

Advertising and Partnership opportunities RATECARD Q1 2024

Pub is the market leader in the field of professional information for the media, advertising, marketing, creation and communications industry.

The online and offline platforms focus on marketers, communications specialists, media professionals and students who want to be at the forefront in their field.

Pub.be | 36.000 Unique Viewers / Month 162.000 Page Views / Month

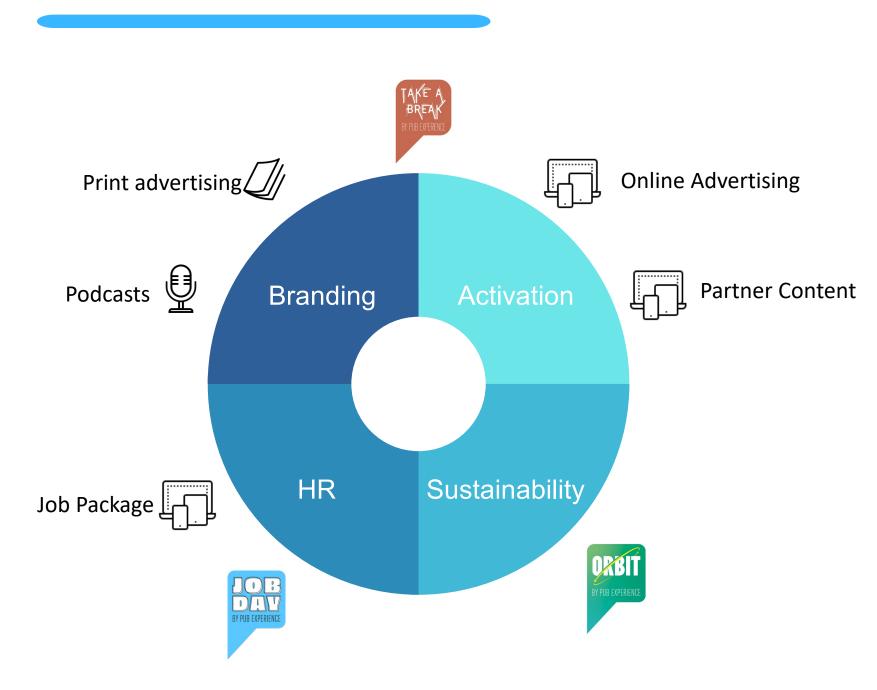
PubNews | 4.500 Subscribers

10.200 Views / Week

Magazine | 2.000 Subscribers



A CROSS-MEDIA APPROACH



Website

#1 belgian website on B2B "media, advertising & marketing".

Discover the latest news on creativity, innovation, research, event, adtech... coming from the MarcCom market

Subscribers : 4,5k Openrate : 38% Views : 10,2k/week

PubNews

Daily newsletter, Monday to Saturday, at 1 PM.

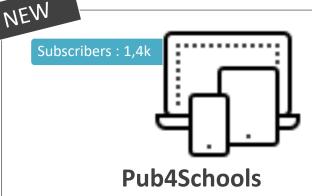
The daily summary of hot news from the media, advertising and marketing sectors



Magazine

The only B2B « media, advertising & marketing » magazine in Belgium.

Find out in-depth analysis, food for thought, industry trends,... 5 editions per year 100% bilingual.



The first newsletter aimed at students at universities and high schools of communication and marketing.

Bimonthly publication.

PUB XP





Orbit

Orbit aims at uniting the market once a year around sustainable values.

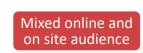
We have already covered topics such as change, transparency, people at the heart of our businesses and consumer behaviour.





Job Day

Annual congress allowing university and high school students to meet companies recruiting in the communication, media, journalism, advertising, creation and design sectors.





Take a Break

Regular conferences on current topics regarding media, advertising, adtech, innovation, and marketing.

ADVERTISING SOLUTIONS



Online Advertising

The Newsletter and the PUB.be website are made up of topics, each containing specific news, whitepapers and dossiers. In addition to regular leaderboard and IMU formats, they offer various partner content, podcasts and video options.



Partner Content

With a content partnership you can showcase knowledge of your organization within an article on the Pub.be website.
Contributions are brought to the attention of visitors on the

homepage and in the newsletter.



Print Advertising

PUB Magazine offers various advertising options in both the physical magazine (4/year) and the digital magazine (1/year), including full page ads, special covers, inserts and video promos.



Event Partnership

PUB organizes various large and smaller conferences every year. At and around these events we offer various options to profile your company in terms of both branding and content.



Podcasts

The ideal support for presenting a genuine idea, company or personality.

Our journalists guide the conversation. Podcasts are recorded in our professional recording studio. They are promoted via our platforms and the major podcast apps.



Job Package

Communicate your vacancies to the MarCom market.

Our job offer is published during one month on the PUB.be homepage and in the daily newsletter.

Vacancies are also relayed on LinkedIn, X and Instagram.



WEBSITE Rate/Week excl. VAT

Leaderboard	€ 1.500	728x90px
IMU	€ 1.500	300x250px
Partner Content (x3)	€ 1.500	Text+Images
InRead Video	€ 2.250	1980x1080px

PODCASTS Rate/Week excl. VAT

1 podcast	€ 2.500	Production,
2 podcasts	€ 4.500	publishing and promotion on
3 podcasts	€ 6.000	pub.be+PubNews

JOBS PACKAGE Rate/Month excl. VAT

1 job offer	€ 500	Logo 210x210px + Text
2 job offers	€ 850	Promotion on pub.be + PubNews + Social
3 job offers	€ 1.200	Networks

PUBNEWS Rate/Week excl. VAT

Leaderboard	€ 1.500	728x90px
IMU	€ 1.500	300x250px
Partner Content (x3)	€ 1.500	Text+Images

PUB4SCHOOLS Rate/Month excl. VAT Website + Newsletter

Leaderboard	€ 500	728x90px
IMU	€ 500	300x250px

FORMATS

.jpg, .png, .gif (animated or fixed) Images Videos .mp4, .avi, .mov or YouTube/Dailymotion/Vimeo link **Podcasts** .mp3 + 500x500px illustration

A mobile and responsive format of 300x100px is also required

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MAGAZINE Rate excl. VAT

1/1 page	€ 3.200	275x215mm
2/1 page	€ 6.000	275x430mm
1/3 page	€ 1.600	79x177mm or 235x53mm
Cover 2	€ 4.000	275x215mm
Cover 3	€ 3.600	275x215mm
Cover 4	€ 5.000	275x215mm
Insert 2p Insert 8p	€ 2.500 € 6.000	Potential technical and distribution costs

CALENDAR 2024

				Urbit	1BD (nov. 24)	AG
Edition	Release	Delivery	Main Topic			
March	14/03/24	29/02/24	Creative & Media Agen	cies		
April (Digital)	22/04/24	08/04/24	Audio Creativity			
June	20/06/24	06/06/24	Publishing • Leasure (G	aming, Ente	ertainment, Culture	≘,)
September	26/09/24	12/09/24	Total Video			
December	12/12/24	28/11/24	People, Talents, 2024 E	vents		J

EVENTS 2024

Edition	Date	Location
Job Day	27/03/24	The Egg (Brussels)
Orbit	TBD (nov'24)	AG Campus (Brussels)

