

2025

PRINT RATES LUXEMBOURG

Ads & Data



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01

NEWSPAPERS

Luxemburger Wort

Leading daily newspaper in Luxembourg



Luxemburger Wort

Since its creation in 1848, the Luxemburger Wort has been a **benchmark newspaper** providing its readers with daily access to quality general information and comprehensive news at **international, national** and **local level**. The editorial offer is enriched by weekly themes, special sections and supplements produced by a team of professional journalists with Luxembourg expertise. A requirement for content: rigour, critical sense and intellectual honesty in the treatment of information.



60%
penetration rate
of Luxembourgers

42%
reach on social groups 1-2

93%
subscribers to print newspaper

229.000
readers (print + digital)

+91.500
digital readers exclusive
your print campagne

PRINT	42.332 COPIES (CIM 2023)
FREQUENCY	DAILY (MONDAY - SATURDAY)
DISTRIBUTION	<ul style="list-style-type: none"> ■ By subscription ■ Numbered sales in bookshops ■ Available in paper and e-paper versions

Sources: Ilres Plurimédia 2022.2 - CIM 2023

Luxemburger Wort

Leading daily newspaper in Luxembourg



Luxemburger Wort

From print to digital - Smart Ads

The combination of print and digital can reinforce your message and increase your reach.

Simple, fast and automated, your print ad is systematically digitised on Wort.lu.

The Smart Ads solution guarantees you visibility on the homepage and in the article pages for 1 week!



Luxemburger Wort

Leading daily newspaper in Luxembourg



Luxemburger Wort

RATES 2025

Formats classic (digitalization included)

	ART 1 000	ART 1000* PAGE LEFT	ART 500	AP 450	ACC 150	ACC 100	ART 250	ART 125	ACC 2
WIDTH X HEIGHT (MM)	251X376	251X376	251X188	149X158	251X150	251X100	149X211	98X150	98X348
WIDTH IN COLUMNS	5 COL	5 COL	5 COL	3 COL	5 COL	5 COL	3 COL	2 COL	2 COL
RATES	€ 11.500	€ 9.080	€ 7.100	€ 4.130	€ 5.978	€ 4.460	€ 5.120	€ 3.272	€ 5.780

*Placement on the left-hand page in the sections: Wirtschaft & Finanzen/Economy & Finance, Lokales/Locale, Kultur/Culture and Sport/Sports. Places on editorial pages 5, 7 and 9: minimum size of Art 1000 or Art 500.

High impact+ (digitalization included)

	AP 50	ACC 30	ACC 50
WIDTH X HEIGHT (MM)	47X47	251X30	251X50
RATES	-	-	-
RATES FIRST PAGE	€ 1.622	€ 3.800	€ 6.110

Limited availability. Front page placements are limited to 2 per month.

Advertiser content*

1/1 PAGE
Print ready material

€ 11.000

* Your brand communication integrated into the editorial environment. **Expert interview / Product launch / Anniversary...** Translation included. Print ready material.

Formats Pano + Cover (digitalization included)

PANO	1/2 PANO	ART 1000 COVER 4	ART 500 COVER 4	ART 1000 FAUSSE 1	FAUSSE 1+C2
528X376	528X188	251X376	251X188	251X310	251X310
10 COL	10 COL	5 COL	5 COL	5 COL	5 COL + 5 COL
€ 16.010	€ 11.720	€ 20.300	€ 11.390	€ 27.890	€ 39.440

Panoramic formats are not guaranteed in central location.

SECTIONS EDITORIAL PAGES

THEMES

- Politics (national and international news)
- Luxemburg
- Services & Appointments
- Economy
- Culture
- Panorama
- Automoto
- Sports
- Health

SUPPLEMENTS FORMATS AND SPECIAL LOCATIONS

TYPE OF FORMAT, LOCATION	SUPPLEMENT*
Advertising on consecutive pages	+ 25% of the price of a single page
Placement in the newspaper on the page in the newspaper, on the page	+ 25%

* Supplements are not cumulative and are limited to 25% of the gross rate.

DEADLINES (Monday - Saturday)

Space reservation: 4 working days before publication

Material ready for print: 3 working days before publication

Material to be prepared: 7 working days before publication

Some sections of the journal are pre-printed before the day of publication, the deadlines for the delivery of material must be strictly respected, otherwise it will be technically impossible to publish. For any additional information on the details of the sections, inserts the calendar of special editions as well as exceptional formats, please contact your sales consultant.

