

ROMANDIE
LE MONDE BOUGE
NETWORK

MEN

Price List 2018

MEN

PORTFOLIO

01net	ROS
Arcinfo	MEN
BFMTV	MEN
Challenges	ROS
Comment ça marche	ROS
Dailymotion	MEN
Europe1	MEN
Football	ROS
Gentside	ROS
GQ Magazine	ROS
Journal du Net	ROS
La Côte	MEN
La Liberté	MEN
Le Figaro	MEN
Le Nouvelliste	MEN
L'Équipe	ROS
L'Internaute	MEN
Ohtrendz	ROS
RMCsport	ROS
Science&vie	ROS
Sports	ROS
TF1	ROS
Premium Sport	POOL
Premium Lifestyle	POOL
Premium Men	POOL
Premium Men Mobile	POOL
Audience Men	REACH
Audience Men Mobile	REACH

DISPLAY

IAB Standard	Half Page	Wide-board	Rich Media	Native Advertorial	Branding
<i>CPM</i>					
40	50	60	90	-	100
40	50	60	90	35	-
40	50	60	90	-	100
40	50	60	90	-	100
40	50	60	90	-	100
40	50	60	90	-	100
40	50	60	90	-	100
40	50	60	90	35	100
40	50	60	90	-	100
40	50	60	90	35	100
40	50	60	90	35	-
40	50	60	90	35	-
40	50	60	90	-	100
40	50	60	90	35	-
40	50	60	90	-	100
40	50	60	90	35	100
40	50	60	90	-	100
40	50	60	90	-	100
40	50	60	90	-	100
40	50	60	90	-	-
30	40	50	80	-	-
30	40	50	80	-	-
30	40	50	80	35	-
45	-	45	90	35	-
15	20	30	-	-	-
35	-	35	-	-	-

VIDEO

In-Stream	SiteBar Custom	InRead StartView	Invibes
<i>CPM</i>			
75	-	-	60
-	85	50	60
75	-	-	60
75	-	-	-
-	85	50	60
75	-	-	-
-	85	-	60
-	85	-	-
75	85	-	-
-	-	-	-
-	85	50	60
75	85	50	60
-	85	50	-
-	85	50	60
-	-	50	-
-	85	50	60
-	85	50	-
75	-	-	-
-	-	-	-
-	85	50	-
75	-	-	-
-	-	-	60
-	-	-	-

Premium offers (POOL) are delivered upon available inventory of each website of the Men portfolio. The allocation of impressions depends on the formats, audiences and availability of each support. No guarantee is provided to deliver your campaign across all websites composing the thematic offer.

No guarantee is provided to deliver all the planned impressions for the Audience offers (REACH).

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Portfolio	Category
01net	ROS
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Challenges	ROS
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Dailymotion	MEN
Europel	MEN
Football	ROS
Gentside	ROS
GQ Magazine	ROS
Journal du Net	ROS
La Côte	MEN
La Liberté	ROS
Le Figaro	MEN
Le Nouvelliste	MEN
L'Équipe	ROS
L'Internaute	MEN
Ohtrendz	ROS
RMCsport	ROS
Science&vie	ROS
Sports	ROS
TF1	ROS
Premium Sport	POOL
Premium Lifestyle	POOL
Premium Men	POOL
Premium Men Mobile	POOL
Audience Men	REACH
Audience Men Mobile	REACH

DISPLAY AUDIENCE

Pages	Views	Unique Users
<i>Monthly IP CH</i>		
1'250'000	250'000	
500'000	50'000	
250'000	50'000	
250'000	2'500	
4'000'000	350'000	
900'000	200'000	
200'000	60'000	
250'000	25'000	
900'000	350'000	
200'000	45'000	
300'000	50'000	
50'000	10'000	
7'950'000	150'000	
610'000	50'000	
350'000	40'000	
8'000'000	560'000	
500'000	125'000	
25'000	10'000	
50'000	10'000	
450'000	35'000	
800'000	135'000	
2'300'000	410'000	
20'350'000	1'200'000	
9'300'000	650'000	
26'500'000	1'300'000	
5'300'000	260'000	
30'000'000	1'300'000	
6'000'000	260'000	

VIDEO AUDIENCE

Video Views	Unique Viewers	In Page Views	In Page Viewers
<i>Monthly IP CH</i>			
125'000	25'000	1'000'000	200'000
-	-	400'000	40'000
30'000	10'000	200'000	40'000
-	-	200'000	2'000
-	-	3'200'000	280'000
675'000	150'000	-	-
-	-	160'000	48'000
-	-	200'000	20'000
500'000	215'000	720'000	280'000
-	-	-	-
-	-	240'000	40'000
-	-	40'000	8'000
-	-	6'360'000	120'000
-	-	488'000	40'000
-	-	280'000	32'000
-	-	6'400'000	448'000
-	-	400'000	100'000
-	-	20'000	8'000
10'000	5'000	40'000	8'000
-	-	360'000	28'000
-	-	640'000	108'000
1'500'000	290'000	1'840'000	328'000
-	-	-	-
-	-	-	-
3'000'000	1'200'000	21'200'000	1'040'000
1'500'000	160'000	-	-
-	-	-	-
-	-	-	-

DISCOUNTS & TERMS

Volume Discount <small>(Gross, VAT excl.)</small>	CHF 10'000.-	CHF 20'000.-	CHF 50'000.-	CHF 100'000.-
	5%	10%	15%	20%

Other	ZEWO*	Politic	AC
	50%	10%	5%

Minimum booking per insertion order : **CHF 3'000.- VAT excl.**

Expand Roll-Over : **+ CHF 15.- on the standard CPM**

Advertorial : **from CHF 5'000.- / week**

International campaigns : **pricing on demand**

* One-time discount, non-cumulative