



RATECARD 2026

DIGITAL

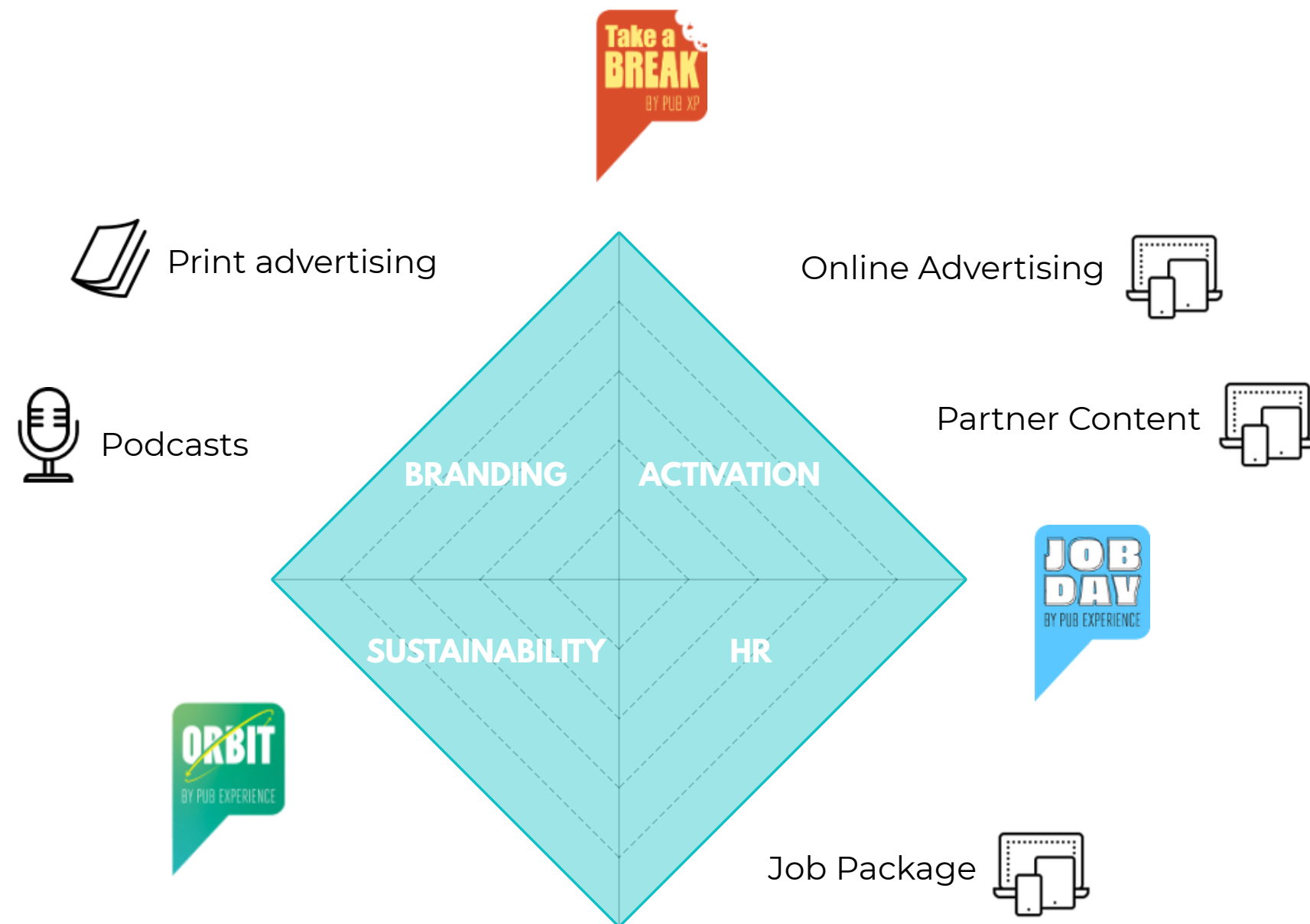
MAGAZINE

PUB XP

CUSTOM



CROSS-MEDIA APPROACH



PUB is the market leader (French and Dutch) 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.

