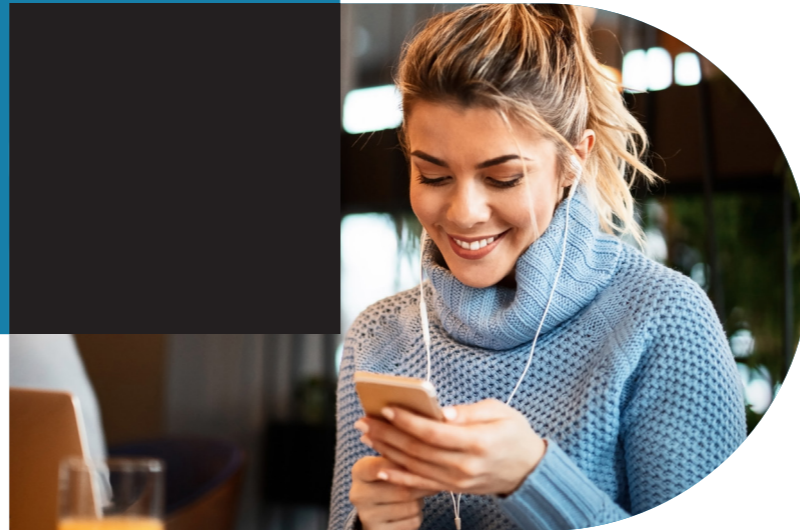


2025

# DIGITAL RATES LUXEMBOURG

**Ads & Data**



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# DISPLAY ADVERTISING DIRECT

CPM (Cost Per Thousand Impressions)

BASE RATE : € 13 CPM (RON)



www.wort.lu  
LUXEMBOURG TIMES



MEDIAHUIS LUXEMBOURG			+	FORMATS		+	BEHAVIORAL TARGETING <sup>1</sup>		or	CONTEXTUAL TARGETING <sup>1</sup>	
RUN OF	RATE	SITES									
Run of News & Business*	€ 6	Wort.lu, Virgule.lu, Luxtimes.lu, Contacto.lu		IMU*	€ 10		Expats	€ 10		Business	€ 6
Run of news	€ 4	Wort.lu, Virgule.lu, Contacto.lu		Billboard + Leaderboard*	€ 10		Business & Finance	€ 10		Luxembourg	€ 6
				Multiformat***	€ 10		Luxembourg	€ 10		Sport	€ 6
				Halfpage*	€ 10		Automotive	€ 10		Culture & Lifestyle	€ 6
				InRead */**	€ 20		Culture & Lifestyle	€ 10		Politics & International	€ 6
				Smartcover	€ 20		Real Estate - to buy	€ 10		Mobility	€ 6
				Smartpulse	€ 20		Real Estate - to rent	€ 10			
							Sport	€ 10			

\* next to DE or FR material is EN material mandatory too.

SPECIFIC SITE	
Contacto.lu	€ 6
LuxTimes.lu	€ 20
Virgule.lu	€ 6
Wort.lu	€ 10

\* These display formats are also available as outstream format

\*\* Available as parallax, carousel, social, social vidéo, flow

\*\*\* Medium Rectangle + Halfpage/Sky-scraper + TV Leaderboard/Billboard

<sup>1</sup> Only applicable on Run of News + Business and Run of News.

Always check with your sales representative if the combination of your choice is possible.

#### HOW TO CALCULATE YOUR CPM RATE ?

CPM = Base rate + Site + Format + additional targeting

#### TERMS AND CONDITIONS

All rates are in Euros, VAT excl. General terms and conditions: [www.adsanddata.be/algemene-voorwaarden/](http://www.adsanddata.be/algemene-voorwaarden/)

#### TECHNICAL SPECIFICATIONS

All ad units are placed on our mobile sites as well. Please deliver display and mobile (/tablet) formats. See our tech specs for more detail [www.adsanddata.be/techspecs](http://www.adsanddata.be/techspecs).

# VIDEO ADVERTISING DIRECT

CPM (Cost Per Thousand Impressions)

BASE RATE : € 13 CPM (RON)



www.wort.lu  
LUXEMBOURG TIMES



MEDIAHUIS LUXEMBOURG			+	VIDEO FORMATS		+	BEHAVIORAL TARGETING <sup>1</sup>	
RUN OF	RATE	SITES						
Run of News & Business*	€ 6	Wort.lu, Virgule.lu, Luxtimes.lu, Contacto.lu		Instream 6"	€ 20		Expats	€ 10
Run of news	€ 4	Wort.lu, Virgule.lu, Contacto.lu		Instream 15 - 30"	€ 20		Business & Finance	€ 10
				Superheader video	€ 20		Luxembourg	€ 10
				Available as parallax, carousel, social, social vidéo, flow			Automotive	€ 10
							Culture & Lifestyle	€ 10
							Real Estate - to buy	€ 10
							Real Estate - to rent	€ 10
							Sport	€ 10

SPECIFIC SITE	
Contacto.lu	€ 6
LuxTimes.lu	€ 20
Virgule.lu	€ 6
Wort.lu	€ 10

<sup>1</sup> Only applicable on Run of News + Business and Run of News.

