



## Ratecard 2018, Q1

**NEW!**

- Influencer collab & social activation
- Advertorial packages
- Programmatic now also available
- Available in buymedia

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# Ratecard 2018, Q1: Solutions overview

|                    | DISPLAY  | NATIVE                  |                              |   | EMAILING             | SHEDEALS   |
|--------------------|--|-------------------------|------------------------------|---|----------------------|--|
|                    |  | ADVERTORIAL             | EDITORIAL                    | BRANDED STORIES   | DEDICATED MAIL       |  |
| Concept/<br>Format | Billboard, Medium Rectangle, Half Page, Takeover, etc, all formats that can run site specific or in packs.                     | Publibox + content page | Editorial box + content page | Solution packages based on specific brief and objectives of advertisers | Permission marketing | Sanoma's e-commerce platform designed for all women who are looking for the latest trends, best bargains and getaways. |
| Contact            | Contact your Sanoma sales contact or send an email to <a href="mailto:advertising.be@sanoma.com">advertising.be@sanoma.com</a> |                         |                              |   |                      |  |

# Ratecard 2018, Q1: Our brands and their touchpoints

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| brand                           | magazine* | website                      | mobile responsive            | app | newsletter | shedeals | social media | events |
|---------------------------------|-----------|------------------------------|------------------------------|-----|------------|----------|--------------|--------|
| Libelle                         | x         | x                            | x                            |     | x          | x        | x            | x      |
| Libelle Lekker                  | x         | x                            | x                            | x   | x          |          | x            | x      |
| Femmes d'Aujourd'hui            | x         | x                            | x                            |     | x          | x        | x            | x      |
| Délices de Femmes d'Aujourd'hui | x         | Section Femmes d'Aujourd'hui | Section Femmes d'Aujourd'hui |     | x          |          |              |        |
| Flair VL                        | x         | x                            | x                            |     | x          | x        | x            | x      |
| Flair FR                        | x         | x                            | x                            |     | x          | x        | x            | x      |
| Fashionista                     |           | x                            | x                            |     |            |          | x            |        |
| Feeling                         | x         | x                            | x                            | x   | x          | x        | x            | x      |
| Gael                            | x         | x                            | x                            | x   | x          | x        | x            | x      |
| La Maison Victor                | x         | x                            | x                            |     | x          |          | x            | x      |
| vtwonen.be                      | x         | x                            | x                            |     | x          |          | x            | x      |
| Feeling Wonen                   | x         | Section vtwonen.be           | x                            |     |            |          | x            |        |
| Stijlvol Wonen                  | x         | Section vtwonen.be           | x                            |     | x          |          | x            |        |
| Wonen Landelijke Stijl          | x         | Section vtwonen.be           | x                            |     | x          |          | x            | x      |
| vtdeco.be                       |           | x                            | x                            |     | x          |          | x            |        |
| Gael Maison                     | x         | Section vtdeco.be            | x                            |     |            |          | x            |        |
| Pure Maison                     | x         | Section vtdeco.be            | x                            |     | x          |          | x            |        |
| Maisons de Charme               | x         | Section vtdeco.be            | x                            |     | x          |          | x            |        |
| Zappy Ouders                    |           | x                            | x                            | x   | x          |          | x            | x      |
| Zappy Parents                   |           | x                            | x                            | x   | x          |          | x            | x      |

\*Tablet readers can download all our magazines via the Magstore app.

# Ratecard 2018, Q1: Display advertising

| Sites                        | Available impressions/month |                             |                          |                  |                                 |                               |
|------------------------------|-----------------------------|-----------------------------|--------------------------|------------------|---------------------------------|-------------------------------|
|                              | Billboard<br>€ 28           | (Large) leaderboard<br>€ 22 | Medium rectangle<br>€ 24 | Halfpage<br>€ 36 | Ron - iab set standard*<br>€ 10 | Ron - iab set impact*<br>€ 12 |
| Libelle                      | 1 825 642                   | 1 825 642                   | 2 198 721                | 2 198 721        | 26 523 168                      | 26 523 168                    |
| Libelle Lekker               | 4 348 576                   | 4 348 576                   | 3 679 517                | 3 679 517        |                                 |                               |
| Femmes d'Aujourd'hui         | 257 088                     | 257 088                     | 253 508                  | 253 508          |                                 |                               |
| Femmes d'Aujourd'hui Délices | 184 694                     | 184 694                     | 153 848                  | 153 848          |                                 |                               |
| Flair VL                     | 3 914 127                   | 3 914 127                   | 4 223 495                | 4 223 495        |                                 |                               |
| Flair FR                     | 710 267                     | 710 267                     | 724 263                  | 724 263          |                                 |                               |
| Fashionista                  | 124 277                     | 124 277                     | 174 933                  | 174 933          |                                 |                               |
| Feeling                      | 1 070 562                   | 1 070 562                   | 1 224 077                | 1 224 077        |                                 |                               |
| Gael                         | 104 806                     | 104 806                     | 104 498                  | 104 498          |                                 |                               |
| vtwonen                      | NA                          | NA                          | 301 627                  | 301 627          |                                 |                               |
| Zappy Ouders                 | 470 780                     | 470 780                     | 399 307                  | 399 307          |                                 |                               |
| Zappy Parents                | 33 875                      | 33 875                      | 40 680                   | 40 680           |                                 |                               |

\* IMU & leaderboard

\* Halfpage & billboard

| Sites                  | Language |       | Video Advertising |                             |
|------------------------|----------|-------|-------------------|-----------------------------|
|                        | NL       | FR    | Preroll<br>€ 40   | Native/Inpage video<br>€ 32 |
| Libelle                | 100 %    | 0 %   | 30 000            | 750 000                     |
| Libelle Lekker         | 100 %    | 0 %   | 20 000            | 1 000 000                   |
| Femmes d'Aujourd'hui   | 0 %      | 100 % | 4 000             | 75 000                      |
| Flair                  | 70 %     | 30 %  | 6 000             | 2 400 000                   |
| Fashionista            | 100 %    | 0 %   | NA                | NA                          |
| Feeling                | 100 %    | 0 %   | 3 000             | 360 000                     |
| Gael                   | 0 %      | 100 % | NA                | NA                          |
| vtwonen                | 100 %    | 0 %   | NA                | NA                          |
| Zappy Ouders - Parents | 75 %     | 25 %  | NA                | NA                          |

\* Mobile only advertising possible on request

| Sites                        | Available impressions/month             |
|------------------------------|---|
|                              | Takeover + Cross device header*<br>€ 32 |
| Libelle                      | 1 825 642                               |
| Libelle Lekker               | 4 348 576*                              |
| Femmes d'Aujourd'hui         | 257 088                                 |
| Femmes d'Aujourd'hui Délices | 184 694*                                |
| Flair VL                     | 3 914 127                               |
| Flair FR                     | 710 267                                 |
| Fashionista                  | 124 277                                 |
| Feeling                      | 1 070 562                               |
| Gael                         | 104 806                                 |
| vtwonen + vtdeco             | NA                                      |
| Zappy Ouders                 | 470 780                                 |
| Zappy Parents                | 33 875                                  |

\* Takeover is desktop only, Cross Device Header mobile.  
Except for Libelle-lekker.be and Délices de Femmes : crossheader device on desktop.