Luxemburger Wort

Leading daily newspaper in Luxembourg



Luxemburger Wort

PRINT & SUPPLY

Information on request.

INSERTS

A long-lasting form of promotional communication that takes advantage of the impact and quality of of Luxembourg's leading daily newspaper.

INSERT PRINT

Inserts provided

WEIGHT COPIES TO BE DELIVERED	NATIONAL DISTRIBUTION	
	MONDAY-FRIDAY	SATURDAY
<20 G	€ 9.608	€ 10.930
21 - 40 G	€ 10.292	€ 11.712
41 - 60 G	€ 10.974	€ 12.495
61 - 80 G	€ 11.656	€ 13.268
81 - 100 G	€ 12.870	€ 14.832
101 - 120 G	€ 13.552	€ 15.614

DIGITALISE YOUR INSERT!



E-PAPER 14 DAYS

+ € 1.350

insert of more than 4 pages.
PDF file supplied by the client.

Luxemburger Wort

Leading daily newspaper in Luxembourg



Luxemburger Wort

MEMOSTICK

A promotional communication tool on the front page of the Luxemburger Wort.

- Visible: sticker positioned on the top right of the front page.
- Detachable, it has a long lifespan and becomes a vector of communication just before the act of purchase.
- Can be adapted to many strategies, choice of creative formulas: product offers, discount vouchers, scratch-offs, etc.
- Effective when the reader benefits from an added value, thus allowing to create traffic towards the point of sale.

Print + distribution		
NATIONAL DISTRIBUTION		
	MONDAY-FRIDAY	SATURDAY
FORMAT 76 X 76 MM	43.600 COPIES	44.600 COPIES
Memostick standard 4/0	€ 6.405	€ 6.615

Premium goodie		
An offer that combines Memostick + banner for double visibility on the front page.		
FORMAT	PUBLICATION	TOTAL FIXED RATE
Memostick standard 4/0 (top of page) & header premium on the front page (5 col), 251 x 30 mm bottom page	From Monday till Saturday	€ 7.455



Memostick

DIGITALISE YOUR MEMOSTICK!

Smart Ads, boosts your cross-media visibility on Wort.lu

NEW

35.000 impressions
1 WEEK

+ € 500

DEADLINES (Monday - Saturday)

Reservation + delivery of files:
20 working days at the latest before the publication (this period is extended to 25 working days for exceptional formats).
Printing is carried out by Mediahuis Luxembourg S.A.

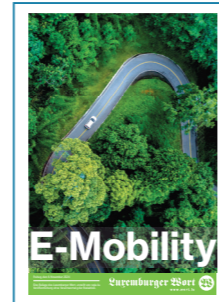
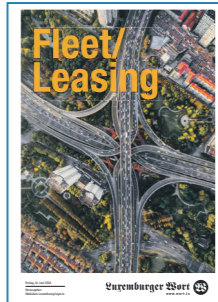
Luxemburger Wort

Special dossiers



Luxemburger Wort

FORMAT LUXEMBURGER WORT



CALENDAR TOPICS

TOPIC - LUXEMBURGER WORT	PUBLICATION 2025
Autofestival 1	24 January
Autofestival 2	31 January
MICE Cluster	28 March
Fleet / Leasing	13 June
Bank rankings	June / July
Cycling / Skoda Tour de Luxembourg	September
E-mobility	14 November
Wealth and investments	21 November

This list is not exhaustive. Please consult your sales consultant or our website www.regie.lu.

DEADLINES (day of publication: Wednesday)

Space reservation: 11 working days before publication

Material ready for print: 11 working days before publication

Material to be prepared: 16 working days before publication

ADVERTISING RATES
see editorial page module rates

Contacto

The No.1 ecosystem for the Portuguese-speaking community



Since 1970, the weekly Contacto has been the reference media and the first source of information for the **Portuguese population** in Luxembourg. Thanks to its closeness to its readers, the newspaper covers news from Luxembourg and Portugal in Portuguese with an analytical and opinionated content. For more than **50 years**, it has been the reference brand for accompanying and **evolving** with the Portuguese population of the country.



