



## 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



# MEDIAS

Viewers : 36k/month  
Page views : 162k/m.



## 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

Subscribers : 2k



## 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.

NEW

Subscribers : 1,4k



## Pub4Schools

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

# PUB XP

+ 400  
attendees  
in 2023



## 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.

800 students  
40 companies



## Job Day

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

Mixed online and  
on site audience



## 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

# PUBNEWS

Rate/Week excl. VAT

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

# 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	€ 2.500	Potential technical and distribution costs
Insert 8p	€ 6.000	

# PODCASTS

Rate/Week excl. VAT

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

# PUB4SCHOOLS

Rate/Month excl. VAT  
Website + Newsletter

Leaderboard	€ 500	728x90px
IMU	€ 500	300x250px

# JOBS PACKAGE

Rate/Month excl. VAT

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

## FORMATS

Images	.jpg, .png, .gif (animated or fixed)
Videos	.mp4, .avi, .mov or YouTube/Dailymotion/Vimeo link
Podcasts	.mp3 + 500x500px illustration
A mobile and responsive format of 300x100px is also required	

CONTACT

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## EVENTS 2024

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

## CALENDAR 2024

Edition	Release	Delivery	Main Topic
March	14/03/24	29/02/24	Creative & Media Agencies
April (Digital)	22/04/24	08/04/24	Audio Creativity
June	20/06/24	06/06/24	Publishing • Leasure (Gaming, Entertainment, Culture,...)
September	26/09/24	12/09/24	Total Video
December	12/12/24	28/11/24	People, Talents, 2024 Events