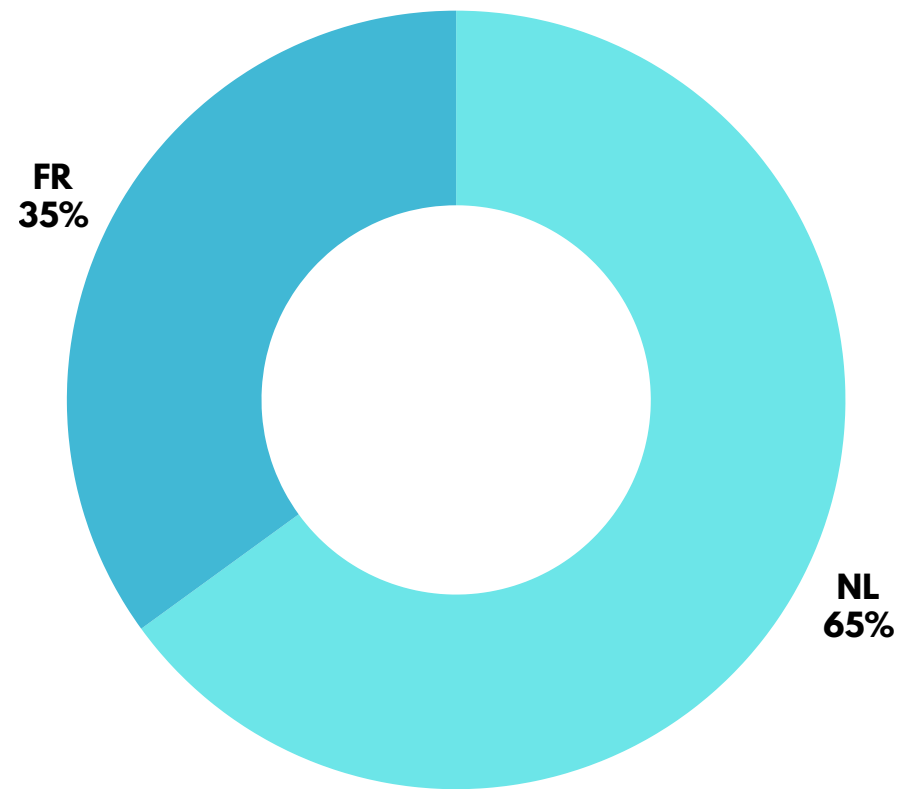
» **PUB.BE > 26k unique viewers**

» **PUBNEWS > 4.3k subscribers**

» **PUB MAGAZINE > 2k readers**

» **PUB4SCHOOLS > 1.7k subscribers**

