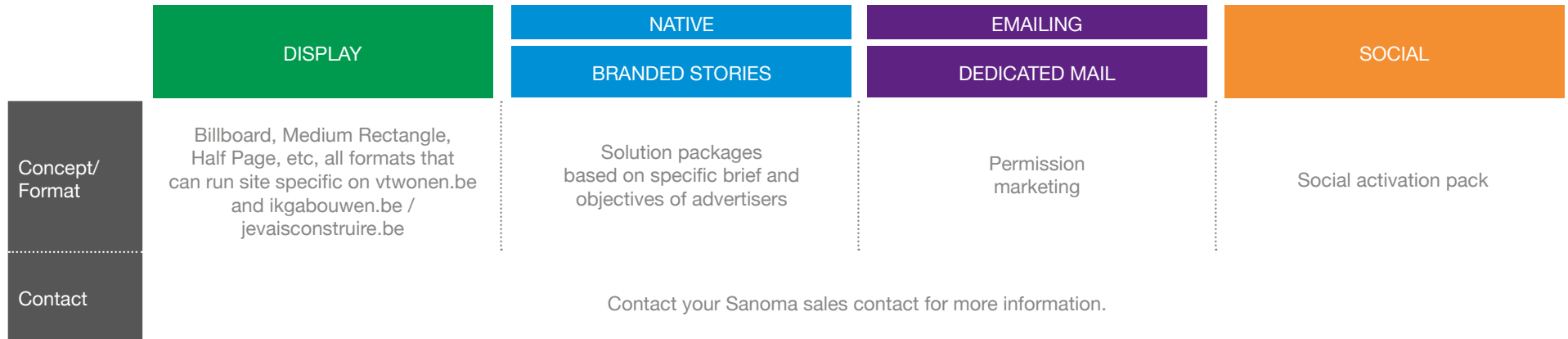


Ratecard 2018, Q3

NEW!

- Social activation
- Ik ga Bouwen & Renoveren / Je vais Construire & Réover
- New native packs Home Deco

s a n o m a



brand	magazine	website	mobile responsive	newsletter	social media	events
vtwonen.be	x	x	x	x	x	x
Feeling Wonen	x	Section vtwonen.be	x	x	x	x
Stijlvol Wonen	x	Section vtwonen.be	x	x	x	x
Ik ga Bouwen & Renoveren	x	x	x	x	x	x
Wonen Landelijke Stijl	x	Section vtwonen.be	x	x	x	x
vtdéco.be		x	x			
Gael Maison	x	Section vtdeco.be	x	x	x	
Pure Maison	x	Section vtdeco.be	x	x	x	
Maisons de Charme	x	Section vtdeco.be	x	x	x	
Je vais Construire & Réover	x	x	x	x	x	x

vtwonen

feeling **WONEN**

StijlvolWONEN[®]

**Ik ga
Bouwen
& RENOVEREN**

WONEN
Landelijke stijl

vtdéco

GAELMAISON

PureMAISON[®]

**Je vais
Construire
& RÉOVER**

MAISONS
de charme

Ratecard 2018, Q3: Display advertising

Sites	Available impressions/month									
	Medium rectangle (w300 x h 250)		Half page ad (w300 x h600)		Leaderboard (w728 x h90) Large leaderboard (w840 x h150)		Billboard (w970 x h250)		Skyscraper (w120 x h600) Wide skyscraper (w160 xh600)	
	CPM	INVENTORY (desktop + mobile)	CPM	INVENTORY (desktop + mobile)	CPM	INVENTORY (desktop + mobile)	CPM	INVENTORY (desktop + mobile)	CPM	INVENTORY (desktop + mobile)
lkgabouwen.be / Jevaisconstruire.be	€ 22,50	250.000	€ 40,50	250.000	€ 25	250.000	€ 35	300.000	€ 25	200.000
vtwonen	€ 22,50	250.000	€ 40,50	250.000						

OUR MOBILE INVENTORY IS INTEGRATED IN OUR DISPLAY OFFER.