# Ratecard 2018, Q1: Native - Women - Editorial

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| LIBELLE   |                      |              |          |               |                  |
|---|----------------------|--------------|----------|---------------|------------------|
| Format  | Reach                | Period       | Rate     | Package price | Content creation |
| <b>1x EDITORIAL INTEGRATION</b><br>(content article)          | 3 000 views          | 2 weeks min. |          |               |                  |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | +300 000 impressions | 2 weeks min. | € 9 430  | € 7 000       | € 600            |
| 1x NEWSLETTER   | 142 000 contacts     | 1 week       |          |               |                  |
| <b>3x EDITORIAL INTEGRATIONS</b><br>(content article)         | 9 000 views          | 6 weeks min. |          |               |                  |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | +900 000 impressions | 6 weeks min. | € 28 290 | € 17 000      | € 1 500          |
| 3x NEWSLETTER   | 426 000 contacts     | 3 weeks      |          |               |                  |

| FEMMES D'AUJOURD'HUI  |                      |              |          |               |                  |
|---|----------------------|--------------|----------|---------------|------------------|
| Format  | Reach                | Period       | Rate     | Package price | Content creation |
| <b>1x EDITORIAL INTEGRATION</b><br>(content article)          | 1 000 views          | 2 weeks min. |          |               |                  |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | +45 000 impressions  | 2 weeks min. | € 3 370  | € 2 700       | € 600            |
| 1x NEWSLETTER   | 53 000 contacts      | 1 week       |          |               |                  |
| <b>3x EDITORIAL INTEGRATIONS</b><br>(content article)         | 3 000 views          | 6 weeks min. |          |               |                  |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | +135 000 impressions | 6 weeks min. | € 10 110 | € 6 300       | € 1 500          |
| 3x NEWSLETTER   | 159 000 contacts     | 3 weeks      |          |               |                  |

| LIBELLE LEKKER   |                        |              |          |               |                  |
|--|------------------------|--------------|----------|---------------|------------------|
| Format   | Reach                  | Period       | Rate     | Package price | Content creation |
| <b>1 - 3 EDITORIAL RECIPES OR ARTICLES</b><br>(content article)                        | 2 500 views            | 2 weeks min. |          |               |                  |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media                          | +500 000 impressions   | 2 weeks min. | € 7 845  | € 5 500       | € 600            |
| 1x NEWSLETTER  | 118 000 contacts       | 1 week       |          |               |                  |
| <b>4 - 6 EDITORIAL RECIPES OR ARTICLES</b><br>(content article)                        | 7 500 views            | 6 weeks min. |          |               |                  |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media                          | +1 500 000 impressions | 6 weeks min. | € 23 535 | € 12 600      | € 1 500          |
| 3x NEWSLETTER  | 354 000 contacts       | 3 weeks      |          |               |                  |
| <b>EDITORIAL DOSSIER (MIN. 5 DEDICATED CONTENT ARTICLES + EXTRA EDITORIAL CONTENT)</b> | 12 500 views           | 8 weeks min. |          |               |                  |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media                          | +2 500 000 impressions | 8 weeks min. | € 42 223 | € 20 000      | € 1 950          |
| 3x NEWSLETTER  | 354 000 contacts       | 3 weeks      |          |               |                  |
| DISPLAY MEDIUM RECTANGLE + BILLBOARD + -10% SOV  | 478 400 impressions    | 8 weeks      |          |               |                  |

| DÉLICIES DE FEMMES D'AUJOURD'HUI   |                      |              |          |               |                  |
|--|----------------------|--------------|----------|---------------|------------------|
| Format   | Reach                | Period       | Rate     | Package price | Content creation |
| <b>1 - 3 EDITORIAL RECIPES OR ARTICLES</b><br>(content article)                        | 400 views            | 2 weeks min. |          |               |                  |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media                          | +35 000 impressions  | 2 weeks min. | € 1 620  | € 1 400       | € 600            |
| 1x NEWSLETTER  | 28 000 contacts      | 1 week       |          |               |                  |
| <b>3 - 5 EDITORIAL RECIPES OR ARTICLES</b><br>(content article)                        | 1 200 views          | 6 weeks min. |          |               |                  |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media                          | +105 000 impressions | 6 weeks min. | € 4 860  | € 3 200       | € 1 500          |
| 3x NEWSLETTER  | 84 000 contacts      | 3 weeks      |          |               |                  |
| <b>EDITORIAL DOSSIER (MIN. 5 DEDICATED CONTENT ARTICLES + EXTRA EDITORIAL CONTENT)</b> | 2 500 views          | 8 weeks min. |          |               |                  |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media                          | +175 000 impressions | 8 weeks min. | € 11 247 | € 6 000       | € 1 950          |
| 5x NEWSLETTER  | 140 000 contacts     | 5 weeks      |          |               |                  |
| DISPLAY MEDIUM RECTANGLE + BILLBOARD + -10% SOV*                                       | 97 000               | 8 weeks      |          |               |                  |

The above page views are a guarantee for the content article, if target is not reached the article will be pushed longer.  
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.

\* ROS Femmes d'Aujourd'hui (Délécies de FDA included)

# Ratecard 2018, Q1: Native - Women - Editorial

| FLAIR VL  |                           |              |          |               |                  |
|---|---------------------------|--------------|----------|---------------|------------------|
| Format  | Reach                     | Period       | Rate     | Package price | Content creation |
| <b>1x EDITORIAL INTEGRATION</b><br>(content article)          | 5 000 views               | 2 weeks min. | € 5 000  | € 5 000       | € 600            |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | + - 500 000 impressions   | 2 weeks min. |          |               |                  |
| <b>3x EDITORIAL INTEGRATIONS</b><br>(content article)         | 15 000 views              | 3 weeks min. | € 15 000 | € 10 000      | € 1 500          |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | + - 1 500 000 impressions | 3 weeks min. |          |               |                  |
| <b>5x EDITORIAL INTEGRATIONS</b><br>(content article)         | 25 000 views              | 4 weeks min. | € 25 000 | € 15 000      | € 2 400          |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | + - 2 500 000 impressions | 4 weeks min. |          |               |                  |
| <b>OPTIONAL:</b><br>1x NEWSLETTER                             | 93 000 contacts           | 1 week       | € 3 720  | € 3 720       |                  |

