

ROMANDIE
LE MONDE BOUGE
NETWORK

MILLENIALS

Tarifs 2018

MILLENIALS

PORTFOLIO

| | |
|-----------------------|-------|
| Allociné | ROS |
| CNN International | ENT. |
| Dailymotion | ROS |
| Gentside | ROS |
| Jeanmarcmorandini | ROS |
| Jeux | ROS |
| Journaldugeek | ROS |
| Liberation | ENT. |
| Ohmymag | ROS |
| Premiere | ROS |
| Public | ROS |
| Purepeople | ROS |
| Science&vie | ROS |
| Skyrock | ROS |
| TF1 | ROS |
| Premium People | POOL |
| Premium Youngster | POOL |
| Premium Entertainment | POOL |
| Premium Ent. Mobile | POOL |
| Audience Millenials | REACH |
| Audience Mill. Mobile | REACH |

DISPLAY

| IAB Standard | Half Page | Wide-board | Rich Media | Native Advertorial | Branding |
|--------------|-----------|------------|------------|--------------------|----------|
| <i>CPM</i> | | | | | |
| 40 | 50 | - | 90 | - | 100 |
| 40 | 50 | 60 | - | - | 200 |
| 40 | 50 | 60 | 90 | - | 100 |
| 40 | 50 | 60 | 90 | 35 | 100 |
| 40 | 50 | 60 | - | - | - |
| 40 | - | - | - | - | - |
| 40 | 50 | 60 | - | - | - |
| 40 | 50 | 60 | - | - | 100 |
| 50 | 60 | 70 | 120 | 35 | 150 |
| 40 | 50 | 60 | - | - | - |
| 50 | 60 | 70 | 120 | - | 150 |
| 50 | 60 | 70 | 120 | 35 | 150 |
| 40 | 50 | 60 | 90 | - | 100 |
| 40 | 50 | 60 | 90 | - | 100 |
| 40 | 50 | 60 | - | - | - |
| 30 | 40 | 50 | 80 | - | - |
| 30 | 40 | 50 | 80 | - | - |
| 30 | 40 | 50 | 80 | - | - |
| 45 | - | 45 | 90 | - | - |
| 15 | 20 | 30 | - | - | - |
| 35 | - | 35 | - | - | - |

VIDEO

| In-Stream | SiteBar Custom | InRead StartView | Invibes |
|------------|----------------|------------------|---------|
| <i>CPM</i> | | | |
| 75 | - | - | - |
| 100 | - | - | - |
| 75 | - | - | - |
| 75 | 85 | - | - |
| - | - | - | 60 |
| - | - | - | - |
| - | - | - | - |
| 75 | 85 | - | - |
| - | - | - | - |
| - | 85 | 60 | 60 |
| - | 85 | - | - |
| - | - | - | - |
| - | - | - | 60 |
| 75 | - | - | - |
| - | - | - | - |
| - | - | - | - |
| 70 | 85 | 45 | - |
| 75 | - | - | - |
| - | - | - | 60 |
| - | - | - | - |

Les offres Premium (POOL) sont diffusées en fonction des inventaires disponibles au sein des sites de l'univers Entertainment. La répartition des impressions est fonction des formats, audiences et disponibilités de chaque support. Aucune garantie n'est apportée quant à la diffusion de votre campagne sur l'ensemble des sites composant l'offre thématique. Aucune garantie n'est apportée quant à la diffusion des impressions planifiées sur les offres Audience (REACH).

REMISES & CONDITIONS

| Rabais volume (Brut HT) | HF 10'000.- | CHF 20'000.- | CHF 50'000.- | CHF 100'000.- |
|-------------------------|-------------|--------------|--------------|---------------|
| | 5% | 10% | 15% | 20% |

Commande minimum (par ordre) : **CHF 3'000.- HT**
 Expand Roll-Over : **+ CHF 15.- sur le CPM standard**
 Publireportage : **dès CHF 5'000.- / semaine**
 Campagnes internationales : **tarifs sur demande**

| Autres | ZEWO* | Politique | AC |
|--------|-------|-----------|----|
| | 50% | 10% | 5% |

*Rabais unique, non cumulable.

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AUDIENCE DISPLAY

| | Pages Vues | Unique Users |
|----------------------|------------|--------------|
| <i>Mensuel IP CH</i> | | |
| | 2'800'000 | 400'000 |
| | 500'000 | 70'000 |
| | 6'800'000 | 380'000 |
| | 900'000 | 350'000 |
| | 1'500'000 | 75'000 |
| | 220'000 | 50'000 |
| | 100'000 | 15'000 |
| | 240'000 | 80'000 |
| | 1'250'000 | 450'000 |
| | 120'000 | 15'000 |
| | 1'500'000 | 200'000 |
| | 1'350'000 | 125'000 |
| | 450'000 | 35'000 |
| | 3'500'000 | 325'000 |
| | 2'300'000 | 410'000 |
| | 12'000'000 | 500'000 |
| | 7'000'000 | 300'000 |
| | 32'000'000 | 1'200'000 |
| | 6'500'000 | 240'000 |
| | 35'000'000 | 1'200'000 |
| | 7'000'000 | 240'000 |

AUDIENCE VIDEO

| | Video Vues | Unique Viewers | In Page Vues | In Page Viewers |
|----------------------|------------|----------------|--------------|-----------------|
| <i>Mensuel IP CH</i> | | | | |
| | 250'000 | 50'000 | 2'240'000 | 320'000 |
| | - | - | 400'000 | 56'000 |
| | 5'000'000 | 1'080'000 | - | - |
| | 500'000 | 215'000 | 720'000 | 280'000 |
| | - | - | 1'200'000 | 60'000 |
| | - | - | 176'000 | 40'000 |
| | - | - | 80'000 | 12'000 |
| | - | - | 192'000 | 64'000 |
| | 750'000 | 250'000 | 1'000'000 | 360'000 |
| | - | - | 96'000 | 12'000 |
| | - | - | 1'200'000 | 160'000 |
| | - | - | 1'080'000 | 100'000 |
| | - | - | 360'000 | 28'000 |
| | - | - | - | - |
| | 1'500'000 | 290'000 | 1'840'000 | 328'000 |
| | - | - | - | - |
| | - | - | - | - |
| | 6'000'000 | 1'200'000 | 25'600'000 | 960'000 |
| | 1'550'000 | 390'000 | - | - |
| | - | - | - | - |
| | - | - | - | - |