

RATES 2021

)NP(
News Power

CLASSIC



NP Newsbrands



NP Digital

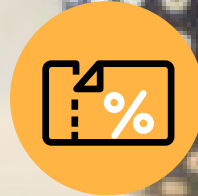


NP Week

SPECIAL



NP Insert



NP Coupon



Top topical

PREMIUM SEGMENT



NP Premium



NP NEWSBRANDS



FEEL THE THE FULL NP FORCE

FACTS

A fast & powerful national reach

In the TOP 3 audiences of Belgian media

The best balance between quality & credibility

An all-day consumption

*Any Time
Any Where
Any Device*

Very low multitasking level while consuming newsbrands

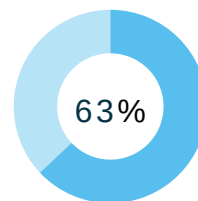
FIGURES



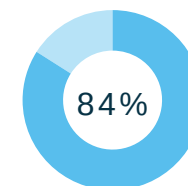
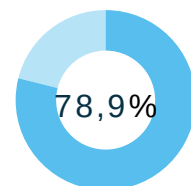
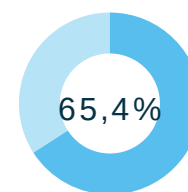
6,1 MILLION BELGIANS READ OUR NEWSBRANDS EVERYDAY

7,7 MILLION BELGIANS READ OUR NEWSBRANDS EVERY WEEK

18+



18-54 SG 1-4



Incremental reach with digital extension

+11%

Source : CIM 2020 Total brand





RATES

BASIC

FORMATS	3 ins. + 4M impr	5 ins. +6M impr	7 ins. +8M impr
ART 250 + Halfpage /IMU	170 588 € 145 000 €	223 530 € 190 000 €	302 352 € 257 000 €
ACC 100/120 + Halfpage /IMU	157 647 € 134 000 €	207 059 € 176 000 €	280 000 € 238 000 €
AP 400 + Halfpage /IMU	131 765 € 112 000 €	174 118 € 148 000 €	235 294 € 200 000 €

IMPACT

FORMATS	1 ins. +2M impr	3 ins. +4M impr	5 ins. +6M impr
ART 1000 + Halfpage /IMU	141 177 € 120 000 €	338 824 € 288 000 €	437 647 € 372 000 €
ART 600 + Halfpage /IMU	120 000 € 102 000 €	287 059 € 244 000 €	371 765 € 316 000 €
ART 500 + Halfpage /IMU	104 118 € 88 500 €	248 235 € 211 000 €	322 353 € 274 000 €

SUPERIOR

FORMATS	1 ins. +2M impr	3 ins. + 4M impr
Pano Art. 1000 +Halfpage /IMU	204 705 € 173 999 €	599 997 € 509 997 €
½ Pano + Halfpage /IMU	149 118 € 126 750 €	358 235 € 304 500 €