| FLAIR FR  |                           |              |         |               |                  |
|---|---------------------------|--------------|---------|---------------|------------------|
| Format  | Reach                     | Period       | Rate    | Package price | Content creation |
| <b>1x EDITORIAL INTEGRATION</b><br>(content article)          | 1 500 views               | 2 weeks min. | € 1 500 | € 1 500       | € 600            |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | + - 200 000 impressions   | 2 weeks min. |         |               |                  |
| <b>3x EDITORIAL INTEGRATIONS</b><br>(content article)         | 4 500 views               | 3 weeks min. | € 4 500 | € 3 000       | € 1 500          |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | + - 600 000 impressions   | 3 weeks min. |         |               |                  |
| <b>5x EDITORIAL INTEGRATIONS</b><br>(content article)         | 7 500 views               | 4 weeks min. | € 7 500 | € 4 500       | € 2 400          |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | + - 1 000 000 impressions | 4 weeks min. |         |               |                  |
| <b>OPTIONAL:</b><br>1x NEWSLETTER                             | 49 000 contacts           | 1 week       | € 1 960 | € 1 960       |                  |

| FASHIONISTA   |                         |              |         |               |                  |
|---|-------------------------|--------------|---------|---------------|------------------|
| Format  | Reach                   | Period       | Rate    | Package price | Content creation |
| <b>1x EDITORIAL INTEGRATION</b><br>(content article)          | 1 000 views             | 2 weeks min. | € 1 000 | € 1 000       | € 600            |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | + - 100 000 impressions | 2 weeks min. |         |               |                  |
| <b>3x EDITORIAL INTEGRATIONS</b><br>(content article)         | 3 000 views             | 4 weeks min. | € 3 000 | € 2 800       | € 1 500          |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | + - 200 000 impressions | 4 weeks min. |         |               |                  |


**- 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
- Contest
- Collaboration with influencers
- Survey
- Video
- ...

**Contact us for more possibilities and prices!**



**De grote Waspoll**

Wat zijn de meestvertrouwde wasmiddelen? Hierin doen we de waspoll. Wie de meeste stemmen krijgt op een wasmiddel wordt een leuke prijs gewonnen van Philips.

**Verkozele uitverkiezen na afloop. Waar betrekt jij jou de overgeleverde uit?**

- Het de wasmiddel
- Het wasmiddel in de wasmachine in de hoop de wasmiddel te krijgen
- Het wasmiddel wordt in de wasmachine te krijgen

[Volgende vraag](#)

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# Ratecard 2018, Q1: Native - Women - Editorial

| FEELING   |                      |              |          |               |                  |
|---|----------------------|--------------|----------|---------------|------------------|
| Format  | Reach                | Period       | Rate     | Package price | Content creation |
| <b>1x EDITORIAL INTEGRATION</b><br>(content article)          | 2 000 views          | 2 weeks min. |          |               |                  |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | +300 000 impressions | 2 weeks min. | € 4 660  | € 4 200       | € 600            |
| 1x NEWSLETTER   | 54 000 contacts      | 1 week       |          |               |                  |
| <b>1x EDITORIAL INTEGRATION</b><br>(content article)          | 2 000 views          | 2 weeks min. |          |               |                  |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | +300 000 impressions | 2 weeks min. | € 5 164  | € 4 500       | € 600            |
| 1x NEWSLETTER   | 54 000 contacts      | 1 week       |          |               |                  |
| TAKEOVER, ROS + -25%SOV                                       | 15 750 impressions   | 2 weeks      |          |               |                  |
| <b>3x EDITORIAL INTEGRATIONS</b><br>(content article)         | 6 000 views          | 6 weeks min. |          |               |                  |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | +900 000 impressions | 6 weeks min. | € 14 844 | € 10 000      | € 1 500          |
| 3x NEWSLETTER   | 162 000 contacts     | 3 weeks      |          |               |                  |
| TAKEOVER, ROS + -25%SOV                                       | 27 000 impressions   | 4 weeks      |          |               |                  |

| GAEL  |                      |              |         |               |                  |
|---|----------------------|--------------|---------|---------------|------------------|
| Format  | Reach                | Period       | Rate    | Package price | Content creation |
| <b>1x EDITORIAL INTEGRATION</b><br>(content article)          | 300 views            | 2 weeks min. |         |               |                  |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | +35 000 impressions  | 2 weeks min. | € 1 335 | € 1 200       | € 600            |
| 1x NEWSLETTER   | 24 000 contacts      | 1 week       |         |               |                  |
| <b>1x EDITORIAL INTEGRATIONS</b><br>(content article)         | 300 views            | 2 weeks min. |         |               |                  |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | +35 000 impressions  | 2 weeks min. | € 1 447 | € 1 300       | € 600            |
| 1x NEWSLETTER   | 24 000 contacts      | 1 week       |         |               |                  |
| TAKEOVER + -25%SOV  | 3 500 impressions    | 2 weeks      |         |               |                  |
| <b>3x EDITORIAL INTEGRATIONS</b><br>(content article)         | 900 views            | 6 weeks min. |         |               |                  |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | +105 000 impressions | 6 weeks min. | € 4 197 | € 3 200       | € 1 500          |
| 3x NEWSLETTER   | 72 000 contacts      | 3 weeks      |         |               |                  |
| TAKEOVER + -25%SOV  | 6 000 impressions    | 4 weeks      |         |               |                  |

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# Ratecard 2018, Q1: Native - Women - Editorial

| ZAPPY OUDERS  |                      |               |         |               |                  |
|---|----------------------|---------------|---------|---------------|------------------|
| Format  | Reach                | Period        | Rate    | Package price | Content creation |
| <b>1x EDITORIAL INTEGRATION</b><br>(content article)          | 1 000 views          | 4 weeks min.  | € 4 553 | € 3 200       | € 600            |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | +100 000 impressions | 4 weeks min.  |         |               |                  |
| 2x NEWSLETTER   | 62 000 contacts      | 2 weeks       |         |               |                  |
| DISPLAY MEDIUM<br>RECTANGLE + BILLBOARD<br>+-10% SOV          | 31 650 impressions   | 4 weeks       |         |               |                  |
| <b>3x EDITORIAL INTEGRATION</b><br>(content article)          | 3 000 views          | 12 weeks min. | € 9 939 | € 6 000       | € 1 500          |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | +300 000 impressions | 12 weeks min. |         |               |                  |
| 3x NEWSLETTER   | 93 000 contacts      | 3 weeks       |         |               |                  |
| DISPLAY MEDIUM<br>RECTANGLE + BILLBOARD<br>+-10% SOV          | 94 950 impressions   | 12 weeks      |         |               |                  |

