there is a requirement for specific placements, a surcharge of 15% will be invoiced. The premium placement guarantee can be overruled by last minute editorial changes.



## 2. NP DIGITAL

**8 Mio** impressions

**14 sites** (\*)

**ROS**

**72.000€** gros

### Format:

- Desktop: halfpage
- Mobile: IMU

(\*) NP brands + RTBf & RTL



# 3. NP INSERT

1.248.000 ex.



128.857€ (\*)

(\*) Gros budget + 31.337€ portal costs  
Price and number of copies can vary depending on the chosen date.  
Please verify



# 3. NP INSERT EXTENDED

NP PRINTED  
INSERT

-

NP  
TABERNACLE

-

ALL FORMATS  
ON DEMAND

Rates on demand !





## 4. NP COUPON

Gros rate Art 1000:  
**100.000€**

(Mediavalue: 292.088€)

| NP1          | GRP | REACH | OTS |
|--------------|-----|-------|-----|
| 12+          | 66  | 43%   | 1,5 |
| 18-64        | 66  | 40%   | 1,6 |
| 18-54 SG 1-4 | 71  | 42%   | 1,7 |
| PRP 18-54    | 63  | 38%   | 1,7 |



Include a **QR CODE** in your ad  
which can be scanned with a  
smartphone on screen!

Also possible as art 600: 82.353€ gros



## 5. NP TOP TOPICAL

# Impressions desktop + mobile  
(1 day – ROS – 10% SOV)

2.000.000

Desktop

XXL  
Leaderboard

Mobile

mobile IMU

Print format

Art 1000

Frequency

1

**€ 116.000**

| NP1          | Gros Contacts | GRP | Reach | OTS |
|--------------|---------------|-----|-------|-----|
| 18+          | 7.884.000     | 87  | 50,4% | 1,7 |
| 18-54 SG 1-4 | 3.162.000     | 100 | 51,5% | 2,0 |