PUB.BE & PUBNEWS



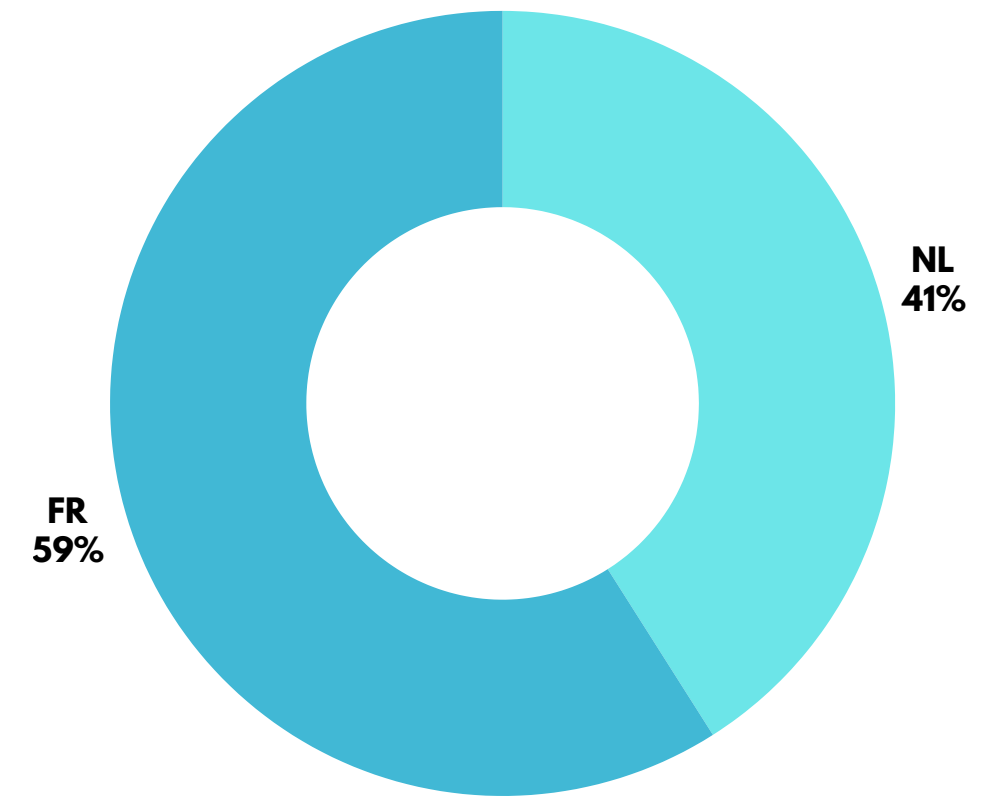
PUB.BE

26k Visitors/month
125k Views/month
457k Interactions/month

PUBNEWS

4,3k Subscribers/month