| ZAPPY PARENTS   |                      |               |         |               |                  |
|---|----------------------|---------------|---------|---------------|------------------|
| Format  | Reach                | Period        | Rate    | Package price | Content creation |
| <b>1x EDITORIAL INTEGRATION</b><br>(content article)          | 500 views            | 4 weeks min.  | € 1 539 | € 1 300       | € 600            |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | +50 000 impressions  | 4 weeks min.  |         |               |                  |
| 2x NEWSLETTER   | 16 000 contacts      | 2 weeks       |         |               |                  |
| DISPLAY MEDIUM<br>RECTANGLE + BILLBOARD<br>+-10% SOV          | 10 550 impressions   | 4 weeks       |         |               |                  |
| <b>3x EDITORIAL INTEGRATIONS</b><br>(content article)         | 1 500 views          | 12 weeks min. | € 3 658 | € 2 500       | € 1 500          |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media | +150 000 impressions | 12 weeks min. |         |               |                  |
| 3x NEWSLETTER   | 24 000 contacts      | 3 weeks       |         |               |                  |
| DISPLAY MEDIUM<br>RECTANGLE + BILLBOARD<br>+-10% SOV          | 31 650 impressions   | 12 weeks      |         |               |                  |

The above page views are a guarantee for the content article, if target is not reached the article will be pushed longer.  
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## NEW! Affiliate packages on our Women sites

| AFFILIATE                         |                                       |                                 |               |
|-----------------------------------|---------------------------------------|---------------------------------|---------------|
| Format                            | Reach                                 | Period                          | Package price |
| <b>500 affiliate references</b>   | run of network women<br>site specific | 3 months min.<br>12 months max. | € 6 000       |
| <b>1 000 affiliate references</b> |                                       |                                 | € 10 000      |
| <b>3 000 affiliate references</b> |                                       |                                 | € 25 500      |

Conditions: Only possible for retailers.  
 Only possible on women sites, no H&D sites.  
 Site specific possible if approved by the editorial team.



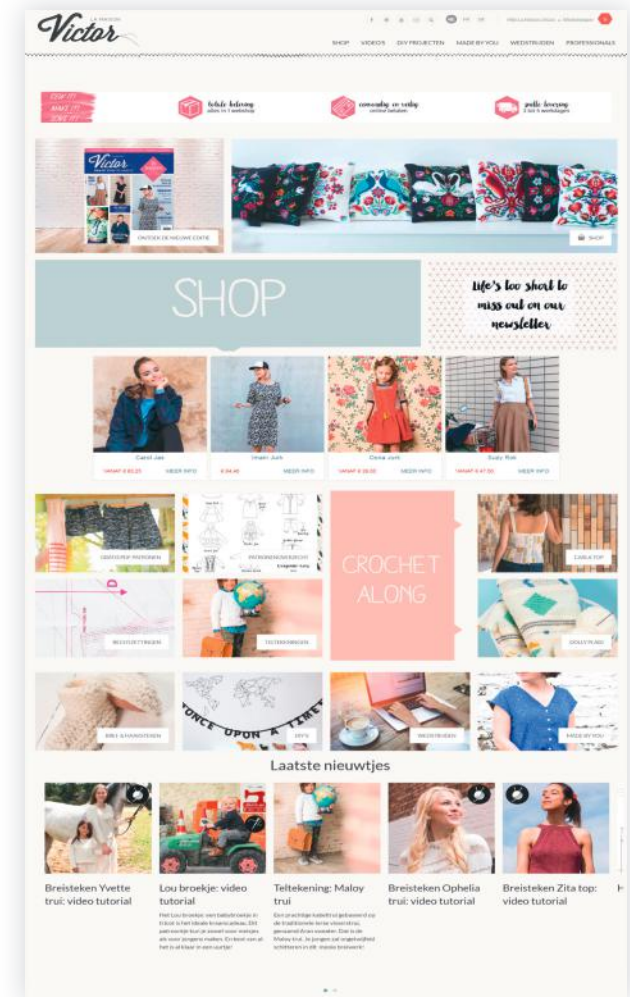
# Ratecard 2018, Q1: Native - Women

| LA MAISON VICTOR VL                        |                 |         |         |               |                  |
|--|-----------------|---------|---------|---------------|------------------|
| Format                                     | Reach           | Period  | Rate    | Package price | Content creation |
| 1x EDITORIAL INTEGRATION (content article) | 1 000 views     | 8 weeks |         |               |                  |
| EDITORIAL BOX HOME + social media          |                 | 8 weeks | € 5 371 | € 4 000       | € 600            |
| 2x NEWSLETTER                              | 54 635 contacts | 2 weeks |         |               |                  |

| LA MAISON VICTOR FR                        |                 |         |         |               |                  |
|--|-----------------|---------|---------|---------------|------------------|
| Format                                     | Reach           | Period  | Rate    | Package price | Content creation |
| 1x EDITORIAL INTEGRATION (content article) | 1 000 views     | 8 weeks |         |               |                  |
| EDITORIAL BOX HOME + social media          |                 | 8 weeks | € 2 630 | € 2 200       | € 600            |
| 2x NEWSLETTER                              | 40 744 contacts | 2 weeks |         |               |                  |

| LA MAISON VICTOR DE                        |                |              |       |               |                  |
|--|----------------|--------------|-------|---------------|------------------|
| Format                                     | Reach          | Period       | Rate  | Package price | Content creation |
| 1x EDITORIAL INTEGRATION (content article) |                | 2 weeks min. |       |               |                  |
| 2x NEWSLETTER                              | 3 357 contacts | 1 week       | € 134 |               | € 600            |

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# Ratecard 2018, Q1: Native - Women - Advertorial

