

Millennials

WHO DO THEY REPRESENT?

- ✓ This segment collects all men and women between 18 and 38 years old who surf on our newssites.
- ✓ 54% is female, 46% is male.
- ✓ A total of 512.600 surfers per month.
- ✓ They represent 3,7% of all surfers on our newssites.



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