Our audience visits our news sites anytime, anywhere and via any device: desktops, smartphones and tablets... whatever way is most convenient for them. As our surfers use different devices to access our news sites, your digital campaign should be viewable on all of these devices whether our audience uses a desktop, smartphone or tablet. Therefore, we'll place your display ad on all of these devices and this for following formats:



(Big/Large) Leaderboard



Medium Rectangle



Half Page



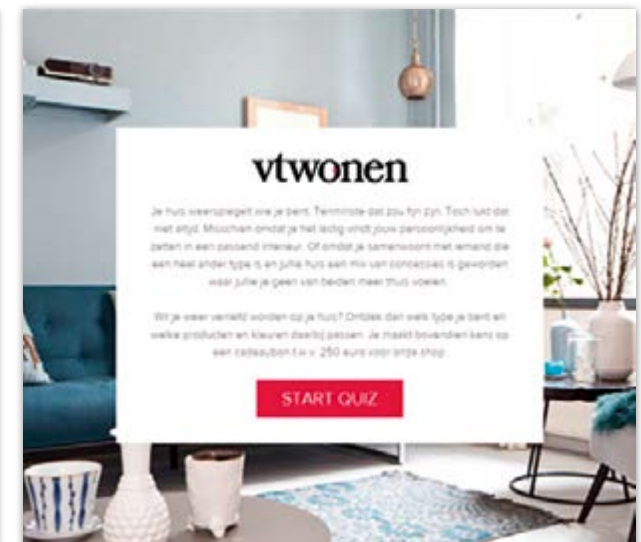
(Wide) Skyscraper

Ratecard 2018, Q3: Native - Home & Deco

VTWONEN + VTDECO					
Format	Reach	Period	Rate	Package price	Content creation
1x SPONSORED STORY/LISTICLE (content article)	1 500 views	4 weeks min.			
1x NEWSLETTER	45 000 contacts	1 week	€ 4 755	€ 3 900	€ 600
DISPLAY Medium rectangle +-15% SOV	45 000 impressions	4 weeks			
3x SPONSORED STORY/LISTICLE (content article)	4 500 views	12 weeks min.			
3x NEWSLETTER	135 000 contacts	3 weeks	€ 14 265	€ 10 500	€ 1 500
DISPLAY Medium rectangle +-15% SOV	135 000 impressions	12 weeks			
1x EDITORIAL DOSSIER (8 x content article on dedicated brand page)	12 000 views	9 months			
8x NEWSLETTER	360 000 contacts	8 weeks	€ 39 120	€ 25 500	€ 2 400
DISPLAY Medium rectangle +-15% SOV	405 000 impressions	9 months			

The above page views are a guarantee for the content article, if target is not reached the article will be pushed longer and/or on other relevant Sanoma websites.
 The number for the newsletter item = the number of contacts in the database.
 Social media posts are included for Editorial native advertising campaigns.
 Social media posts are placed by Editorial team of the Sanoma brand on a "Subject to approval" basis - Sanoma brand in control & in the lead.

STIJLVOL WONEN + PURE MAISON					
Format	Reach	Period	Rate	Package price	Content creation
1x SPONSORED STORY/LISTICLE (content article)	1 500 views	4 weeks min.			
1x NEWSLETTER	10 669 contacts	1 week	€ 3 382	€ 2 900	€ 600
DISPLAY Medium rectangle +-15% SOV	45 000 impressions	4 weeks			
3x SPONSORED STORY/LISTICLE (content article)	4 500 views	12 weeks min.			
3x NEWSLETTER	28 893 contacts	3 weeks	€ 10 145	€ 7 500	€ 1 500
DISPLAY Medium rectangle +-15% SOV	135 000 impressions	12 weeks			