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| LIBELLE                                       |                        |              |         |               |                  |
|---|------------------------|--------------|---------|---------------|------------------|
| Format  | Reach                  | Period       | Rate    | Package price | Content creation |
| <b>1x PUBLI</b><br>(content article)          |                        |              |         |               |                  |
| PUBLIBOXHOME<br>+ relevant section(s) 30% SOV | 113 715<br>impressions | 2 weeks min. | € 9 091 | € 6 500       | € 500            |
| 1x NEWSLETTER                                 | 142 000<br>contacts    | 1 week       |         |               |                  |

| FEMMES D'AUJOURD'HUI                          |                       |              |         |               |                  |
|---|-----------------------|--------------|---------|---------------|------------------|
| Format  | Reach                 | Period       | Rate    | Package price | Content creation |
| <b>1x PUBLI</b><br>(content article)          |                       |              |         |               |                  |
| PUBLIBOXHOME<br>+ relevant section(s) 30% SOV | 12 988<br>impressions | 2 weeks min. | € 2 510 | € 2 000       | € 500            |
| 1x NEWSLETTER                                 | 53 000<br>contacts    | 1 week       |         |               |                  |

| LIBELLE LEKKER                                |                        |              |         |               |                  |
|---|------------------------|--------------|---------|---------------|------------------|
| Format  | Reach                  | Period       | Rate    | Package price | Content creation |
| <b>1x PUBLI</b><br>(content article)          |                        |              |         |               |                  |
| PUBLIBOXHOME<br>+ relevant section(s) 30% SOV | 156 912<br>impressions | 2 weeks min. | € 9 427 | € 6 500       | € 500            |
| 1x NEWSLETTER                                 | 118 000<br>contacts    | 1 week       |         |               |                  |

| DÉLICES DE FEMMES D'AUJOURD'HUI               |                       |              |         |               |                  |
|---|-----------------------|--------------|---------|---------------|------------------|
| Format  | Reach                 | Period       | Rate    | Package price | Content creation |
| <b>1x PUBLI</b><br>(content article)          |                       |              |         |               |                  |
| PUBLIBOXHOME<br>+ relevant section(s) 30% SOV | 12 216<br>impressions | 2 weeks min. | € 1 486 | € 1 300       | € 500            |
| 1x NEWSLETTER                                 | 28 000<br>contacts    | 1 week       |         |               |                  |

| FLAIR VL+ FASHIONISTA                         |                        |              |         |               |                  |
|---|------------------------|--------------|---------|---------------|------------------|
| Format  | Reach                  | Period       | Rate    | Package price | Content creation |
| <b>1x PUBLI</b><br>(content article)          |                        |              |         |               |                  |
| PUBLIBOXHOME<br>+ relevant section(s) 30% SOV | 156 655<br>impressions | 2 weeks min. | € 8 420 | € 6 000       | € 500            |
| 1x NEWSLETTER                                 | 93 000<br>contacts     | 1 week       |         |               |                  |

| FLAIR FR                                      |                       |              |         |               |                  |
|---|-----------------------|--------------|---------|---------------|------------------|
| Format  | Reach                 | Period       | Rate    | Package price | Content creation |
| <b>1x PUBLI</b><br>(content article)          |                       |              |         |               |                  |
| PUBLIBOXHOME<br>+ relevant section(s) 30% SOV | 42 782<br>impressions | 2 weeks min. | € 3 243 | € 2 500       | € 500            |
| 1x NEWSLETTER                                 | 49 000<br>contacts    | 1 week       |         |               |                  |

# Ratecard 2018, Q1: Native - Women - Advertorial

11

| FEELING                                       |                        |              |         |               |                  |
|---|------------------------|--------------|---------|---------------|------------------|
| Format  | Reach                  | Period       | Rate    | Package price | Content creation |
| <b>1x PUBLI</b><br>(content article)          |                        |              |         |               |                  |
| PUBLIBOXHOME<br>+ relevant section(s) 30% SOV | 156 425<br>impressions | 4 weeks min. | € 6 853 | € 5 500       | € 500            |
| 1x NEWSLETTER                                 | 54 000<br>contacts     | 1 week       |         |               |                  |

| GAEL  |                       |              |         |               |                  |
|---|-----------------------|--------------|---------|---------------|------------------|
| Format  | Reach                 | Period       | Rate    | Package price | Content creation |
| <b>1x PUBLI</b><br>(content article)          |                       |              |         |               |                  |
| PUBLIBOXHOME<br>+ relevant section(s) 30% SOV | 13 688<br>impressions | 4 weeks min. | € 1 371 | € 1 200       | € 500            |
| 1x NEWSLETTER                                 | 24 000<br>contacts    | 1 week       |         |               |                  |

| ZAPPY OUDERS                                  |                       |              |         |               |                  |
|---|-----------------------|--------------|---------|---------------|------------------|
| Format  | Reach                 | Period       | Rate    | Package price | Content creation |
| <b>1x PUBLI</b><br>(content article)          |                       |              |         |               |                  |
| PUBLIBOXHOME<br>+ relevant section(s) 30% SOV | 26 109<br>impressions | 4 weeks min. | € 3 263 | € 2 900       | € 500            |
| 2x NEWSLETTER                                 | 62 000<br>contacts    | 2 weeks      |         |               |                  |

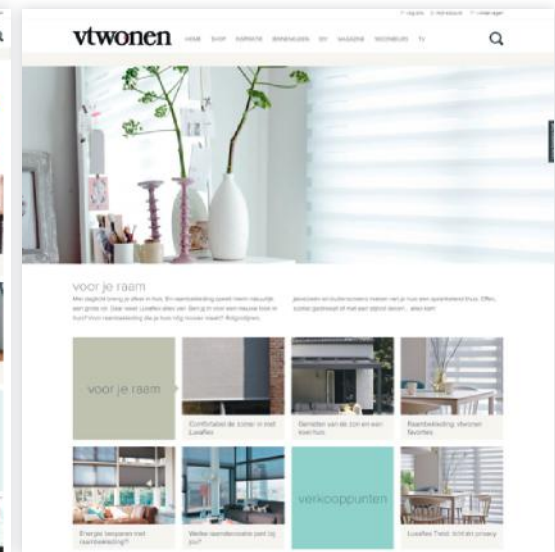
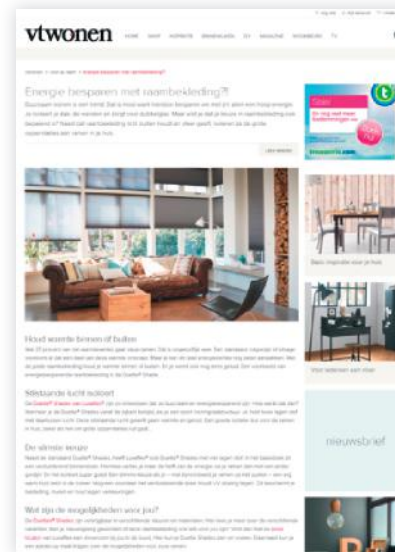
| ZAPPY PARENTS                                 |                       |              |         |               |                  |
|---|-----------------------|--------------|---------|---------------|------------------|
| Format  | Reach                 | Period       | Rate    | Package price | Content creation |
| <b>1x PUBLI</b><br>(content article)          |                       |              |         |               |                  |
| PUBLIBOXHOME<br>+ relevant section(s) 30% SOV | 20 844<br>impressions | 4 weeks min. | € 1 265 | € 1 100       | € 500            |
| 2x NEWSLETTER                                 | 16 000<br>contacts    | 2 weeks      |         |               |                  |