NPOne: if WE issue + 10%

Gross Rates | Net net rates

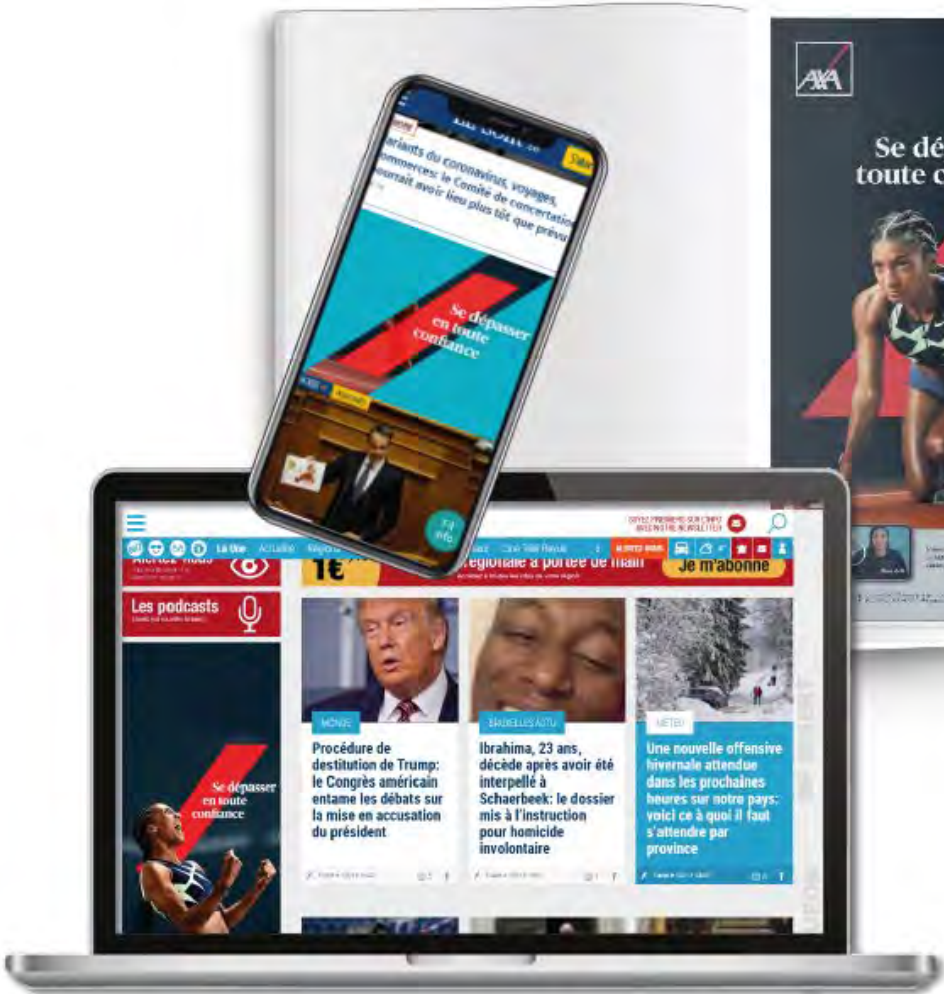


NP NEWSBRANDS





NP NEWSBRANDS





NP NEWSBRANDS





NP DIGITAL

PREMIUM PRESENCE ON PREMIUM SITES



FACTS

Premium sites

*13 sites
NP & RTL*

The ideal
combination of
standard
formats
(Halfpage
+ IMU on mobile)