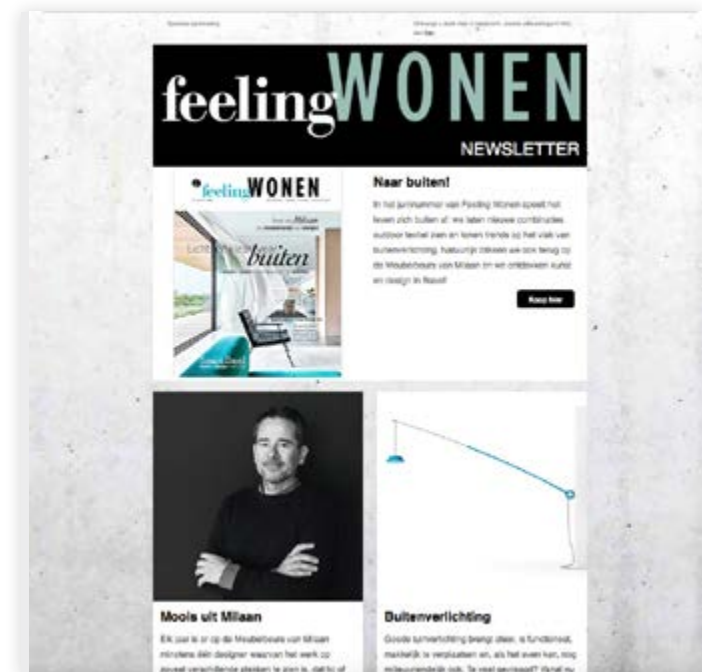


Ratecard 2018, Q3: Native - Home & Deco

FEELING WONEN + GAEL MAISON					
Format	Reach	Period	Rate	Package price	Content creation
1x SPONSORED STORY/LISTICLE (content article)	1 500 views	4 weeks min.			
1x NEWSLETTER	75 149 contacts	1 week	€ 5.961	€ 5.100	€ 600
DISPLAY Medium rectangle +-15% SOV	45 000 impressions	4 weeks			
3x EDITORIAL INTEGRATIONS (content article)	4 500 views	12 weeks min.			
3x NEWSLETTER	225 405 contacts	3 weeks	€ 17.883	€ 13.500	€ 1.500
DISPLAY Medium rectangle +-15% SOV	135 000 impressions	12 weeks			

WONEN LANDELIJKE STIJL + MAISONS DE CHARME					
Format	Reach	Period	Rate	Package price	Content creation
1x SPONSORED STORY/LISTICLE (content article)	1 500 views	4 weeks min.			
1x NEWSLETTER	16 733 contacts	1 week	€ 3.624	€ 3.100	€ 600
DISPLAY Medium rectangle +-15% SOV	45 000 impressions	4 weeks			
3x EDITORIAL INTEGRATIONS (content article)	4 500 views	12 weeks min.			
3x NEWSLETTER	50 199 contacts	3 weeks	€ 10.873	€ 8.000	€ 1.500
DISPLAY Medium rectangle +-15% SOV	135 000 impressions	12 weeks			

IK GA BOUWEN & RENOVEREN + JE VAIS CONSTRUIRE & RÉNOVER					
Format	Reach	Period	Rate	Package price	Content creation
1x SPONSORED STORY/LISTICLE (content article)	1 500 views	4 weeks min.			
1x NEWSLETTER	55 000 contacts	1 week	€ 5.875	€ 4.800	€ 600
DISPLAY Medium rectangle +-15% SOV	75 000 impressions	4 weeks			
3x EDITORIAL INTEGRATIONS (content article)	4 500 views	12 weeks min.			
3x NEWSLETTER	165 000 contacts	3 weeks	€ 17.625	€ 13.000	€ 1.500
DISPLAY Medium rectangle +-15% SOV	225 000 impressions	12 weeks			
1x EDITORIAL DOSSIER (8 dedicated sponsored stories)	12 000 views	9 months			
8x NEWSLETTER (number of contacts in database)	440 000 contacts	8 weeks	€ 48.800	€ 31.500	€ 2.400
DISPLAY Medium rectangle +-15% SOV	675 000 impressions	9 months			



The above page views are a guarantee for the content article, if target is not reached the article will be pushed longer and/or on other relevant Sanoma websites. The number for the newsletter item = the number of contacts in the database. Social media posts are included for Editorial native advertising campaigns. Social media posts are placed by Editorial team of the Sanoma brand on a "Subject to approval" basis - Sanoma brand in control & in the lead.

RATES & COMMERCIAL POLICY

Advantages:

- Your message is sent as a partnermail by our Sanoma brands, giving you a 1 to 1 approach
- Our brands are used to reinforce your brands
- Direct click out to your website/webshop


Volume Addresses	Brand
< 25 000	€ 350
25 000 - 50 000	€ 330
50 000 - 100 000	€ 300
> 100 000	€ 270

Campaign management + Lay-out*	€ 750
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Realisation costs**	+ € 750
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* Ready to use images & copy must be delivered, we are integrating your content in our template.
 ** Client has no images or copy for us to use, we are creating the content.