# Ratecard 2018, Q1: Native - Home & Deco

| VTWONEN + VTDECO   |                     |               |          |               |                  |
|--|---------------------|---------------|----------|---------------|------------------|
| Format   | Reach               | Period        | Rate     | Package price | Content creation |
| <b>1x SPONSORED STORY/LISTICLE</b><br>(content article)        | 1 500 views         | 4 weeks min.  | € 3 416  | € 2 900       | € 600            |
| EDITORIAL BOX + inspiratie + social media                      |                     | 4 weeks min.  |          |               |                  |
| 1x NEWSLETTER  | 30 873 contacts     | 1 week        |          |               |                  |
| DISPLAY<br>Medium rectangle +-15% SOV                          | 12 750 impressions  | 4 weeks       |          |               |                  |
| <b>3x EDITORIAL INTEGRATIONS</b><br>(content article)          | 4 500 views         | 12 weeks min. | € 10 248 | € 7 500       | € 1 500          |
| EDITORIAL BOX HOME + relevant section(s) + social media        |                     | 12 weeks min. |          |               |                  |
| 3x NEWSLETTER  | 92 619 contacts     | 3 weeks       |          |               |                  |
| DISPLAY<br>Medium rectangle +-15% SOV                          | 38 250 impressions  | 12 weeks      |          |               |                  |
| <b>1x EDITORIAL DOSSIER</b><br>(8 dedicated sponsored stories) | 12 000 views        | 9 months      | € 27 633 | € 16 000      | € 2 400          |
| EDITORIAL BOX HOME + relevant section(s) + social media        |                     | 9 months      |          |               |                  |
| 8x NEWSLETTER<br>(number of contacts in database)              | 246 984 contacts    | 8 weeks       |          |               |                  |
| DISPLAY<br>Medium rectangle +-15% SOV                          | 114 750 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 |
| <b>1x SPONSORED STORY/LISTICLE</b><br>(content article) | 1 500 views        | 4 weeks min.  | € 2 280 | € 2 000       | € 600            |
| EDITORIAL BOX + inspiratie + social media               |                    | 4 weeks min.  |         |               |                  |
| 1x NEWSLETTER   | 2 481 contacts     | 1 week        |         |               |                  |
| DISPLAY<br>Medium rectangle +-15% SOV                   | 12 750 impressions | 4 weeks       |         |               |                  |
| <b>3x EDITORIAL INTEGRATIONS</b><br>(content article)   | 4 500 views        | 12 weeks min. | € 6 841 | € 5 300       | € 1 500          |
| EDITORIAL BOX HOME + relevant section(s) + social media |                    | 12 weeks min. |         |               |                  |
| 3x NEWSLETTER   | 7 443 contacts     | 3 weeks       |         |               |                  |
| DISPLAY<br>Medium rectangle +-15% SOV                   | 38 250 impressions | 12 weeks      |         |               |                  |



# Ratecard 2018, Q1: Native - Home & Deco

| FEELING WONEN + GAEL MAISON                                   |                    |               |          |               |                  |
|---|--------------------|---------------|----------|---------------|------------------|
| Format  | Reach              | Period        | Rate     | Package price | Content creation |
| <b>1x SPONSORED STORY/LISTICLE</b><br>(content article)       | 1 500 views        | 4 weeks min.  | € 4 944  | € 4 100       | € 600            |
| EDITORIAL BOX<br>+ inspiratie<br>+ social media               |                    | 4 weeks min.  |          |               |                  |
| 1x NEWSLETTER   | 69 081 contacts    | 1 week        |          |               |                  |
| DISPLAY<br>Medium rectangle +-15% SOV                         | 12 750 impressions | 4 weeks       |          |               |                  |
| <b>3x EDITORIAL INTEGRATIONS</b><br>(content article)         | 4 500 views        | 12 weeks min. | € 14 833 | € 9 500       | € 1 500          |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media |                    | 12 weeks min. |          |               |                  |
| 3x NEWSLETTER   | 207 243 contacts   | 3 weeks       |          |               |                  |
| DISPLAY<br>Medium rectangle +-15% SOV                         | 38 250 impressions | 12 weeks      |          |               |                  |

| WONEN LANDELIJKE STIJL + MAISONS DE CHARME                    |                    |               |         |               |                  |
|---|--------------------|---------------|---------|---------------|------------------|
| Format  | Reach              | Period        | Rate    | Package price | Content creation |
| <b>1x SPONSORED STORY/LISTICLE</b><br>(content article)       | 1 500 views        | 4 weeks min.  | € 2 692 | € 2 400       | € 600            |
| EDITORIAL BOX<br>+ inspiratie<br>+ social media               |                    | 4 weeks min.  |         |               |                  |
| 1x NEWSLETTER   | 12 764 contacts    | 1 week        |         |               |                  |
| DISPLAY<br>Medium rectangle +-15% SOV                         | 12 750 impressions | 4 weeks       |         |               |                  |
| <b>3x EDITORIAL INTEGRATIONS</b><br>(content article)         | 4 500 views        | 12 weeks min. | € 8 075 | € 6 100       | € 1 500          |
| EDITORIAL BOX HOME<br>+ relevant section(s)<br>+ social media |                    | 12 weeks min. |         |               |                  |
| 3x NEWSLETTER   | 38 292 contacts    | 3 weeks       |         |               |                  |
| DISPLAY<br>Medium rectangle +-15% SOV                         | 38 250 impressions | 12 weeks      |         |               |                  |

# Ratecard 2018, Q1: Native advertising packs

The native advertising packs of Sanoma combined with Au féminin and Marmiton offer the best national proposition on the current market. In 4 domains, the leading websites of Belgium join forces for a unique solution with a high reach for an interesting CPM. The packs consist of editorial articles, backed up with teasers, newsletters and social media. It is also possible to book additional display campaigns. National Native Packs



| WOMEN  | CULI  | PARENTING  | DECO   |
|--|---|--|--|
| <ul style="list-style-type: none"> <li>■ Flair VL</li> <li>■ Flair FR</li> <li>■ Aufeminin</li> <li>■ Fashionista</li> </ul> | <ul style="list-style-type: none"> <li>■ Marmiton</li> <li>■ Libelle Lekker</li> <li>■ Délices de Femmes d'Aujourd'hui</li> </ul> | <ul style="list-style-type: none"> <li>■ Zappy Ouders</li> <li>■ Zappy Parents</li> <li>■ Aufeminin (section maman)</li> </ul> | <ul style="list-style-type: none"> <li>■ Aufeminin (section déco)</li> <li>■ vtwomen</li> <li>■ vt déco</li> </ul> |

For more information contact your sales account or mail us on [advertising.be@sanoma.com](mailto:advertising.be@sanoma.com)



