

ROMANDIE
LE MONDE BOUGE
NETWORK

WOMEN

Tarifs 2018

WOMEN

DISPLAY

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

CPM

| | | | | | |
|----|----|----|-----|----|-----|
| 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 | - | 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 | - | 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 | - | - |
| 40 | 50 | 60 | 110 | 35 | - |
| 45 | - | 45 | 90 | 35 | - |
| 20 | 25 | 50 | - | - | - |
| 35 | - | 35 | - | - | - |

VIDEO

| In-Stream | SiteBar Custom | InRead StartView | Invibes |
|-----------|----------------|------------------|---------|
|-----------|----------------|------------------|---------|

CPM

| | | | |
|-----|----|----|----|
| 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 |

Les offres Premium (POOL) sont diffusées en fonction des inventaires disponibles au sein des sites de l'univers Women. 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).

WOMEN

AUDIENCE DISPLAY

| Pages | Vues | Unique Users |
|-------|------|--------------|
|-------|------|--------------|

Mensuel 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 |

AUDIENCE VIDEO

| Video Vues | Unique Viewers | In Page Vues | In Page Viewers |
|------------|----------------|--------------|-----------------|
|------------|----------------|--------------|-----------------|

Mensuel 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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| 750g | ROS |
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| Premium Women | POOL |
| Premium Women Mobile | POOL |
| Audience Women | REACH |
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REMISES & CONDITIONS

| Rabais volume (Brut HT) | CHF 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.