**HOW TO CALCULATE YOUR CPM RATE ?**  
 CPM = Run of + Format + Ads & Data Behavioural + Sociodemo targeting + Add-ons

**WHICH CAPPING IS APPLIED?**  
 Shortform: CAP 1 / 5 minutes

# SPONSORED CONTENT



www.wort.lu  
LUXEMBOURG TIMES



SPONSORED CONTENT					
SITES	LANGUAGE	FORMAT	PACKAGE*	IMPRESSIONS	RATE
WORT.LU & VIRGULE.LU	DE / FR	IMU + BILLBOARD	Premium	90.000	€ 3.900
			Standard	90.000	€ 3.500
CONTACTO.LU	PT	IMU + BILLBOARD	Premium	35.000	€ 1.200
			Standard	35.000	€ 1.050
LUXTIMES.LU	EN	IMU + BILLBOARD	Premium	15.000	€ 3.500
			Standard	20.000	€ 3.200

\* Premium = position 1  
Standard = position 2

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# NEWSLETTERS



www.wort.lu  
LUXEMBOURG TIMES



TITLE	FORMAT	SUBSCRIPTIONS	RATES		
			1 DAY	5 DAYS	10 DAYS
RUN OF NEWS	300 x 250	49.900	€ 820	€ 3.700	€ 6.500
WORT.LU	300 x 250	26.600	€ 700	€ 3.100	€ 5.550
VIRGULE.LU	300 x 250	15.000	€ 250	€ 1.110	€ 1.970
CONTACTO.LU	300 x 250	8.300	€ 125	€ 460	€ 820
LUXTIMES.LU	300 x 250	16.400	€ 820	€ 2.900	€ 4.900
			1 DAY	3 DAYS	
MERKUR	970 x 250 - Top placement	14.500	€ 1.080	€ 2.900	
	970 x 500 - Bottom placement	14.500	€ 800	€ 2.100	
D'HANDWIERK	600 x 150 - Top placement	3.000	€ 540	€ 1.460	
	600 x 150 - Bottom placement	3.000	€ 1.090	€ 2.950	

# REMARKETING

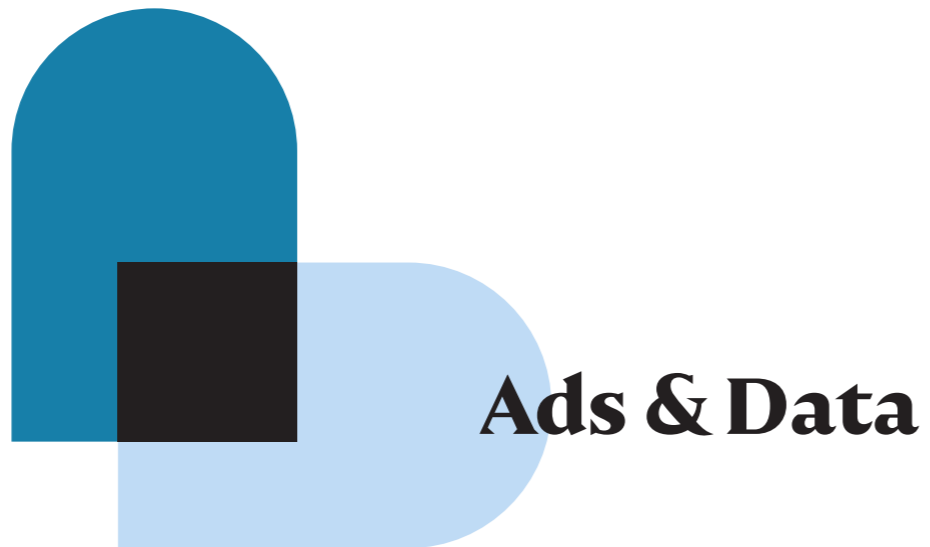


www.wort.lu  
LUXEMBOURG TIMES



REMARKETING				
SITES	LANGUAGE	FORMAT	CPM	MINIMUM PERIOD
RUN OF NEWS & BUSINESS	DE/FR + EN	inRead	€ 22	1 week
		IMU	€ 18	2 weeks
RUN OF NEWS	DE/FR	inRead	€ 23	1 week
		IMU	€ 19	2 weeks

# CONTACT



[www.adsanddata.be](http://www.adsanddata.be) 

[www.linkedin.com/company/adsanddata](https://www.linkedin.com/company/adsanddata) 