

**Ratecard**

Belgium  
Retail  
Channel

2018



**IEX** Media



**Ratecard**

# Belgium Retail Channel



## De grootste Vlaamse beleggerscommunity

### Belgium Retail Channel in cijfers & feiten

**295.000**

Unieke bezoekers



**28%**

Mobile users



**5.500.000**

Pageviews per maand



### Beleggersprofiel

**50%**

Offensieve belegger



**50%**

HBO+ opleiding



**52%**

Verdient meer dan  
€100.000,- per jaar



**32%**

Meer dan 10 jaar  
beleggingservaring



**65%**

Gemiddeld meer dan €2000,-  
per transactie



**95%**

Belegt zelf



For more information, please contact:

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## Belgium Retail Channel



### Network (Beursduivel.be, Beurduivel.be - MarketMonitor, Belegger.be, IEX.be)

Page views per month	5.500.000
Users per month	295.000

### Display Rate

Large rectangle	€55 CPM	InNative Textad	€55 CPM
Leaderboard	€50 CPM	Logo text link - Homepage	€6.000,- per month
Half page ad	€70 CPM	Button single - Homepage	€5.000,- per week
Billboard	€80 CPM	Button double - Homepage	€7.500,- per week
Bottom board	€40 CPM	Special formats	Upon request
Skyscraper	Upon request	Tagetting keywords	Upon request
Inarticle Video	€80 CPM	Capping & Devices	Upon request

### Display Rate (Beursduivel.be - Market Monitor)

Sponsored Leaderboard	€7.000,- per week
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### Newsletters Textadvertorial (Beursduivel.be)

	Circulation	1 <sup>st</sup> position	2 <sup>nd</sup> position
Daily Newsletters (morning edition)	14.000	€1.500,-	€1.000,-
Tips Newsletter / Mon-Wed-Fri / afternoon	24.000	€2.500,-	€1,750,-

### Direct email (Number of addresses: 32.000)

Price	€0,50 per address
Extra selection criteria	€0,10 per address
Offline mailing	Upon request

### Technical costs fixed

€0,015 per address
€250,- per mailer

### Premium content integration

Advertorial	From €2.500,-	a piece
Video advertorial	From €4.500,-	a piece
Integration Content feed	From €17.500,-	per month
Online Seminar	Upon Request	
Sponsoring Section	Upon Request	
Theme Page	Upon Request	

**IMPORTANT:** Please note that VAT is not included in the rates.

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