

# pub 50

## RATECARD 2026

DIGITAL

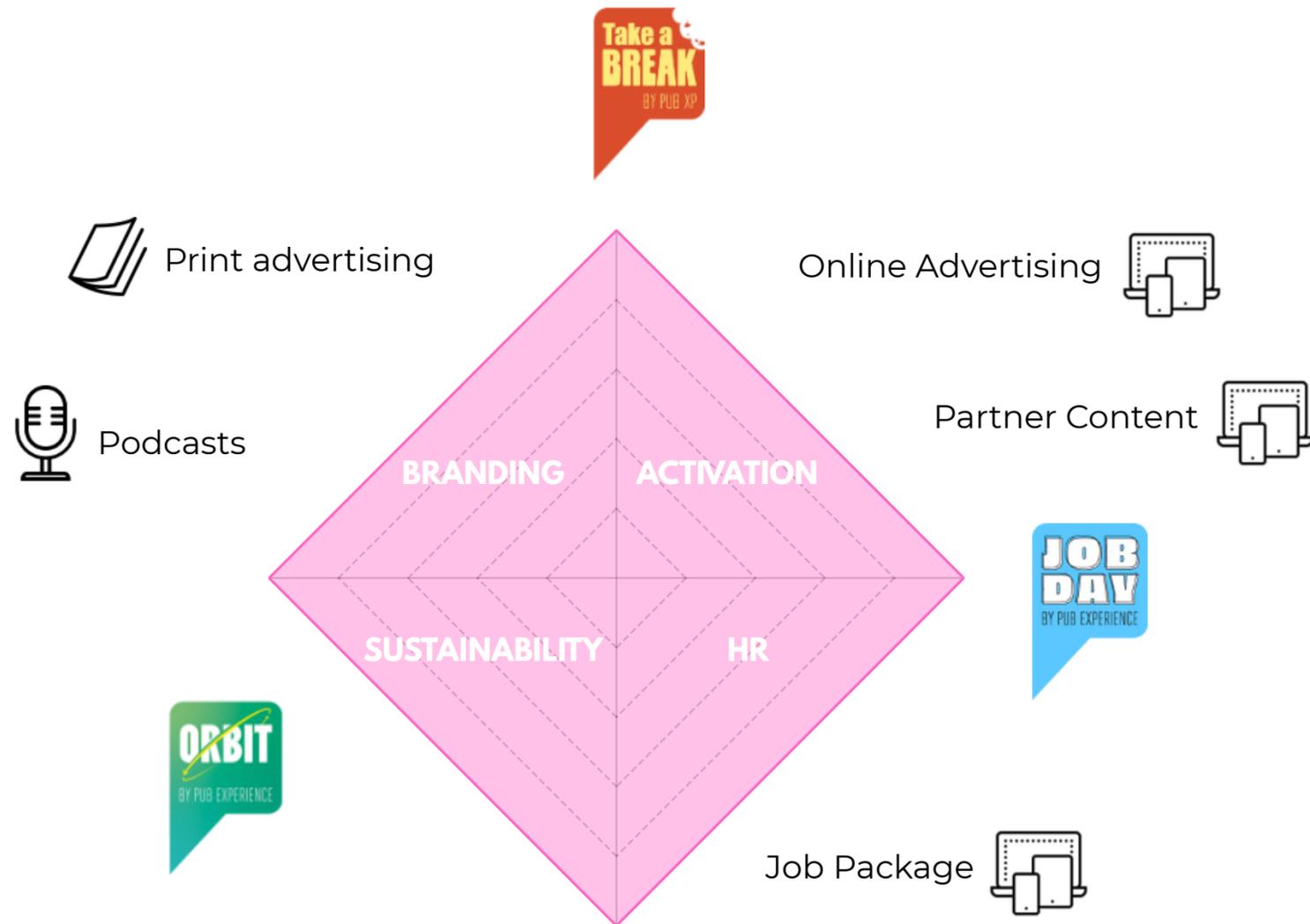
MAGAZINE

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.

