

ROMANDIE
LE MONDE BOUGE
NETWORK

NEWS

Price List 2018

NEWS

PORTFOLIO

Portfolio	Category
Arcinfo	ROS
BFMTV	ROS
Challenges	ROS
CNN International	ROS
CNN Money	ROS
Dailymotion	NEWS
Europe1	ROS
i24NEWS	ROS
LeJDD	ROS
Journal du Net	ROS
La Chaîne Météo	ROS
La Côte	ROS
La Liberté	ROS
LCI	ROS
Le Figaro	ROS
Le Monde	ROS
Le Nouvelliste	ROS
Le Point	ROS
Les Observateurs	ROS
L'Express	ROS
Liberation	ROS
L'Internaute	NEWS
Paris Match	ROS
Romandie	NEWS
Premium News	POOL
Premium News Mobile	POOL
Audience News	REACH
Audience News Mobile	REACH

DISPLAY

	IAB Standard	Half Page	Wide-board	Rich Media	Native Advertorial	Branding
<i>CPM</i>						
Arcinfo	40	50	60	90	35	-
BFMTV	40	50	60	90	-	100
Challenges	40	50	60	90	-	100
CNN International	60	80	80	-	-	200
CNN Money	60	80	80	-	-	200
Dailymotion	40	50	60	90	-	100
Europe1	40	50	60	90	-	100
i24NEWS	40	50	60	90	-	-
LeJDD	40	50	60	90	-	-
Journal du Net	40	50	60	90	35	100
La Chaîne Météo	40	50	60	-	-	-
La Côte	40	50	60	90	35	-
La Liberté	40	50	60	-	35	-
LCI	40	50	60	-	-	-
Le Figaro	40	50	60	90	-	100
Le Monde	40	50	60	90	-	100
Le Nouvelliste	40	50	60	90	35	-
Le Point	40	50	60	90	-	100
Les Observateurs	40	50	60	90	35	100
L'Express	40	50	60	-	-	100
Liberation	40	50	60	-	-	100
L'Internaute	40	50	60	90	35	100
Paris Match	40	50	60	90	-	100
Romandie	40	50	60	90	35	100
Premium News	30	40	50	80	35	-
Premium News Mobile	45	-	45	90	35	-
Audience News	15	20	40	-	-	-
Audience News Mobile	35	-	35	-	-	-

VIDEO

	In-Stream	SiteBar Custom	InRead StartView	Invibes
<i>CPM</i>				
Arcinfo	-	85	50	-
BFMTV	75	-	-	60
Challenges	75	-	-	-
CNN International	100	-	-	-
CNN Money	100	-	-	-
Dailymotion	75	-	-	-
Europe1	-	85	-	60
i24NEWS	75	-	-	-
LeJDD	-	-	-	60
Journal du Net	75	85	50	60
La Chaîne Météo	-	-	-	-
La Côte	-	85	50	60
La Liberté	75	-	-	60
LCI	75	-	-	-
Le Figaro	75	85	50	-
Le Monde	75	-	-	-
Le Nouvelliste	-	85	50	60
Le Point	-	-	-	-
Les Observateurs	-	85	50	60
L'Express	75	-	-	-
Liberation	75	-	-	-
L'Internaute	75	85	50	60
Paris Match	-	-	-	60
Romandie	-	85	50	60
Premium News	70	85	45	-
Premium News Mobile	75	-	-	-
Audience News	-	-	-	60
Audience News Mobile	-	-	-	-

Premium offers (POOL) are delivered upon available inventory of each website of the News 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).

NEWS

PORTFOLIO

Channel	Category
Arcinfo	ROS
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La Côte	ROS
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LCI	ROS
Le Figaro	ROS
Le Monde	ROS
Le Nouvelliste	ROS
Le Point	ROS
L'Express	ROS
Les Observateurs	ROS
Liberation	ROS
L'Internaute	NEWS
Paris Match	ROS
Romandie	NEWS
Premium News	POOL
Premium News Mobile	POOL
Audience News	REACH
Audience News Mobile	REACH

DISPLAY AUDIENCE

Pages	Views	Unique Users
<i>Monthly IPCH</i>		
10'500'000		300'000
350'000		100'000
250'000		25'000
7'200'000		1'400'000
-		-
200'000		60'000
400'000		85'000
100'000		10'000
100'000		15'000
300'000		50'000
950'000		234'000
1'200'000		130'000
7'950'000		150'000
200'000		20'000
7'100'000		350'000
2'000'000		300'000
23'750'000		475'000
1'100'000		120'000
2'500'000		1'350'000
1'100'000		320'000
2'500'000		125'000
3'500'000		400'000
250'000		45'000
5'000'000		300'000
68'000'000		1'550'000
8'000'000		600'000
70'000'000		1'550'000
10'000'000		600'000

VIDEO AUDIENCE

Video Views	Unique Viewers	In Page Views	In Page Viewers
<i>Monthly IPCH</i>			
-	-	8'400'000	240'000
850'000	250'000	280'000	80'000
-	-	200'000	20'000
607'000	180'000	200'000	20'000
-	-	200'000	20'000
750'000	250'000	-	-
-	-	320'000	68'000
10'000	8'000	80'000	8'000
-	-	80'000	12'000
-	-	240'000	40'000
-	-	760'000	187'200
-	-	960'000	104'000
-	-	6'360'000	120'000
20'000	10'000	160'000	16'000
140'000	20'000	5'680'000	280'000
250'000	40'000	1'600'000	240'000
-	-	19'000'000	380'000
-	-	880'000	96'000
15'000	7'500	2'000'000	1'080'000
-	-	880'000	256'000
1'500	7'500	2'000'000	100'000
-	-	2'800'000	320'000
-	-	200'000	36'000
-	-	4'000'000	240'000
4'250'000	1'200'000	34'000'000	950'000
2'500'000	80'000	-	-
-	-	-	-
-	-	-	-

DISCOUNTS & TERMS

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

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**

Other	ZEWO*	Politic	AC
	50%	10%	5%

* One-time discount, non-cumulative