Interest	NL	FR
Home Deco	On demand	On demand




Kleurinspiratie



Kleur verandert jouw interieur
 Het is verrassend **wat kleur met je interieur kan doen**. Je kunt kleine accenten toevoegen of een gekleurde blikvanger plaatsen. Kleur geeft leven aan je huis en zorgt voor een frisse uitstraling. Wij inspireren je met onze favorieten: van okergeel tot grijs. Ook leuk: vertspecialist **Levis** bepaalt op basis van jouw social profiel een persoonlijk kleurenmagazine speciaal voor jou. Hieronder lees je meer.

[Laat je inspireren ▶](#)

Jouw lievelingskleuren



2+1 GRATIS

Je magazine in 3 stappen
 Levis wil jou verrassen en stelt op basis van je social profiel jouw persoonlijk kleurenmagazine samen. Jouw kleurenmagazine samenstellen is simpel: ontdek welke **kleur jij bent**. Kies een ruimte waar je inspiratie voor zoekt en ga daarna langs bij de advieswinkel van Levis.

[Maak je magazine](#)

3 halen, 2 betalen
 Ben je niet zeker of de kleur wel past in je interieur? Bekijk een staaltje op jouw muren met de bon voor 2 gratis testers **in je magazine**. Naast dit cadeautje zit er nog een bon in jouw magazine, waarmee je een 3e pot Levisverf gratis krijgt bij aankoop van 2 potten.

[Aan de slag](#)

Kan je geen kleur kiezen?

Levis heeft nog veel meer inspiratie voor jou klaarstaan! [Schrijf je in op de Levis e-news](#) en blijf op de hoogte van de laatste trends, kleuren en tips om je interieur mooier te maken.

Ratecard 2018, Q3: Social activation



	* What's in it?	What for?	Bruto rate	Special price	Technical cost
SOCIAL ACTIVATION Home Deco (selection 1 title)	<ul style="list-style-type: none"> 1 instagram posts 1 instastory 1 FB post 	<ul style="list-style-type: none"> Launch new product 	€ 1.950	€ 999	€ 250 (1 language)
		<ul style="list-style-type: none"> Tips from an expert 			€ 400 (2 languages)
		<ul style="list-style-type: none"> Event / open house 			

* Client provides copy and ready to use images to content editor.

ALSO AVAILABLE:



Ask us about our new **video formats!**
 Our editorial staff integrates your brand in their video formats.

For more information get in touch with your Sanoma contact

- NEW -

Add interactivity to your campaign or combine it with data gathering? All contentpages are possible with following extra's.

EXAMPLES
 Poll or interactive game...

Contact us for more possibilities and prices!



GENERAL INFO				
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Chris Deschepper	Account Manager Regional Flanders	chris.deschepper@sanoma.com	+32 15 67 88 04	+32 475 38 25 11
Andy Panis	Account Manager Regional Flanders	andy.panis@sanoma.com	+32 015 67 87 90	+32 496 27 96 26
Nele Keyaert	Account Manager National	nele.keyaert@sanoma.com		+32 477 87 00 49
Technical questions and delivery material		publi.be@sanoma.com		
Cindy Verwilt	Adcare/Inbound Sales	cindy.verwilt@sanoma.com	+32 15 67 80 23	

For more detailed information on our brands,
please visit <http://www.sanoma.be/nl/adverteren>

Technical Specifications

Display advertising: please contact publi.be@sanoma.com

Display Advertising Tech Specs: http://adops.sanomamedia.be/Display_TechSpecs.pdf

Native advertising: please contact publi.be@sanoma.com

Delivery Material

Display campaigns: publi.be@sanoma.com

Native advertising or crossmedia campaigns: publi.be@sanoma.com

Deadlines Delivery Material

Display: min. 5 business days before start of the campaign

Publi: min. 7 business days before start of the campaign

Editorial: min. 20 business days before start of the campaign

General Conditions

1. All rates are VAT excluded.
2. All current rates are valid until further notice.
3. All commercial proposals are valid for 30 days
4. Native advertising solutions always start on Monday.