Impressions
guaranteed

Quick &
powerful reach

FIGURES

	Reach	OTS	Impr.
18+	22,3%	2,9	6M ROS
18-54 GS 1-4	25,2%	2,9	

RATES

FORMATS	Offer	CPM
Halfpage /IMU	€ 42 353	€ 7,06
6M impr.	€ 36 000	€ 6

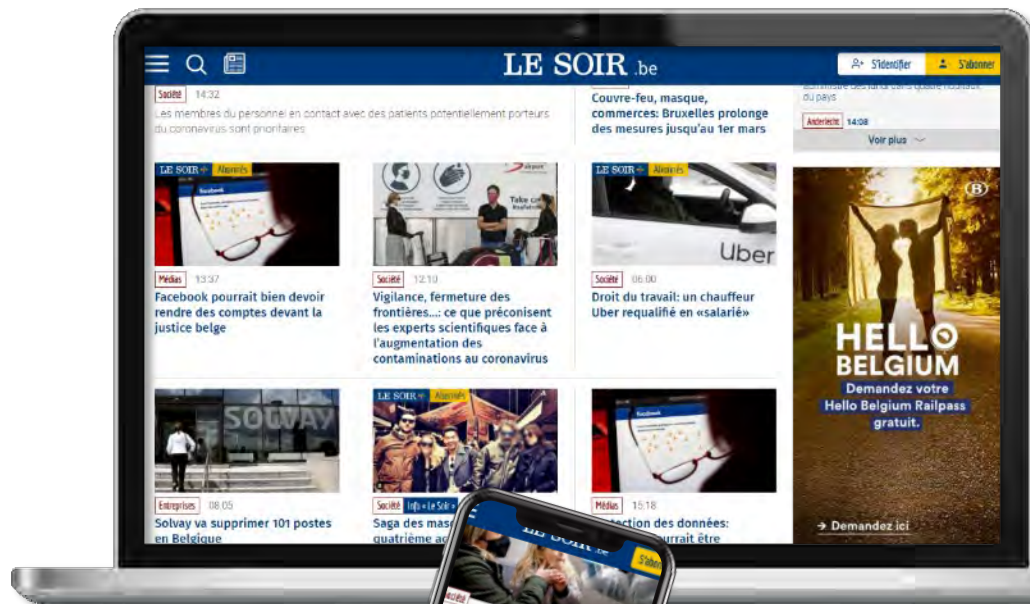
Source : CIM 2020

Gross Rates | Net rates





NP DIGITAL





NP WEEK



A FULL WEEK OF HIGHLIGHT FOR YOUR BRAND

FACTS

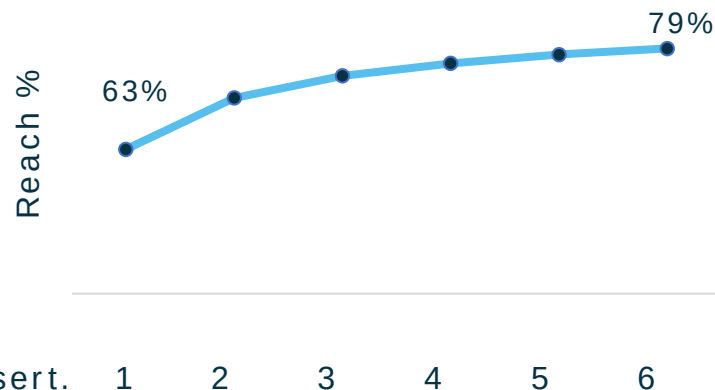
A huge reach
7,7 M
readers every
week !

Make a daily
appointment
with our
readers from
Monday to
Saturday

Strong
print & digital
performances
guaranteed

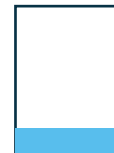
Boost the
frequency to
boost your
reach

FIGURES



Source : CIM 2020 18+ total brand

RATES



FORMATS

6x Acc 50 + 6M Halfpage /IMU	€ 154 118
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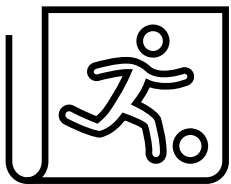


6x Ap 400 + 6M Halfpage /IMU	€ 189 412
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(Print only: 6 x acc 50 = 95K net | 6 x Ap 400 = 125K net)

Gross Rates | Net net rates





NP TOP TOPICAL



BE THE TOPIC EVERYONE IS TALKING ABOUT

FACTS

- Fast reactivity to the news
- Creates contextual memorization & sympathy for the brand
- An impactful while not intrusive media
- Huge attention & response rate
- Strengthen your reach with the digital extension