39% Openrate
5,5% Clickrate

PUB4SCHOOLS

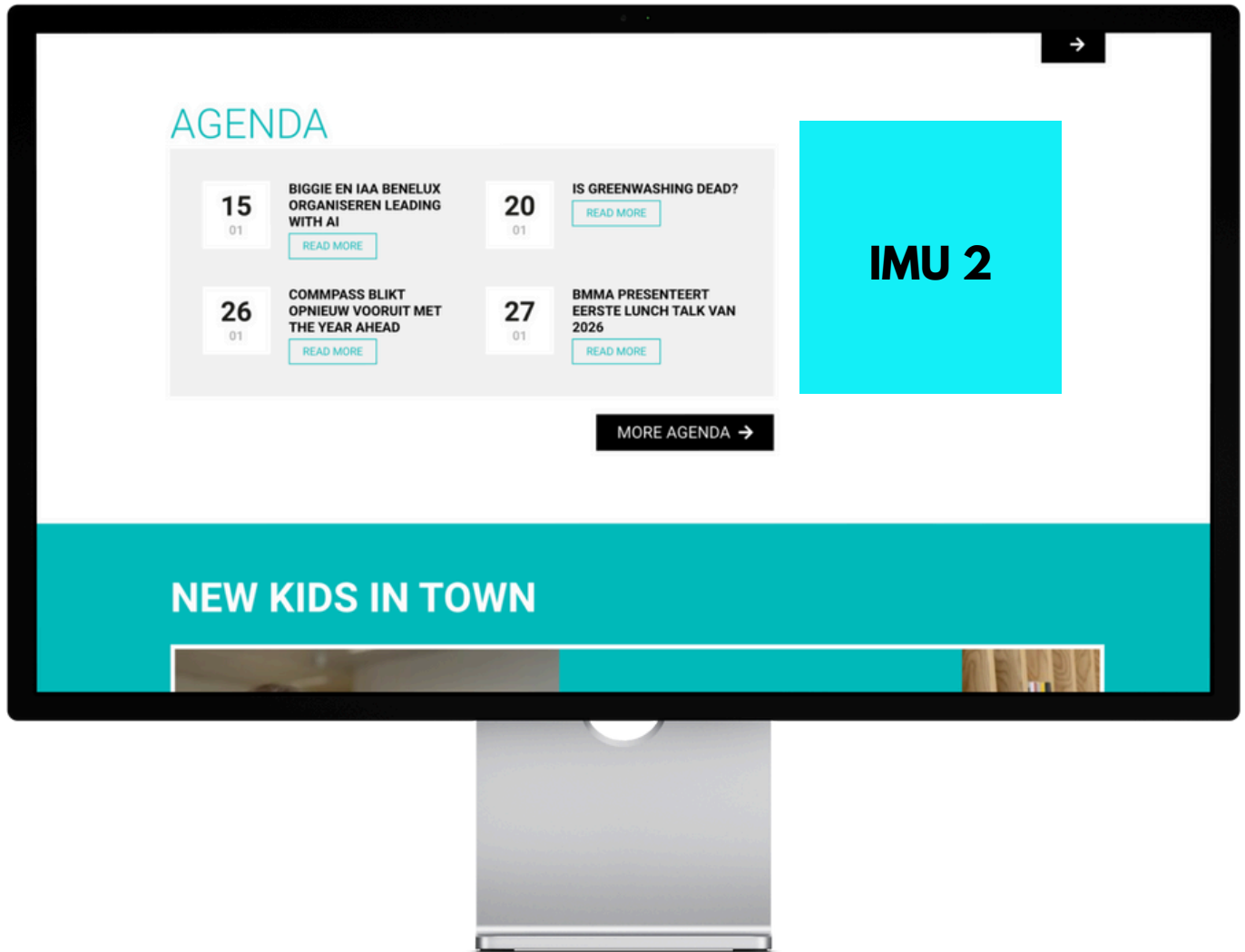
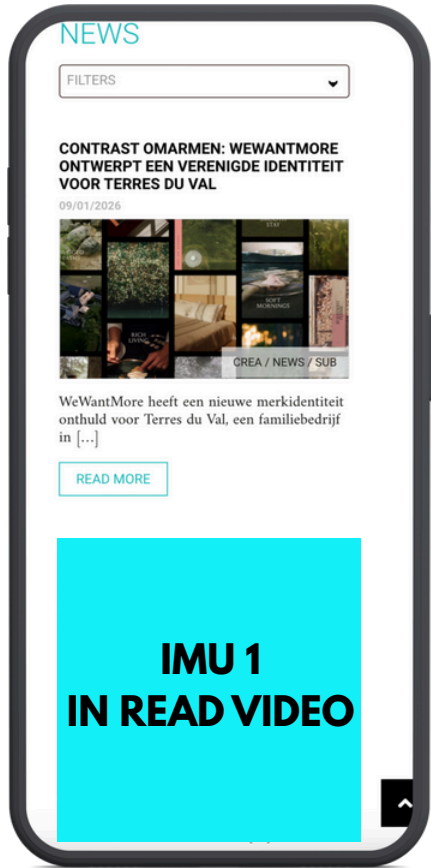
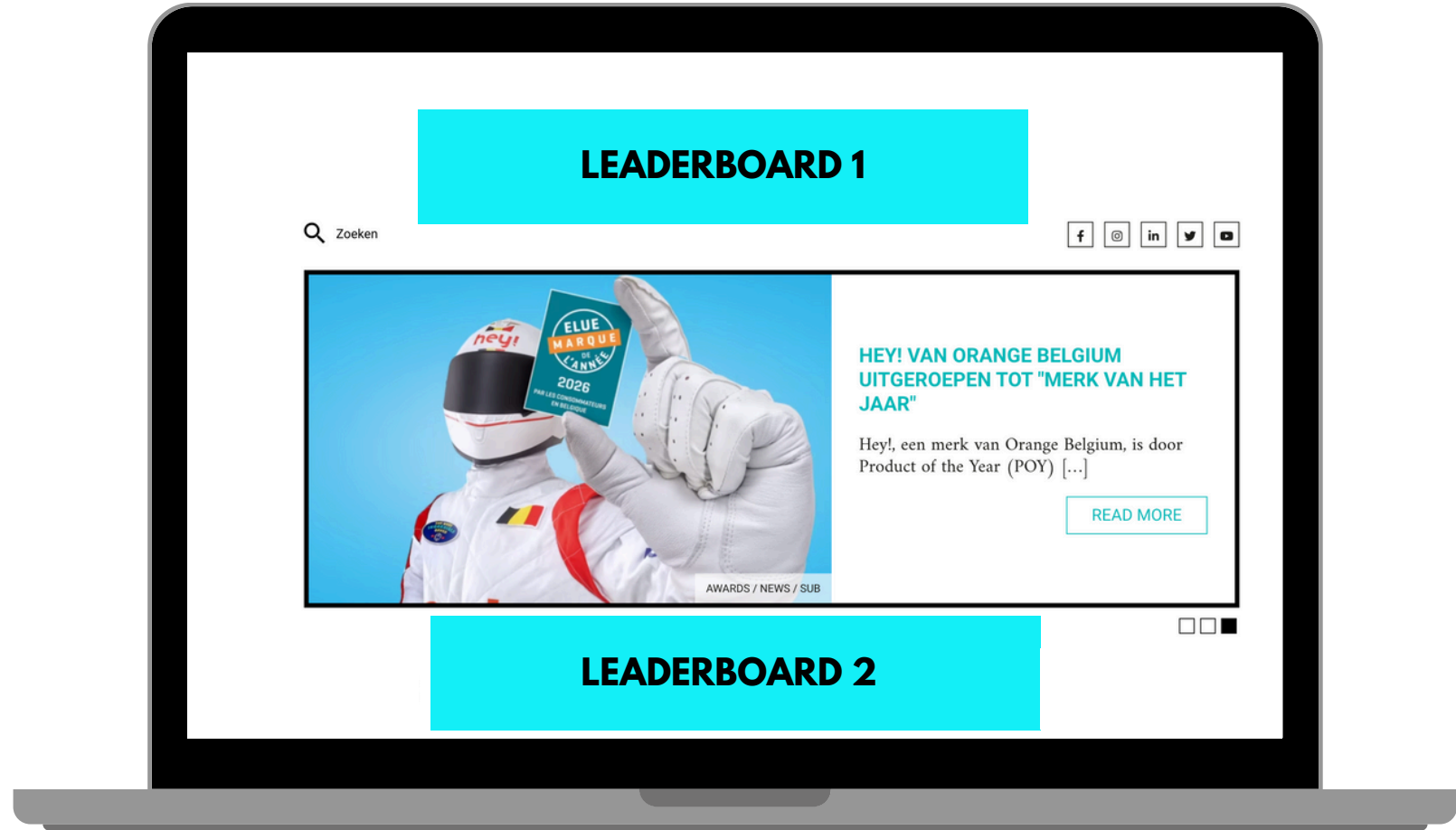


