

## RATECARD 2022



### KEY FACTS

With a reach of approximately 2.000.000 unique visitors per month, gezondheid.be (NL) and passionsanté.be (FR) are the proud market leader in their commercial segment. They make up one of Belgium's largest online platforms offering information about health and wellbeing.

### CPM (EXL COMMERCIAL DISCOUNTS)

Bannering targeted on section (>400 sections to choose from)	CPM	Budget
Take-over on specific sections .....	€32	in function of bought traffic
Half page / billboard on specific sections .....	€26	
Medium rectangle on specific sections .....	€21	

#### ROS

Large leader / medium rectangle .....	€17
Half page / billboard .....	€21

and the corresponding mobile formats such as medium rectangle and mobile banner

### CPC advertorial/native/testing

2 months integration pack with push throughout the newsletter, contextual targeting, partnerbox,...

**Budget: €5.000**

Minimum guarantee of 5.000 visitors on the integrated page. This can be a lot more, depending on how popular the article is. The cost per read is max 1€. With more visitors and a commercial discount, it increases gradually.

### AD-BOX

Teaser format (title, text and image) shown underneath each article on the site.

**Budget: 5.000 €**

Minimum guarantee of 5.000 clicks towards the advertiser's website (with a clear call-to-action, written by our editors).

# WHAT TO CHOOSE: NATIVE, ADVERTORIAL OR TESTING?

## > native article

- At the bottom of the article, we mention the advertiser: “in samenwerking met” / “en collaboration avec”.
- The article is always written by our own content team, for which the advertiser pays a technical fee.
- The message the advertiser wants to convey is subtly interwoven in the article. Our editors make sure the article relates to the interests of our readers.
- The article will be promoted via our Facebook page.
- There is no end publication date, the article will stay online and therefore has a certain SEO value.
- The goal of the campaign is to get people to read the article, not so much to click on a link towards the advertiser’s website. Links can be included but the CTR is not part of our reporting.

## > advertorial

- At the top of the article, we identify the article as an “advertorial”.
- The article can be written by the advertiser or by our content team (upon payment of fee).
- The message the advertiser wants to convey is straightforward promotion of the brand/product.
- The article will be promoted via the partnerbox on our homepage.
- There is an end publication date, the article will go offline after the agreed date.
- The goal of the campaign is to get people to click towards the article (amount of views) and possibly also to click on a link towards the advertiser’s website. CTR is part of our reporting.

## > testing

- We don’t mention the advertiser on top or below the article (unless requested by the advertiser).
- The article is written by our own content team, based on the feedback of the testing panel.
- The article will be promoted via our Facebook page.
- There is no end publication date, the article will stay online and therefore has a certain SEO value.
- The goal of the campaign is to get people to read the article. Links can be included, but it is not part of our reporting.
- The advertiser provides enough products for the testing panel. The panel members are selected by Gezondheid NV.

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