FIGURES



6,1 MILLION
BELGIANS READ
OUR NEWSBRANDS
EVERYDAY

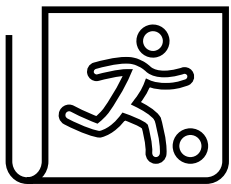
Source : CIM 2020 Total brand

RATES

FORMATS	
Art 1000	€ 100 000
	€ 85 000
+2M impr	€ 14 118
Halfpage /IMU	€12 000



Gross Rates | Net net rates

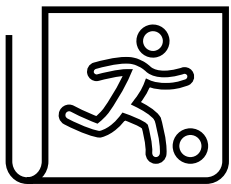


NP TOP TOPICAL

)NP(
News Power

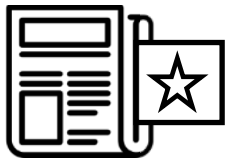
BE THE TOPIC EVERYONE IS TALKING ABOUT





NP TOP TOPICAL





NP INSERT



THE BEST CONTEXT TO INSERT YOUR MESSAGE

FACTS

Qualitative & trustworthy news context

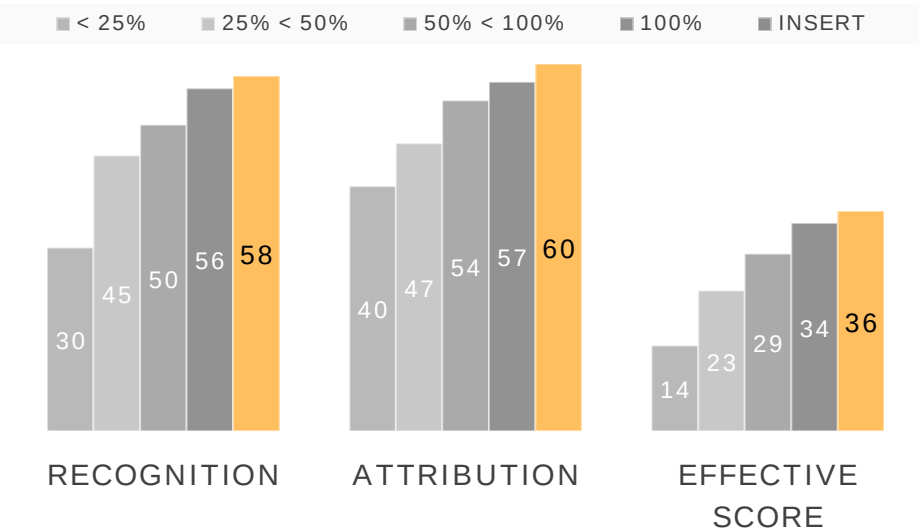
Massive reach

Guaranteed day of appearance

Exclusivity within your sector

No clutter

FIGURES



RATES

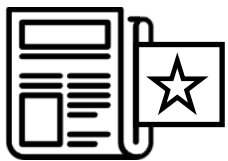
FORMATS

NP insert	€ 128 600*
1 246 500 copies	
print + pdf version	€ 109 310

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

Gross Rates | Net net rates

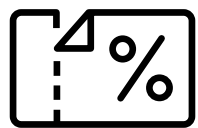
Source : Rossel EYE Impact scores in Le Soir, Sudpresse from 2002 till end 2020



NP INSERT

THE BEST CONTEXT TO INSERT YOUR MESSAGE





NP COUPON

GENERATE HIGH REACTIVITY RATES

FACTS

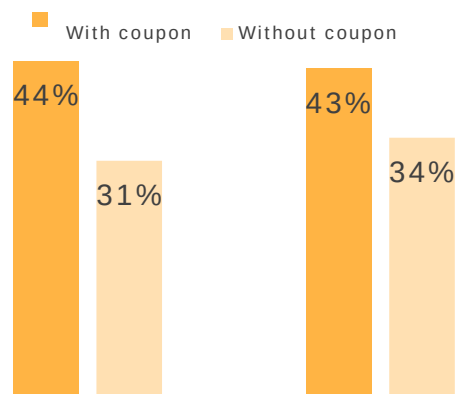
Drive traffic
to your
store

Reach the
main
shoppers
(62%)