PUB4SCHOOLS

1,7k Subscribers/month
38% Openrate
3,5% Clickrate

MEDIA & ADVERTISING SOLUTIONS

DIGITAL



* excl. VAT	PUB.be	PUBNews	Combo*	4Schools
IMU	2200	2200	3500	500
Leaderboard	2200	2200	3500	500
InRead Videos	2500	/	/	/
BUMMP*	5000	/	/	/

Combo* = PUB.be + PUBNews

TECHS:

IMU (250x300px): .png, .jpg,.gif (animated or static)

LEADERBOARD (728x90px): .png, .jpg,.gif (animated or static)

INREAD VIDEOS (1920x1080px): .avi, .mp4, .mov or Youtube/Dailymotion/Vimeo embed code.

  **BUMMP*** (300x600px)
in partnership with MM (your ad will be displayed on both websites)

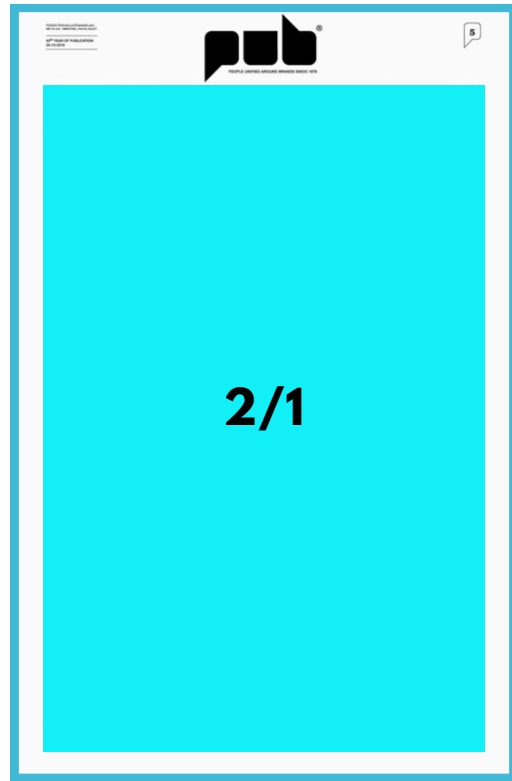
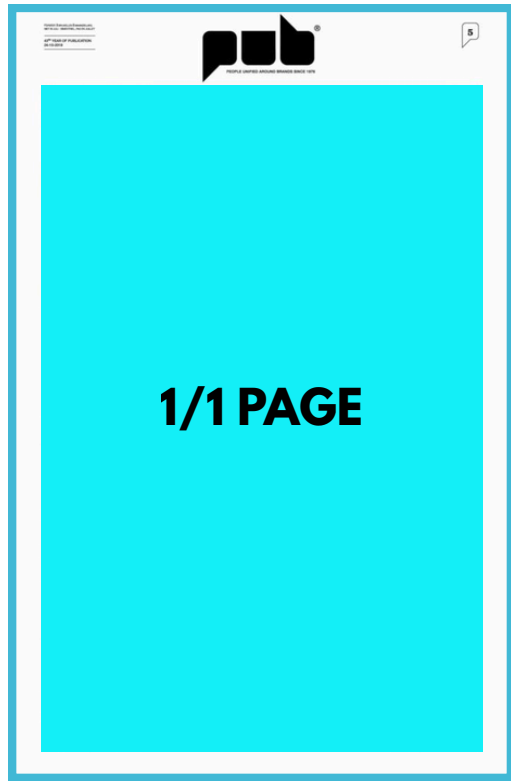
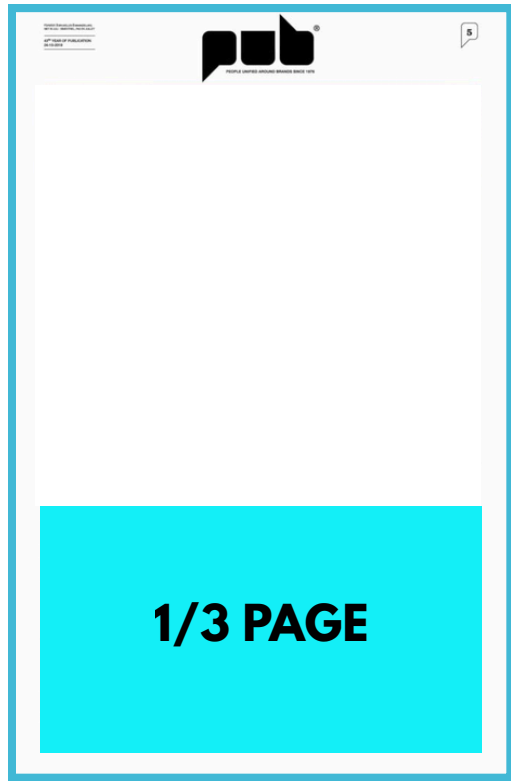


MEDIA & ADVERTISING SOLUTIONS

(Calender and topics 26)

PRINT

EDITION	RELEASE	TOPICS	DELIVERY
FEBRUARY	19/02	Positive Vibes - Anno Uno	29/01
MARCH	12/03	Best Brands	26/02
APRIL	23/04	Multiformats - from paper to digital	02/04
MAY	28/05	Only Women	07/05
JUNE	25/06	Full Creativity	04/06
SEPTEMBER	17/09	Media & OOH	27/08
OCTOBER	15/10	Capturing the advertising attention	24/09
