

ROMANDIE  
LE MONDE BOUGE  
NETWORK

WOMEN

Price-List 2018

## WOMEN

### DISPLAY

IAB Standard	Half Page	Wide-board	Rich Media	Native Advertorial	Branding
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CPM

	IAB Standard	Half Page	Wide-board	Rich Media	Native Advertorial	Branding
50	60	70	120	35	150	
60	80	80	-	-	200	
50	60	70	120	-	150	
50	60	70	120	-	150	
50	60	70	120	35	150	
60	70	80	150	-	180	
50	60	70	120	-	150	
50	60	70	120	35	150	
50	60	70	-	-	150	
50	60	70	120	-	150	
50	60	70	120	-	150	
50	60	70	120	-	150	
50	60	70	120	35	150	
50	60	70	120	-	150	
50	60	70	120	-	150	
50	60	70	120	35	150	
50	60	70	120	-	150	
50	60	70	-	-	-	
60	70	80	150	-	180	
-	70	80	150	-	180	
40	50	60	110	-	-	
40	50	60	110	-	-	
40	50	60	110	-	-	
40	50	60	110	-	-	
40	50	60	110	-	-	
40	50	60	110	35	-	
45	-	45	90	35	-	
20	25	50	-	-	-	
35	-	35	-	-	-	

### VIDEO

In-Stream	SiteBar Custom	InRead StartView	Invibes
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CPM

In-Stream	SiteBar Custom	InRead StartView	Invibes
75	85	-	-
100	-	-	-
-	85	-	-
75	-	-	-
-	85	60	60
-	-	-	-
-	85	-	-
-	-	-	-
75	85	60	60
75	-	-	-
75	-	60	-
-	85	-	-
-	85	-	-
75	-	-	-
75	85	-	-
-	85	-	60
-	85	60	60
-	85	-	-
-	85	-	-
-	-	-	-
75	-	-	-
-	-	-	-
-	-	-	-
70	85	55	-
75	-	-	-
-	-	-	60
-	-	-	-

### PORTFOLIO

750g	ROS
CNN International	WOMEN
Cosmopolitan	ROS
Dailymotion	WOMEN
Doctissimo	ROS
Elle	ROS
Femina	ROS
Glamour	ROS
Journaldesfemmes	ROS
L'Express Styles	ROS
Madame Figaro	ROS
Magicmaman	ROS
Marie Claire	ROS
MyCuisine	ROS
Ohmymag	ROS
Psychologies	ROS
Public	ROS
Purepeople	ROS
Puretrend	ROS
Science&vie	ROS
TF1	ROS
Vanity Fair	ROS
Vogue	ROS
Premium Fashion & Beauty	POOL
Premium Health	POOL
Premium Parenting	POOL
Premium Home & Design	POOL
Premium Food	POOL
Premium Women	POOL
Premium Women Mobile	POOL
Audience Women	REACH
Audience Women Mobile	REACH

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).

## WOMEN

### DISPLAY AUDIENCE

Pages	Views	Unique Users
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Monthly IP CH

1'650'000	185'000
350'000	50'000
400'000	85'000
750'000	225'000
3'000'000	630'000
2'500'000	200'000
250'000	55'000
950'000	85'000
2'500'000	300'000
312'000	74'000
300'000	100'000
450'000	75'000
1'500'000	75'000
135'000	65'000
1'250'000	450'000
600'000	85'000
1'500'000	200'000
1'350'000	125'000
300'000	65'000
450'000	35'000
2'300'000	410'000
250'000	75'000
200'000	65'000
4'700'000	700'000
4'350'000	750'000
3'500'000	400'000
700'000	135'000
2'500'000	450'000
15'750'000	900'000
3'150'000	480'000
24'000'000	900'000
4'000'000	480'000

### VIDEO AUDIENCE

Video Views	Unique Viewers	In Page Views	In Page Viewers
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Monthly IP CH

80'000	30'000	1'320'000	148'000
120'000	31'000	280'000	40'000
-	-	320'000	68'000
700'000	250'000	-	-
-	-	2'400'000	504'000
-	-	2'000'000	160'000
-	-	200'000	44'000
-	-	-	-
-	-	2'000'000	240'000
-	-	249'600	59'200
75'000	25'000	240'000	80'000
-	-	360'000	60'000
-	-	1'200'000	60'000
-	-	108'000	52'000
750'000	250'000	1'000'000	360'000
-	-	480'000	68'000
-	-	1'200'000	160'000
-	-	1'080'000	100'000
-	-	240'000	52'000
-	-	360'000	28'000
1'500'000	290'000	1'840'000	328'000
-	-	-	-
-	-	-	-
-	-	-	-
-	-	-	-
-	-	-	-
-	-	-	-
2'500'000	900'000	12'600'000	720'000
2'000'000	140'000	-	-
-	-	-	-
-	-	-	-

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Doctissimo	ROS
Elle	ROS
Femina	ROS
Glamour	ROS
Journaldesfemmes	ROS
L'Express Styles	ROS
Madame Figaro	ROS
Magicmaman	ROS
Marie Claire	ROS
MyCuisine	ROS
Ohmymag	ROS
Psychologies	ROS
Public	ROS
Purepeople	ROS
Puretrend	ROS
Science&vie	ROS
TF1	ROS
Vanity Fair	ROS
Vogue	ROS
Premium Fashion & Beauty	POOL
Premium Health	POOL
Premium Parenting	POOL
Premium Home & Design	POOL
Premium Food	POOL
Premium Women	POOL
Premium Women Mobile	POOL
Audience Women	REACH
Audience Women Mobile	REACH

### 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