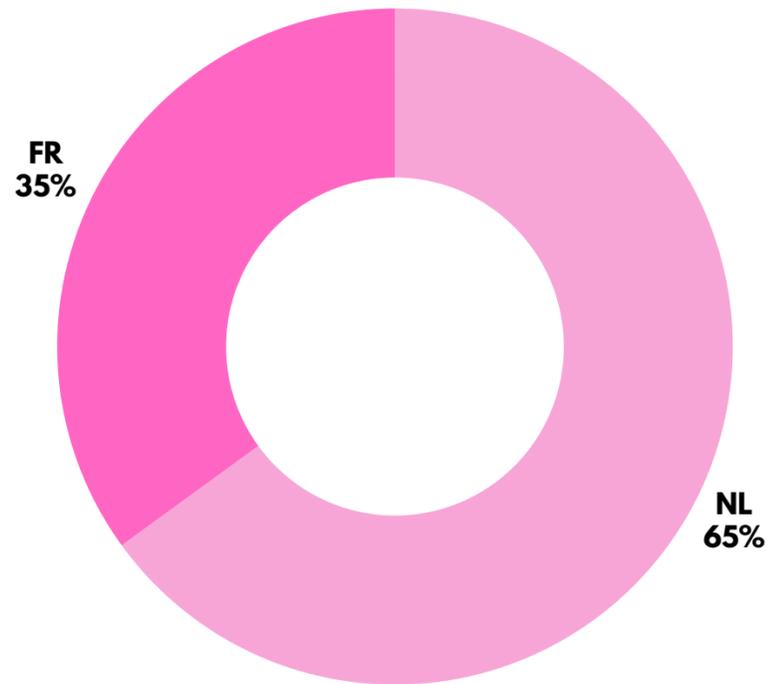
➤ **PUB.BE > 26k unique viewers**

➤ **PUBNEWS > 4.3k subscribers**

➤ **PUB MAGAZINE > 2k readers**

➤ **PUB4SCHOOLS > 1.7k subscribers**

