



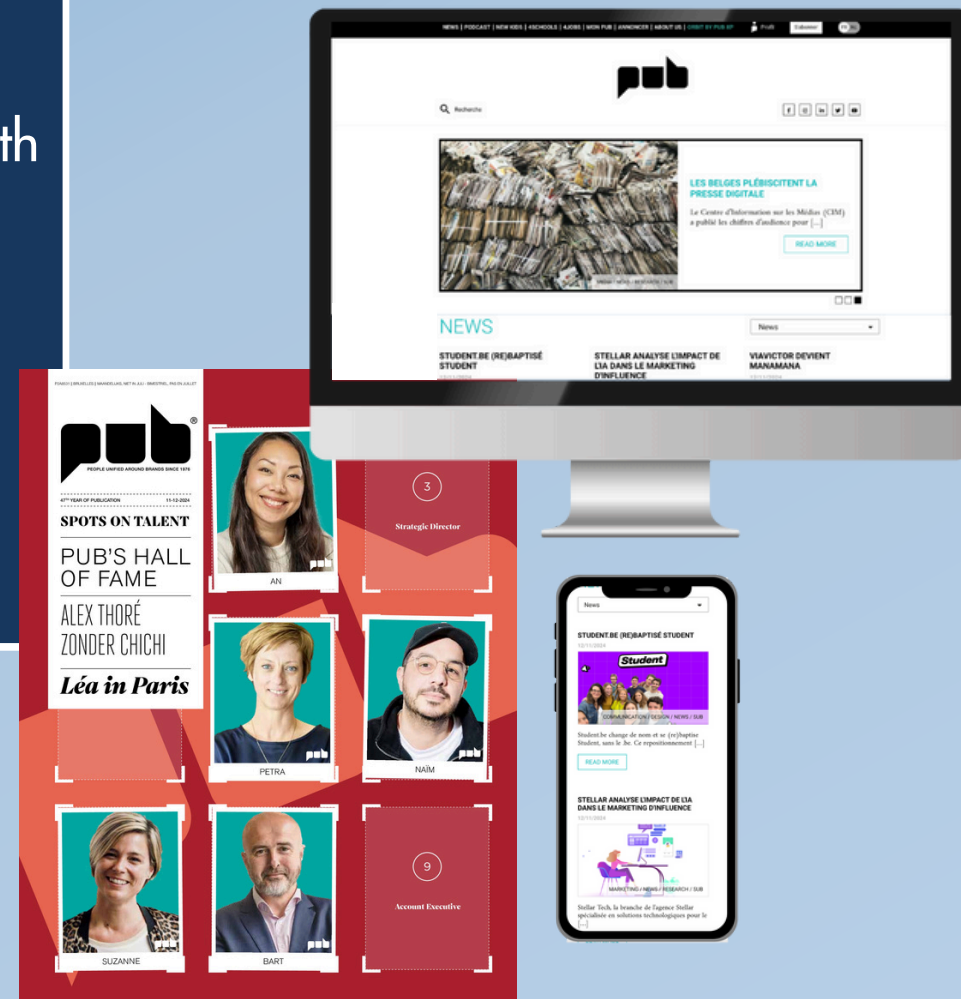
Advertising and Partnership opportunities RATECARD Q2 2025