NOVEMBER	12/11	Retail Media	22/10
DECEMBER	17/12	Retro 2026 & Portraits	26/11



MEDIA & ADVERTISING SOLUTIONS

PRINT



* excl. VAT

	PRICING	SPECS
COVER 2	4800	L280 x H384 + 5 mm lost margins
COVER 3	4250	L280 x H384 + 5 mm lost margins
COVER 4	5950	L280 x H384 + 5 mm lost margins
1/3 PAGE	1750	L280 x H145 + 5 mm lost margins
1/1 PAGE	4000	: L280 x H430 + 5 mm lost margins
2/1 PAGE	7250	L560 x H430 + 5 mm lost margins
HAPPY BDAY PUB (1/1 PAGE)	2500	L280 x H430 + 5 mm lost margins
PARTNER CONTENT (1/1 P)	4000	on demand

MEDIA & ADVERTISING SOLUTIONS CUSTOMED SERVICES

* excl. VAT	PUB.be	PUBNews
Podcast (1)	2500	/
Podcast (2)	4500	/
Podcast (3)	6000	/
Emailing	/	2500
Partner Content	2500	/

TECHS:

PODCASTS: recording and promotion by PUB (.MP3) + illustration in .jpg, .png or .gif (animated or static) 500x500px

PARTNER CONTENT: Text (NL & FR) + illustrations (min. 1200x500px, .jpg, .png or .gif (animated or static)) and URLS

PODCASTS, PARTNER CONTENT & EMAILING SERVICES

Podcast is 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.