# Ratecard 2018, Q1: Shedeals.be

## Shedeals is the e-commerce platform of Sanoma

- designed for all women who are looking for the latest trends and nicest bargains
- presenting exclusive and highly-wanted offers in a number of areas (fashion, wellness, beauty, home&deco...)
- supported by strong Sanoma brands such as Libelle, Flair, Feeling, Femmes d'Aujourd'hui and Gael

## Part of a well-trusted Belgian organisation

- Well-known and respected offline and online media belonging to Sanoma
- Qualitative targetgroup of women of all ages and social classes
- Strong thematic approach
- Qualitative deals selection and loyal audience
- Extensive media support

| Shedeals 360° Marketing |                                      |      |
|-------------------------|--------------------------------------|------|
| Channel                 | Number of contacts                   |      |
| WEBSITE                 | 250 000 Monthly Visits (Avg. UVD 6K) |      |
| SHEDEALS APP            | 45 000 downloads                     |      |
| FACEBOOK                | 19 000 followers                     |      |
| DATABASE (NL + FR)      | 500 000 contacts                     |      |
| Numbers                 |                                      |      |
|                         | WOMEN                                | MEN  |
| GENDER                  | 85 %                                 | 15 % |
|                         | NL                                   | FR   |
| LANGUAGE                | 70 %                                 | 30 % |

## E-couponing

Generate qualitative traffic to your website and boost your revenue. With the E-couponing you can choose for an exclusive action or a perfect extra reach and support in your 360° marketing campaign. Consumers download a FREE voucher with a discount OR external link to your website with WEBCODE mentioned in the deal.

The perfect way to let your brand get in touch with a large group of women consumers in a very accessible way.

- Benefits:**
- Easy to measure (in downloads and/or traffic)
    - Maximum visibility
  - Positive way to get in touch with your brand
    - Reporting on CTR/View Rate/ Page views
  - Presence on Shedeals HP during min. 2 weeks

Budget: € 3 000 / Ecouponing

## Tailor made

Have a certain budget in mind? Challenge us and we will work out something to fit your needs within the given budget! Get in touch: [partners@shedeals.be](mailto:partners@shedeals.be)



## Dedicated mailings

Dedicated mailings are a unique way to generate extra revenue and enlarge your database. Both the channel and the public are important elements for your brand. With the shedeals database you will reach a min. of 500 000 unique contacts with direct cta's to your website.

- Included:**
- a/b testing
  - 3 cta buttons
  - Own html delivery or lay-out by Sanoma
  - Technical fee (€ 500) included when own delivery of html kit

- Benefits:**
- Extended reporting 1 week post launch
  - Freedom to communicate about different aspects of your brand
    - Exclusive visibility for your brand
    - Extra/Lead generation by pixel tracking

Budget: € 5 000

## Contest

A great way to generate both visibility and leads for your campaign is to set up an exclusive contest within the Shedeals environment. For a fixed amount you'll not only get a dedicated landingpage but you'll also get visibility through our different channels.

- a. Fixed amount of € 5.000 will give you:
- Newsflash dedicated mailing on contest (500K database)
  - Banner newsletter integrations (500K database)
  - Homepage banner (IMU) on our Homepage (6-8K UV / day)
  - Dedicated contest landings page (e.g. contestexample here)
    - v. Social mention FB (+ 10 K fans)
  - Run of site banners (IMU + LB) on Sanoma sites to push the contest on our brand pages (Libelle, Flair, Feeling, etc).

Budget: € 5 000 + optional lead generation

## Toptopical mailings

Thanks to this thematical mailing that takes place one a month with a maximum of 3 partners you can highlight your campaign in an exclusive way. With the Shedeals database you will reach a min. of 500 000 contacts in one time with a direct traffic link to your website.

- Included:**
- copywriting (nl/fr)
  - a/b testing
  - maximum 3 partners and no competition

- Benefits:**
- Extended reporting 1 week post launch
    - Theme and brand fit perfectly
  - Exclusive visibility for your brand
    - Easy to measure

Budget: € 1 000 (1 CTA button included)

# Ratecard 2018, Q1: Emailing - Dedicated mail

## 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
- A total of 1,4 mio opt-in members (unduplicated)

| Volume Addresses | Brand + Socio demo* | Interest |
|------------------|---------------------|----------|
| < 25 000         | € 350               | € 500    |
| 25 000 - 50 000  | € 330               | € 450    |
| 50 000 - 100 000 | € 300               | € 400    |
| > 100 000        | € 270               | € 360    |

Campaign management + Lay-out\*\* € 750

Realisation costs\*\*\* + € 750

\* Age, gender, location: # opt-in members on demand.  
 \*\* 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.

| Brand                  | # OPT-IN MEMBERS |
|------------------------|------------------|
| Feeling                | 114 883          |
| Femmes d'Aujourd'hui   | 53 051           |
| Flair FR               | 52 269           |
| Flair VL               | 119 980          |
| Gael                   | 53 273           |
| Libelle                | 118 860          |
| vtwonen                | 107 783          |
| Zappy Ouders           | 108 946          |
| Zappy Parents          | 46 332           |
| Shedeals NL            | 109 541          |
| Shedeals FR            | 47 451           |
| La Maison Victor FR    | 47 835           |
| La Maison Victor NL    | 109 600          |
| Maison de Charmes      | 46 603           |
| Pure Maison            | 46 737           |
| Stijlvol Wonen         | 108 527          |
| Wonen Landelijke Stijl | 109 624          |

| Interest              | NL     | FR     |
|-----------------------|--------|--------|
| Beauty/Fashion        | 70 779 | 30 162 |
| Creativity            | 26 875 | 3 876  |
| Entertainment/Leisure | 55 523 | 21 492 |
| Events                | 32 382 | 9 356  |
| Finance               | 4 672  | 1 878  |
| Food                  | 71 494 | 28 703 |
| Home Deco             | 50 250 | 17 776 |
| Kids&family           | 67 419 | 22 984 |
| Sport                 | 3 464  | 1 506  |
| Technology            | 14 462 | 5 477  |
| Travelling            | 52 206 | 23 312 |

**ZEB** GAEL

**Le Fabuleux Marcel de Bruxelles: la petite marque belge qu'on adore**  
*Une histoire bien de chez nous...*

On la connaît principalement pour ses fameux marcsels, la petite enseigne belge devenue grande. Le **Fabuleux Marcel de Bruxelles** lance désormais une quatrième collection disponible en exclusivité chez **ZEB**, le magasin multibrand et e-shop qui cartonne.

Au programme, les célèbres marcsels bien sûr, mais pas que! La gamme comprend également **des sweaters en laine canons**, des bombers en velours et autres robes-pulls cosy idéales pour notre garde-robe hivernale. On aurait presque envie de voir les températures chuter...

