

Silver Foxes

WHO DO THEY REPRESENT?

- ✓ This segment collects all men and women aged 55 or older who surf on our newssites.
- ✓ 36% is female, 64% is male.
- ✓ They represent 622.000 browsers every week.
- ✓ They represent 42% of all surfers on our newssites.



silver fox

targeting
PROMO
2018



500.000
impressions

RUN OF NETWORK - 500.000 IMPRESSIONS - CAP 3	CPM RATECARD	PROMO CPM	PROMO PACKAGE PRICE
XL Leaderboard	€ 17	€ 13,5 CPM	€ 6.750
Medium Rectangle	€ 18	€ 14,5 CPM	€ 7.250
Halfpage	€ 21	€ 17,5 CPM	€ 8.750

1.000.000
impressions

RUN OF NETWORK - 1.000.000 IMPRESSIONS - CAP 3	CPM RATECARD	PROMO CPM	PROMO PACKAGE PRICE
XL Leaderboard	€ 17	€ 12,5 CPM	€ 12.500
Medium Rectangle	€ 18	€ 13,5 CPM	€ 13.500
Halfpage	€ 21	€ 16,5 CPM	€ 16.500

DEADLINES

MATERIAL	3 working days before publication date
DELIVERY ADDRESS	advweb@mediahuis.be

Promo valid until May 31st 2018. Cannot be combined with other promotions.

All our rates are VAT excluded. General conditions apply. Our conditions are available on demand or via mediahuisconnect.be.