## PUB.BE & PUBNEWS



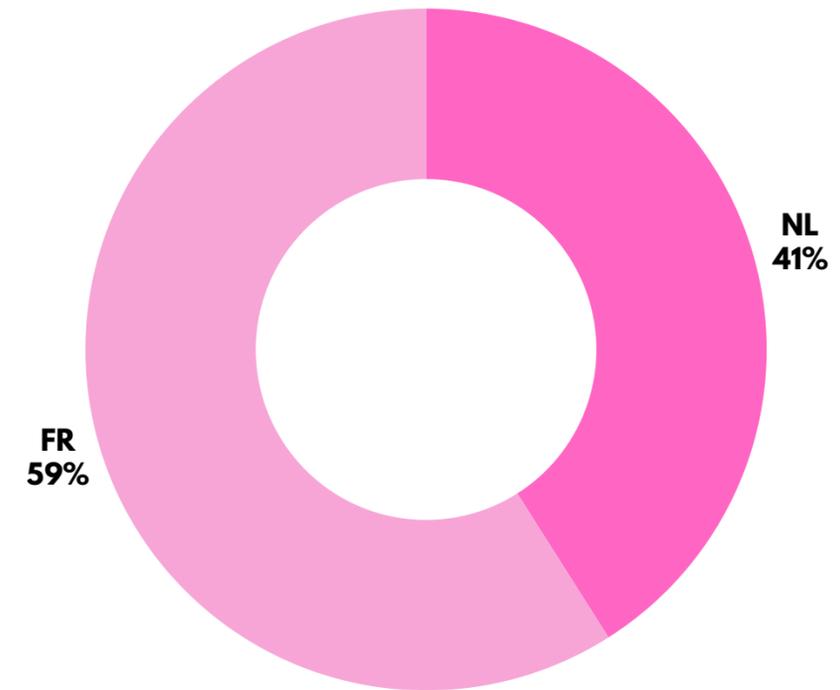
### PUB.BE

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

### PUBNEWS