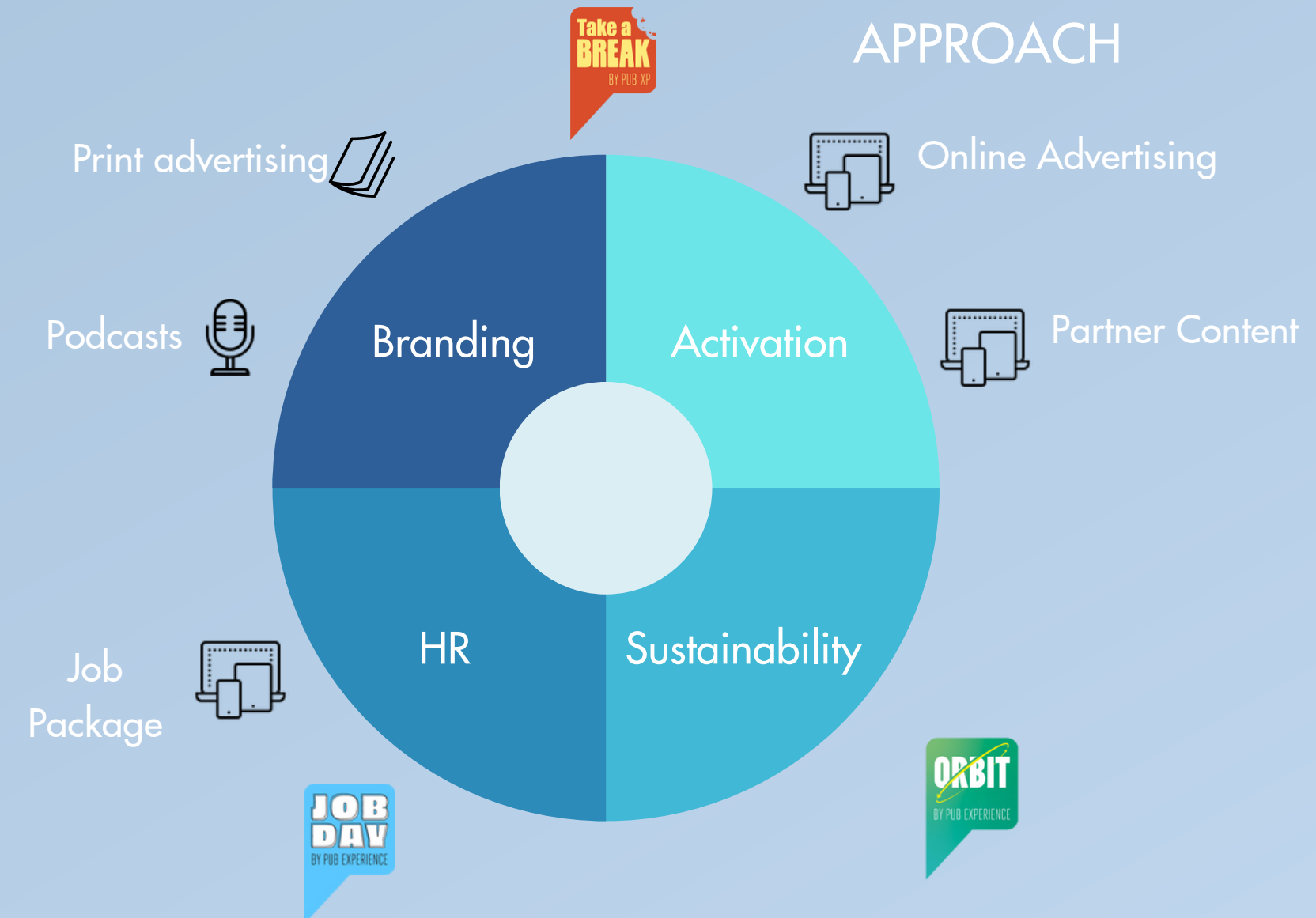
Pub is the **market leader** in the field of professional information for the media, advertising, marketing, creation and communications industry.

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

Pub.be	35.000 Unique Viewers / Month 157.000 Page Views / Month
PubNews	4.400 Subscribers 11.800 Views / Week
Magazine	2.000 Readers

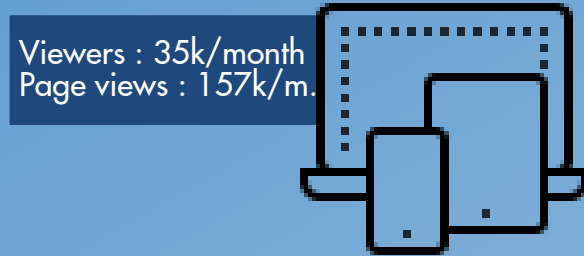


CROSS-MEDIA APPROACH



Media

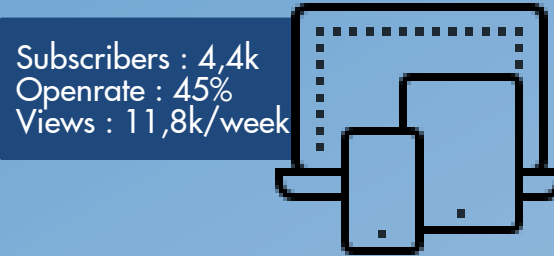
Advertising solutions



Viewers : 35k/month
Page views : 157k/m.

Website

#1 belgian website on B2B "media, advertising & marketing". Discover the latest news on creativity, innovation, research, event, adtech... coming from the MarCom market



Subscribers : 4,4k
Openrate : 45%
Views : 11,8k/week

PubNews

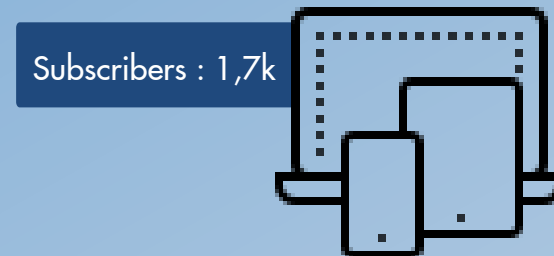
Daily newsletter, Monday to Saturday, at 1 PM.
The daily summary of hot news from the media, advertising and marketing sectors



Readers : 2k

Magazin

The only B2B « media, advertising & marketing » magazine in Belgium. Find out in-depth analysis, food for thought, industry trends,...
4 editions per year • 100% bilingual.



Subscribers : 1,7k

Pub4Schools

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

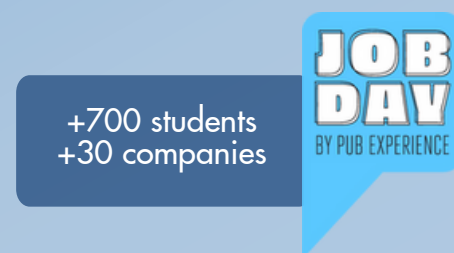
PUB EXPERIENCE



300 attendees in 2024

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.