High
reactivity
rate

A great
potential
for more call
to action
in your ads

FIGURES



AVG EFFECT. SCORE

AVG ACTIVATION

Source : NP SCORE FMCG

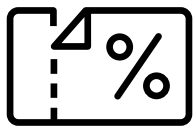
RATES

FORMATS

	€ 100 000
Art 1000	€ 85 000



Gross Rates | Net net rates



NP COUPON





NP PREMIUM



THE BEST CONTEXT FOR PREMIUM MESSAGES

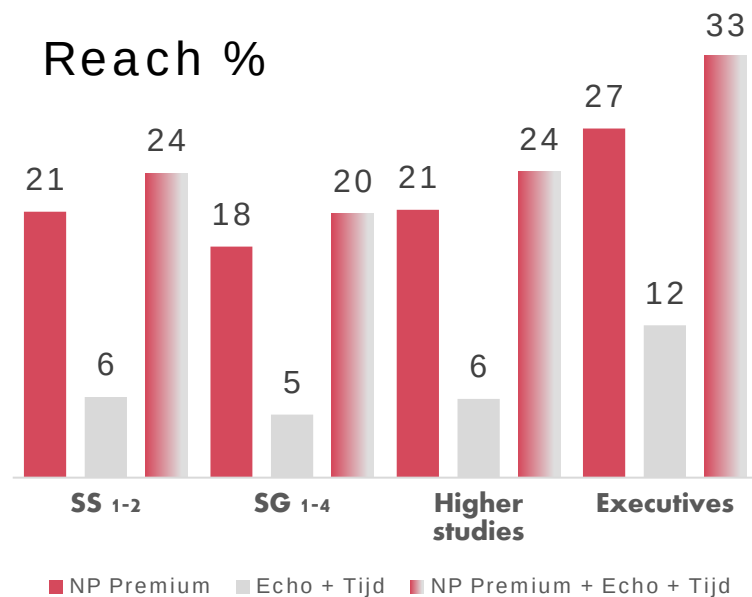
DeMorgen. De Standaard

La Libre BELGIQUE

LE SOIR

The most powerful choice
to reach high profiles

FIGURES



Source : CIM 2020

RATES

Approval needed from NP team
for access to NP premium

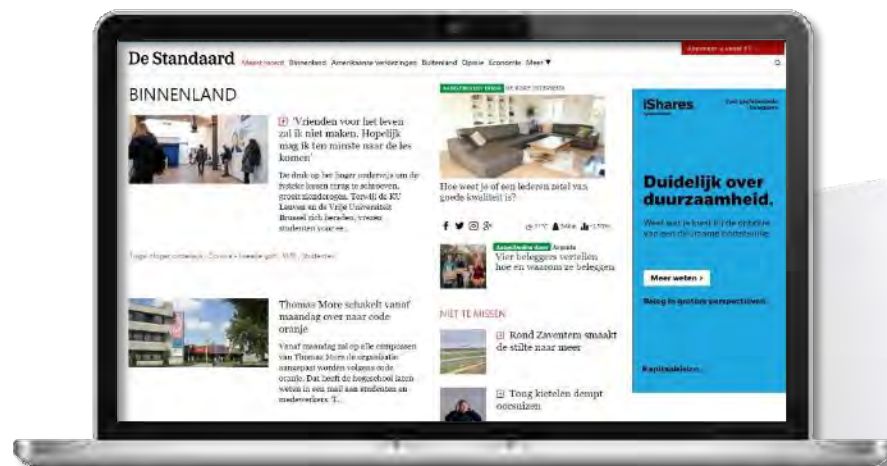
	NP1 +456K impr	NP2 +913K impr	NP3 +1,37 M
Art 250 + Halfpage /IMU	30 588 € 26 000 €	57 647 € 49 000 €	76 471 € 65 000 €
Art 500 + Halfpage /IMU	44 706 € 38 000 €	84 118 € 71 500 €	109 765 € 93 300 €
Art 600 + Halfpage /IMU	50 588 € 43 000 €	94 706 € 80 500 €	123 529 € 105 000 €
Art 1000 + Halfpage /IMU	67 059 € 57 000 €	124 118 € 105 500 €	160 000 € 136 000 €
Pano+ Halfpage /IMU	94 118 € 80 000 €	174 118 € 148 000 €	214 118 € 182 000 €

Gross Rates | Net rates



NP PREMIUM

REACH THE HIGHEST PROFILES





NP PREMIUM

REACH THE HIGHEST PROFILES