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

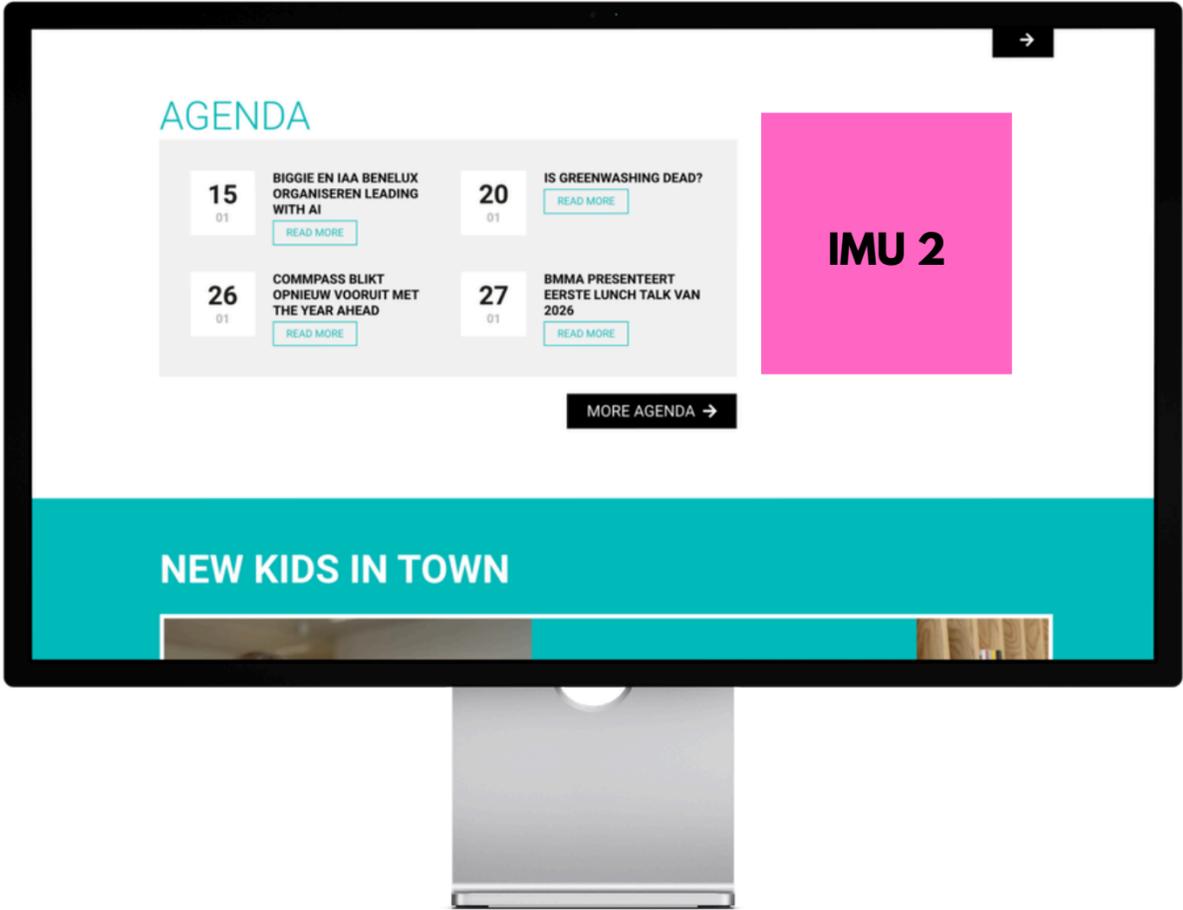
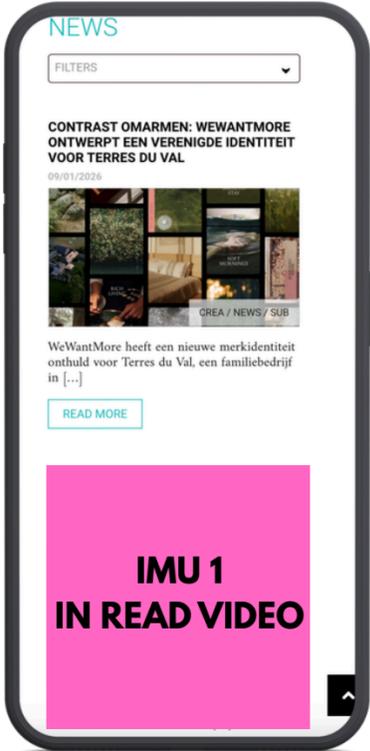
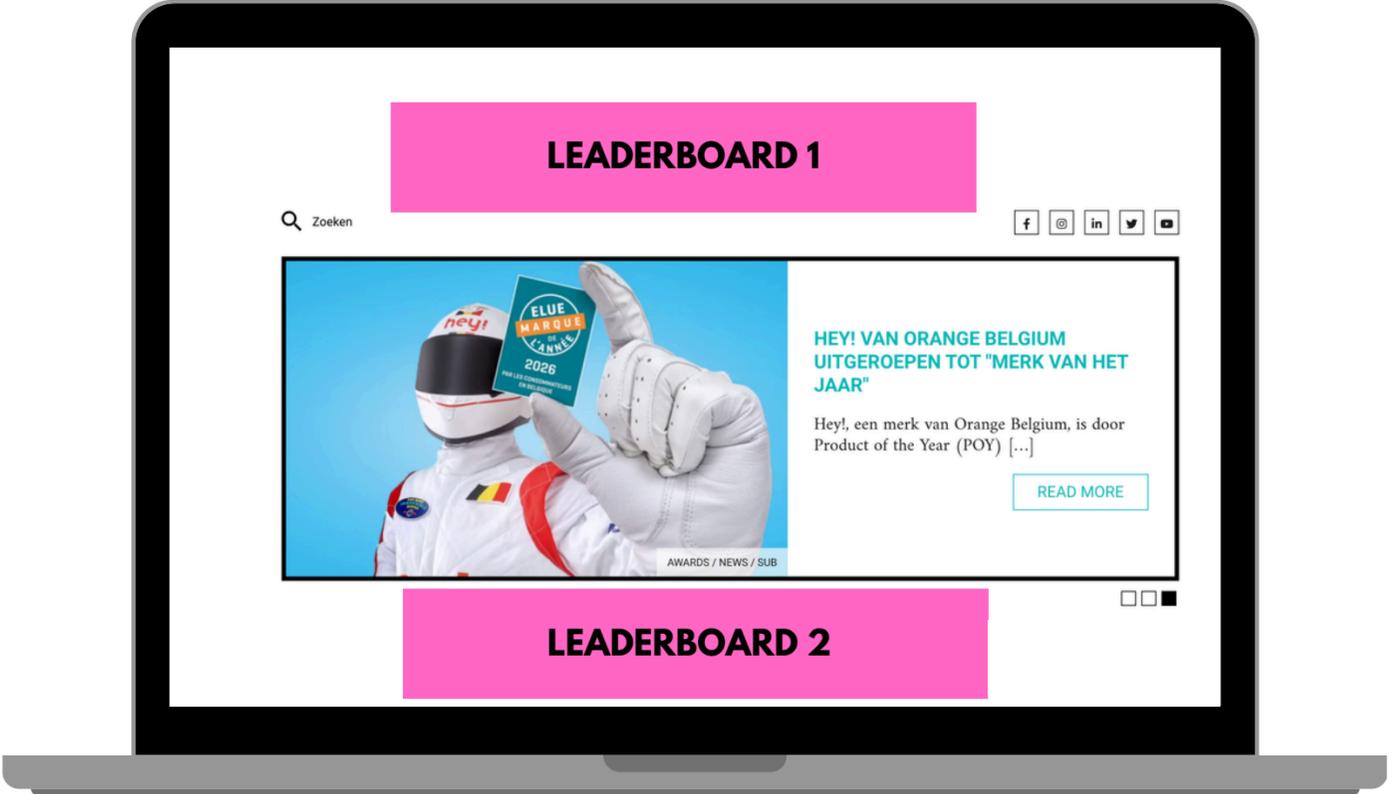
## PUB4SCHOOLS