+700 students
+30 companies

Job Day

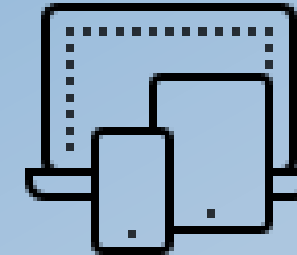
Annual congress allowing university and high school students to meet companies recruiting in the communication, media, journalism, advertising, creation and design sectors.



Mixed online and on site audience

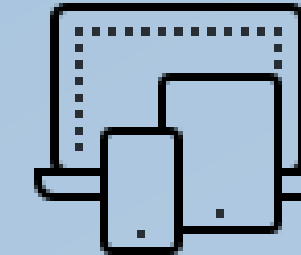
Take a Break

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



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.



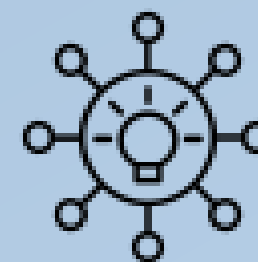
Partner Content

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 posters.



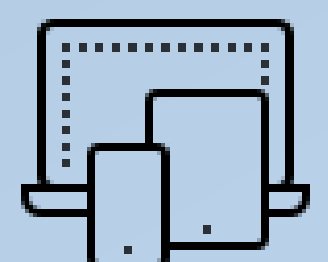
Event Partnership

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 six weeks on the pub.be homepage and in the daily newsletter. Vacancies are also relayed on LinkedIn.

Ratecard



Rates excl. VAT		pub.be	PubNews	pub.be + PubNews	
Banner	Leaderboard	€ 1.750	€ 1.750	€ 3.000	/ Week
	IMU	€ 1.750	€ 1.750	€ 3.000	/ Week
Content	InRead Video	€ 2.000	€ 2.000	€ 3.500	/ Week
	Partner Content		€ 2.000		3 insertions over 10 days
	1 Podcast		€ 2.500		3 insertions over 10 days
	2 Podcasts		€ 4.500		3 insertions over 10 days
Job	3 Podcasts		€ 6.000		3 insertions over 10 days
	1 Job Offer		€ 500		6 weeks

Pub4schools*

Rates excl. VAT			
Banner	Leaderboard	€ 500	/ Month
	IMU	€ 500	/ Month

* : pub.be/4schools pages + pub4schools newsletter (bi-monthly)

Tech. Specs	Banners	Leaderboard : 728x90px • IMU : 300x250px • .jpg, .png, .gif (animated or fixed)
	Partner Content	Text (NL & FR) + images and links provided by the client
	Videos	1980x1080px • .mp4, .avi, .mov or youtube/dailymotion/vimeo link
	Podcasts	Production, publishing and promotion by PUB • 20 min length • .mp3 + 500x500px illustration

Contact	Rauno Baudoux +32 476 56 34 40 rauno.baudoux@pub.be
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Rates excl. VAT		PUB Magazine
In Mag.	1/1 page	€ 3.200
	2/1 page	€ 6.000
Cover	Cover 2	€ 4.000
	Cover 3	€ 3.600
	Cover 4	€ 5.000
Insert	2 Pages	€ 2.500
	8 Pages	€ 4.000
Poster	1 full side	€ 2.500
	1 full side + logo on PUB side	€ 4.000

Tech. Specs

1/1 Page	275x215mm excluding lost edges
2/1 Page	275x430mm excluding lost edges
Inserts	Potential technical and distribution costs
Poster	275x215mm excluding lost edges

	Edition	Release	Delivery	Main Topic
Calendar 2025	Jan. to March (Digital)	14.01 to 10.03.2025	Until 21.02	Audio Magazine (AirPub)
	March	27.03.2025	12.03.2025	Local Media
	June	19.06.2025	04.06.2025	Brand Activation
	September	25.09.2025	10.09.2025	Sponsoring
	December	11.12.2025	26.11.2025	People, Talents & 2025 Events

	Edition	Date	Location
Events	Job Day	02.10.2025	
	Orbit	4-5 Dec.	TBD



Ratecard



BUMMP

A unique high-impact digital ad format

MM and PUB ✨ join forces to create a common and exclusive advertising package

BUMMP brings together the power of PUB and MM websites

Available for one-week campaigns (Monday to Sunday) on all MM.be and Pub.be pages

Rate (excl.VAT) ✨ €5,000

Booking ✨ Contact Margaux De Schryver • Margaux@mm.be • 0499 14 38 42
or Rauno Baudoux • rauno.baudoux@pub.be • 0476 56 34 40



Tech Specs

- Format 300x600px + mobile : 640x150px
- .jpg, .png or .gif (animated or fixed)