Thanks to its expanded database (PUBNews + PUB4Schools), PUB offers you unrivalled reach in the sector! Contact us to find out about the different services we offer (such as Partner Content and e-mailing services).

Examples:

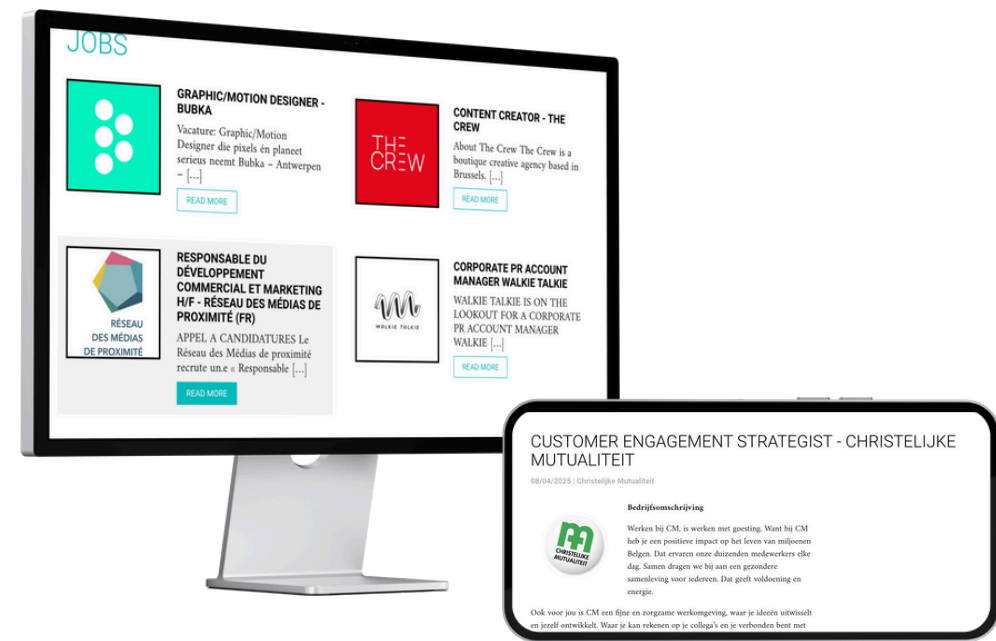
FR: <https://pub.be/fr/marketing-agentique-pendant-les-fetes-les-agents-ia-feront-toute-la-difference/>

DU: <https://pub.be/nl/agentie-marketing-deze-feestdagen-maken-ai-agents-het-verschil/>



MEDIA & ADVERTISING SOLUTIONS

JOBS



PUB4JOBS

Communicate your vacancies to the MarCom market.

Our job offer is published during six weeks on the pub.be homepage, 4jobs section and in the daily newsletter. Vacancies are also relayed on LinkedIn.

*** excl. VAT**

Job offer (1)

500

Job offer (3)

1250

TECHS:

CONTENT TO DELIVER: Job offer (word) + logo (500x500px, .jpg, .png, .gif (animated or static <32mb) + link to the original job offer.

MEDIA & ADVERTISING SOLUTIONS

PARTNERSHIPS



Simple Sponsor Digital (logo)

On demand

Global Sponsor (logo + print + on site)

On demand



Take a Break (session + logo)

On demand



Stand Job Day

On demand

Simple Sponsorship (logo)

On demand

VIP Sponsorship (logo + stand + speaker)

On demand

Main Sponsor (logo + stand + speaker + ads)

On demand

PUB XP

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 (e-mailing, magazines, podcasts, videos, partner content, ads,...).





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