### PUB4SCHOOLS

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

# MEDIA & ADVERTISING SOLUTIONS DIGITAL



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

**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.

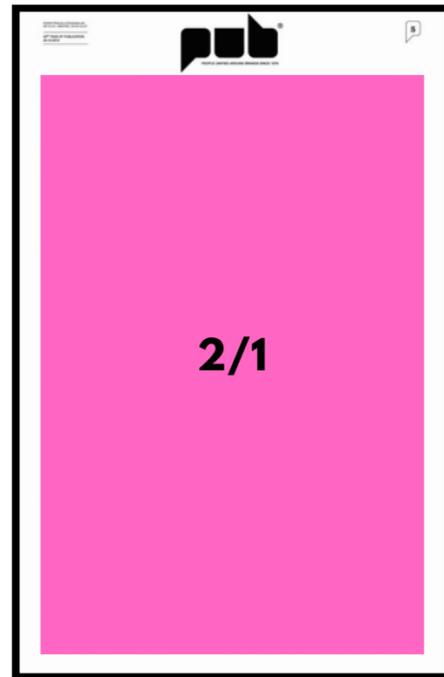
  **BUMMP\*** (300x600px)  
 in partnership with MM (your ad will be displayed on both websites)

# MEDIA & ADVERTISING SOLUTIONS

## (Calendar 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

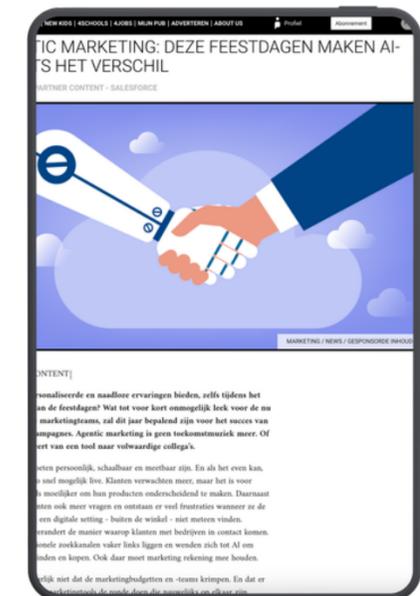
Podcast is the ideal support for presenting a genuine idea, company or personality. Our journalists guide the conversation. Podcasts are recorded in our professional recording studio. They are promoted via our platforms and the major podcast apps.

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).

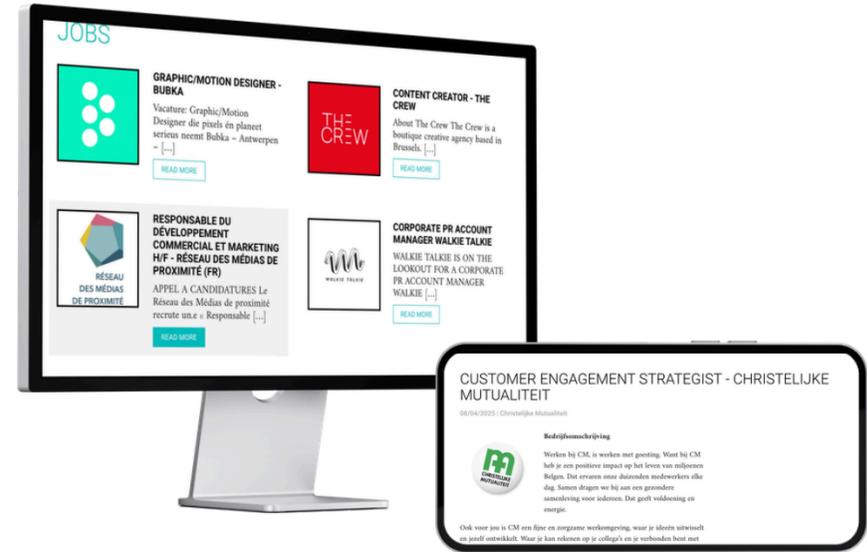
Examples:

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.

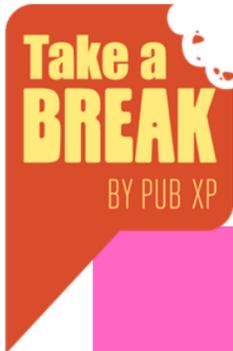
# MEDIA & ADVERTISING SOLUTIONS

# PARTNERSHIPS



- Simple Sponsor Digital (logo)
- Global Sponsor (logo + print + on site)

On demand  
On demand



- Take a Break (session + logo)

On demand



- Stand Job Day
- Simple Sponsorship (logo)
- VIP Sponsorship (logo + stand + speaker)
- Main Sponsor (logo + stand + speaker + ads)

On demand  
On demand  
On demand  
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,...).

 **Rauno BAUDOUX (Sales Director)**

+32 476 56 34 40

rauno.baudoux@pub.be

 **Laetitia FERVAILLE (Webmaster & Digital Specialist)**

+32 471 08 13 88

laetitia.fervaille@pub.be

 **Philippe WARZEE (CEO & Editor in Chief)**

+32 2 560 21 39

philippe.warzee@pub.be

 **Kal LADHA (Administrator & Subscriptions)**

+32 (0)455 13 86 93

kl@pub.be