Découvrez la nouvelle collection

L'essentiel pour la marque: garder son identité. « Je veux rester fidèle aux valeurs et à la vision du Fabuleux Marcel de Bruxelles. Garder notre identité, c'est ce qui compte le plus » explique Maai Blommaert. En 2015, l'enseigne décide de confier la logistique et la production à un partenaire exceptionnel: le magasin multibrand et e-shop **ZEB**. Un choix judicieux pour redonner un second souffle à cette marque en pleine expansion.

La nouvelle collection du **Fabuleux Marcel de Bruxelles** sera disponible dans les 62 points de vente **ZEB** et sur [www.zeb.be](http://www.zeb.be)

Je ontvangt deze e-mail omdat je hebt aangegeven dat je op de hoogte wilt worden gehouden van leuke aanbiedingen van [styletoday.nl](http://styletoday.nl) of onze partners.

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**zalando** Flair

**WECANDANCE - vous aussi vivez le "Desert Dream"**  
 Découvrez le festival le plus stylé de l'été

On se souvient que vous avez déjà remarqué de nous grosses croquerie nos dates des 23 et 24 août prochain pour célébrer LE Festival de l'été WECANDANCE.

Le thème choisi pour cette année? Desert dream. Pour avoir une tenue parfaite, vous avez besoin pour vous les plus belles pièces sur Zalando.

Quelle tenue porter?

Voici notre tenue idéale pour Desert Dream

- Blouse blanche: 180,00 €
- Shorts: 27,95 €
- Chapeau: 14,95 €
- Boîte à chaussures: 105,00 €

Toutes les pièces de ce look et les autres articles sont disponibles sur Zalando

Pour la première fois, Zalando vous donne l'opportunité de partir vous relaxer à WECANDANCE. Ce sont donc 3 tickets dont 1 pour vous-même et 2 pour vos amis à essayer de gagner!

Et n'oubliez pas de nous faire vos coordonnées pour que nos équipes puissent vous contacter si vous avez gagné!

Les conditions de jeu de 22 au 29 août à 19h00. Vous trouverez les modalités ici: [www.zalando.com](http://www.zalando.com)

An ontvangst deze e-mail omdat je hebt aangegeven dat je op de hoogte wilt worden gehouden van leuke aanbiedingen van [styletoday.nl](http://styletoday.nl) of onze partners.

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| SOCIAL ACTIVATION | What's in it?  | What for?   | Bruto Rate  |
|-------------------|--|---|---|
|                   | <ul style="list-style-type: none"> <li>■ 5 instagram posts</li> <li>■ 4 instastories</li> <li>■ 1 FB live or FB post</li> <li>■ Optional: contentpage</li> </ul> | <ul style="list-style-type: none"> <li>■ Contest - photo contest with hashtag</li> <li>■ New product</li> <li>■ Tips from an expert</li> <li>■ Event</li> </ul> | <p>Rate Flair: € 6 500 + € 1 000 T.C.</p> <p>Rate Libelle/Femmes: € 3 500 + € 1 000 T.C.</p> <p>Rate Feeling/Gael: € 3 500 + € 1 000 T.C.</p> |

ALSO NEW THIS QUARTER:



**Easter context** available on Libelle.be / Libelle-lekker.be and Femmesdajourhui.be / Femmesdajourhui.be/cuisine



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



From now on it is also possible to collaborate with **influencers** in line with your target group.

For more information get in touch with your Sanoma contact

| DISCOUNTS  |      | EXTRA CHARGES              |           |
|------------|------|----------------------------|-----------|
| Welcome    | 5 %  | Expandable                 | 30%       |
| Charity    | 50 % | Capping                    | 25%       |
| Government | 30 % | Targeting                  | 15%       |
| Non-Profit | 30 % | Targeting on specific zone | 15%       |
|            |      | Cobranding                 | 15%       |
|            |      | Streaming cost for video   | 1,5 € CPM |

| GENERAL INFO          |   |  |                  |
|-----------------------|---|--|------------------|
| Sanoma                | Commercial questions                      |  |                  |
| Kate Boogaerts        | Digital Sales Development Manager         | <a href="mailto:kate.boogaerts@sanoma.com">kate.boogaerts@sanoma.com</a>             | +32 475 86 83 29 |
| Florence Speck        | Digital Sales                             | <a href="mailto:florence.speck@sanoma.com">florence.speck@sanoma.com</a>             | +32 15 67 85 68  |
| Sophie Vanderwinkel   | Inbound Sales Manager                     | <a href="mailto:sophie.vanderwinkel@sanoma.com">sophie.vanderwinkel@sanoma.com</a>   | +32 15 67 86 49  |
| Stephanie De Meester  | Inbound Sales Executive                   | <a href="mailto:stephanie.demeester@sanoma.com">stephanie.demeester@sanoma.com</a>   | +32 15 67 86 70  |
| Eva Janssens          | Inbound Sales Executive                   | <a href="mailto:eva.janssens@sanoma.com">eva.janssens@sanoma.com</a>                 | +32 15 67 89 19  |
| Evy Jansen            | Inbound Sales Executive                   | <a href="mailto:evy.jansen@sanoma.com">evy.jansen@sanoma.com</a>                     | +32 15 67 83 72  |
| Sanoma                | Technical questions and delivery material | <a href="mailto:material@sanoma.com">material@sanoma.com</a>                         |                  |
| Annelore De Kempeneer | Digital Product Manager                   | <a href="mailto:annelore.dekempeneer@sanoma.com">annelore.dekempeneer@sanoma.com</a> | +32 15 67 84 08  |
| Mélanie Ablay         | Junior Campaign Manager                   | <a href="mailto:melanie.ablay@sanoma.com">melanie.ablay@sanoma.com</a>               | +32 15 67 81 75  |
| Aurélia Massuij       | Junior Campaign Manager                   | <a href="mailto:aurelia.massuij@sanoma.com">aurelia.massuij@sanoma.com</a>           | +32 15 67 83 34  |
| Jochem Douqué         | AdOps & Yield Manager                     | <a href="mailto:jochem.douque@sanoma.com">jochem.douque@sanoma.com</a>               | +32 15 67 84 61  |

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

## Technical Specifications

Display advertising: please contact [material@sanoma.com](mailto:material@sanoma.com)

Display Advertising Tech Specs: [http://adops.sanomamedia.be/Display\\_TechSpecs.pdf](http://adops.sanomamedia.be/Display_TechSpecs.pdf)

Native advertising: please contact [material@sanoma.com](mailto:material@sanoma.com)

## Delivery Material

Display campaigns: [material@sanoma.com](mailto:material@sanoma.com)

Native advertising or crossmedia campaigns: [material@sanoma.com](mailto:material@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

Minimum booking volume (budget before AF): € 3 500

## 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.