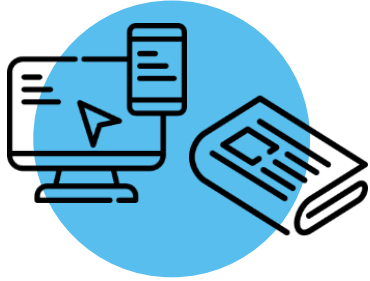


)NP Deals(

2020

A COMPLETE OFFER

CLASSIC



NP Newsbrands



NP Digital



NP Week



SPECIAL



NP Insert



NP Coupon



Top topical

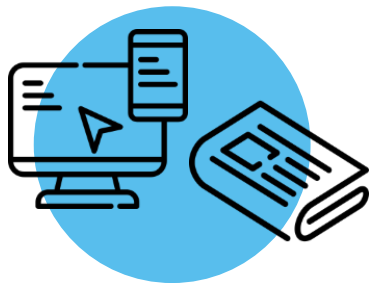
PREMIUM SEGMENT



NP Premium



+ PROMO



NP NEWSBRANDS

FORMATS



Print

+



Digital

Basic

Art. 250

Acc 120/100

Ap 400

Impact

Art. 1000

Art. 600

Art. 500

Superior

Pano

1/2 pano

Halfpage (desktop)

+**IMU** (mobile)

Frequency

NP1

NP3

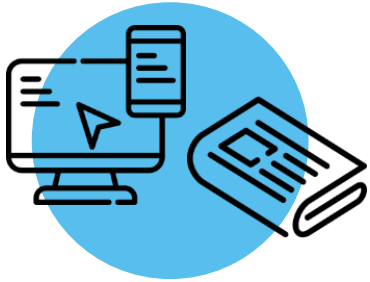
NP5

Impressions

2 M

4 M

6 M



NP NEWSBRANDS

RATES

Basic

Impact

Superior

FORMAT	3	5	7
# Impressions desktop + mobile	4 M	6 M	8 M
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

FORMAT	1	3	5
# Impressions desktop + mobile	2M	4 M	6 M
ART 500	€ 100.500	€ 240.000	€ 312.000
ART 600	€ 116.000	€ 276.000	€ 359.000
ART 1000	€ 136.000	€ 325.000	€ 420.000

FORMAT	1	3
# Impressions desktop + mobile	2 M	4M
Pano	€ 196.500	€ 573.000
½ Pano	€ 144.000	€ 344.000

All Gross Rates NPOne: if WE issue + 10%



NP DIGITAL

FORMAT

&

RATES



Digital

Halfpage
(desktop)

+ **IMU** (mobile)

13 sites

(NP+RTL)

9 cpm gross

72.000€ gross



NP WEEK



RATES

6 X

Acc 50

**5 Mio imp
halfpage
+ Mobile IMU**

€ 141.176 gross

€ 120.000 net

(Media value: €390.487 gross)

6 X

Ap 400

**5 Mio imp
halfpage
+ Mobile IMU**

€ 176.470 gross

€ 150.000 net

(Media value: €508.669 gross)

(Print only : 6 x acc 50 = 95K , 6 x Ap 400 = 125K)



NP INSERT

RATES



1.320.000 ex.

€136.000*

(*) = gross budget, portal costs to be added, price and number of copies can vary depending on the chosen date.

Please verify.

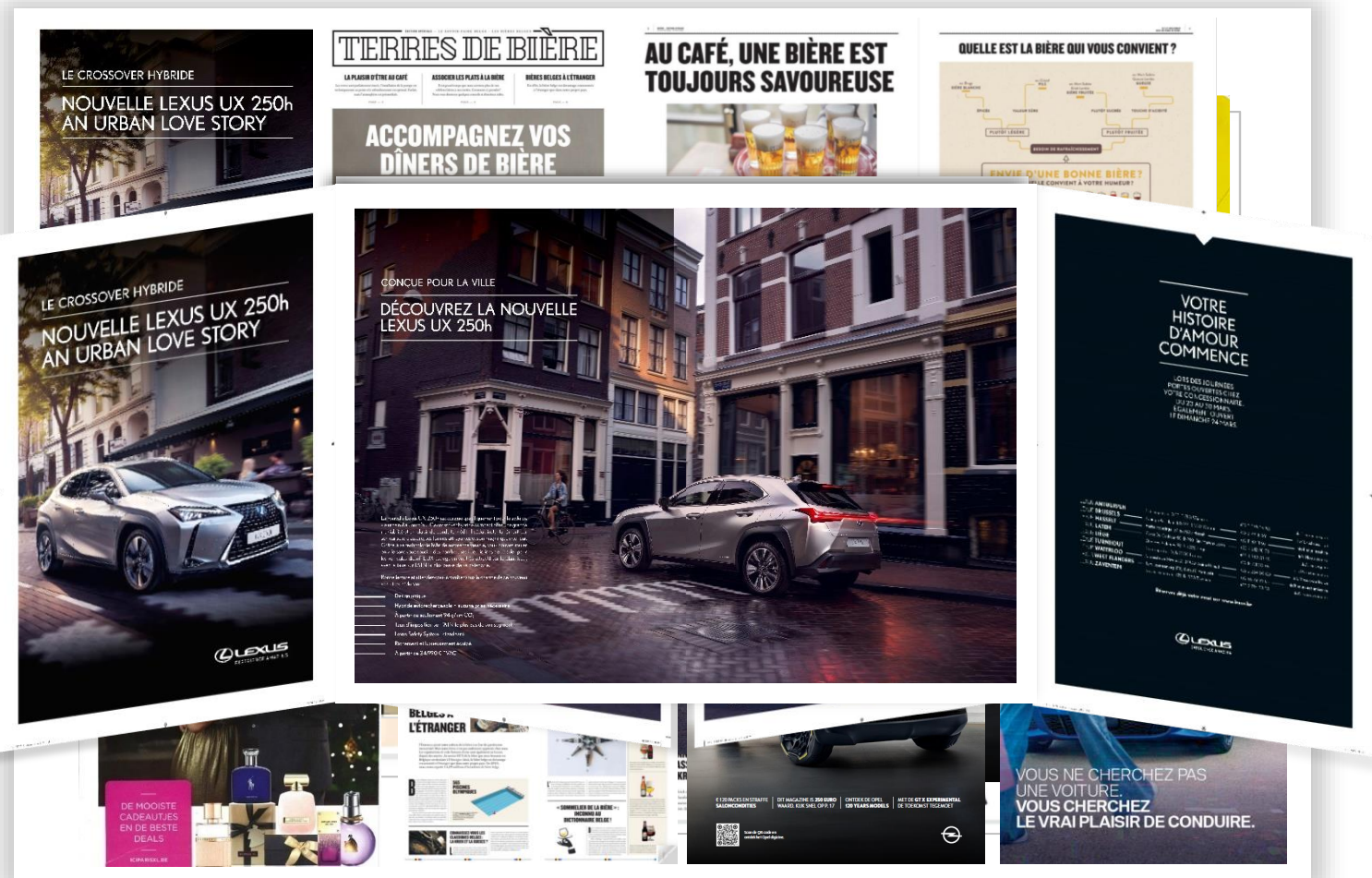
Total number of copies printed + pdf version

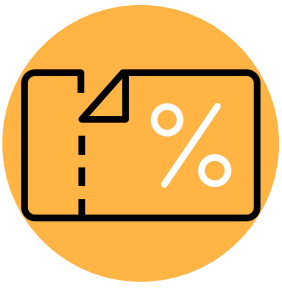
NP INSERT EXTENDED

NP PRINTED
INSERT

NP TABERNACLE

ALL FORMATS
ON DEMAND





NP COUPON

RATES

Gross rate Art 1000:
€ 100.000

(Mediavalue: € 279.813€)



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

NP ₁	REACH	OTS
18+	46%	1,7
18-54 SG 1-4	43%	1,9
PRP 18-54	40%	1,9

Also possible as art 600: 82.353€ gross



TOP TOPICAL

RATES



Print

+



Digital

€ 116.000

Art 1000

Impressions desktop + mobile
{ 1 day – ROS – 10% SOV }

2M

Desktop: halfpage

Mobile: mobile IMU

NEW



NP PREMIUM



La Libre.be

Woensdag 05/02/2020
DeMorgen.

dS De
Standaard

LE SOIR .be



NP PREMIUM

FORMATS



Art. 250

Art. 500

Art. 600

Art. 1000

Pano



Halfpage (desktop)

+ **IMU** (mobile)

Included impressions

	NP 1	NP 2	NP 3
	456 000	913 000	1 370 000

RATES*

	NP 1	NP 2	NP 3
Art 250	26.000 €	49.000 €	65.000 €
Art 500	38.000 €	71.500 €	93.300 €
Art 600	43.000 €	80.500 €	105.000 €
Art 1000	57.000 €	105.500 €	136.000 €
Pano	80.000 €	148.000 €	182.000 €

Incl. Digital: mobile IMU, halfpage



Approval needed from NP team

***Net net rates**



**NP
PROMO**

SPORTS 2020

Benefit from our Top topical rates



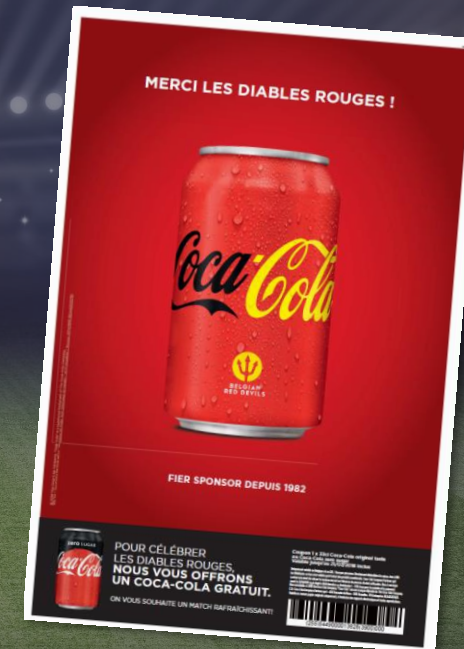
**European Championship
Football**

12.06-12.07.2020



Olympics

24.07.20 — 09.08.20



With a clear link to the sport event in the visual and headline

SPORTS 2020 Special NP Deal

€130 475 Net net

(media value € 681 918 gross)



6 insertions
acc 120/100



5M impressions
desktop+mobile

18+

Men 18+

Reach

68%

71%

OTS

6,6

7,1



SUMMER PROMO

Choose your budget, format and frequency

90K

Gross value

Net rate

1 x Art 1000

€ 278 583

2 x Art 500

€ 341 846

€ 90 000

3 x Art 250

€ 324 294

70K

Gross value

Net rate

1 x Art 600

€199 465

2 x Acc 100/120

€190 944

€ 70 000

3 x Ap 400

€ 207 372

Valid from July 1st till August 31st incl.

NP DIGITAL SUMMER PROMO

**Get 25% extra impressions
for free**

Valid from July 1st till August 31st incl.