66%
penetration rate
of Portuguese residents

73%
of readers appreciate
the editorial quality

81%
satisfaction rate
of readers under 35

82.700
readers (print + digital)
+ listeners radio Latina

636.303
monthly visits
Contacto.lu

European
Newspaper
Award

NEWSPAPER DESIGN - CONCEPT

Best European Local Newspaper 2020

PRINT

16.502 COPIES (CIM 2023)

FREQUENCY

WEEKLY, ON WEDNESDAY (SUMMER BREAK 6/08/2025 + 13/08/2025)

DISTRIBUTION

- Distribution provided by Post Luxembourg via subscriptions to all Portuguese-speaking households.

Contacto

The No.1 ecosystem for the Portuguese-speaking community



From print to digital - Smart Ads

The combination of print and digital can reinforce your message and increase your reach.

Simple, fast and automated, your print ad is systematically digitised on Contacto.lu.

The Smart Ads solution guarantees you visibility on the homepage and in the article pages for 1 week!



Votre insertion Editorial pages



Carousel «Display gallery»
Homepage + article pages on Contacto.lu

Customer mini-site on Contacto.lu
including contact details,
display ads and link to your website

The perfect synergy
print+online
Increase
your print audience with
+15.000 exclusive online
readers
+50% CSP+
+71% under 50

Source : Ilres Plurimédia 2022.2, audience
exclusive one week Contacto.lu.

Contacto

The No.1 ecosystem for the Portuguese-speaking community



RATES 2025

Formats classic (digitalization included)

	ART 1 000	ART 500	ACC 150	ACC 100	ART 250	ART 125	ACC 2
WIDTH X HEIGHT (MM)	251X376	251X188	251X150	251X100	149X211	98X150	98X348
WIDTH IN COLUMNS	5 COL	5 COL	5 COL	5 COL	3 COL	2 COL	2 COL
RATES	€ 3.283	€ 2.070	€ 1.761	€ 1.342	€ 1.524	€ 1.014	€ 1.706

Formats Pano + Cover (digitalization included)

	PANO	1/2 PANO	PANO PAGE 2+3	ART 1000 COVER 4	ART 1000 FAUSSE 1	FAUSSE 1+C2
WIDTH X HEIGHT (MM)	528X376	528X188	528X376	251X376	251X269	251X269
WIDTH IN COLUMNS	10 COL	10 COL	10 COL	5 COL	5 COL	5 COL + 5 COL
RATES	€ 4.527	€ 3.344	€ 7.530	€ 5.710	€ 7.803	€ 10.988

* Advertiser content. Extra charge for space on the right-hand page: 15%

High impact+ (digitalization included)

	AP 50	ACC 30	ACC 50	ACC 100	ART 1000	PANO
WIDTH X HEIGHT (MM)	60X40	251X30	251X50	251X100	251X376	528X376
WIDTH IN COLUMNS		5 COL	5 COL	5 COL	5 COL	10 COL
RATES	-	-	-	-	-	-
RATES FIRST PAGE	€ 559	€ 1.160	€ 1.797	-	-	-
RATES PAGE 2	-	-	-	-	-	€ 7.530
RATES PAGE 3	-	-	€ 1.287	€ 2.070	€ 4.800	€ 7.530

Limited availability. Front page placements are limited to 2 per month.

Advertiser content*

	ART 1000	PANO PUBLI
RATES	€ 3.033	€ 4.277
RATES FIRST PAGE	-	-
RATES PAGE 2	-	-
RATES PAGE 3	-	-

* Your brand communication integrated into the editorial environment.
Expert interview / Product launch / Anniversary...
 Translation included. Print ready material.

DEADLINES* (day of publication: Wednesday)

Space reservation: 6 working days before publication
Material ready for print: 4 working days before publication
Material to be prepared: 9 working days before publication

* possible annulation please allow 10 working days.

Contacto

The No.1 ecosystem for the Portuguese-speaking community



PRINT & SUPPLY

Information on request.

INSERT PRINT

WEIGHT	
COPIES TO BE DELIVERED	18.000 COPIES
<20 G	€ 2.083
21 - 35 G	€ 2.273

DIGITALISE YOUR INSERT!

E-folder,
boosts your
cross-media
visibility on
contacto.lu



E-PAPER 14 DAYS

+ € 1.350

insert of more than 4 pages.
PDF file supplied by the client.

MEMOSTICK

A promotional communication tool on the front page of the Contacto.

Visible: sticker positioned on the top right of the front page.

Detachable, it has a long lifespan and becomes a vector of communication just before the act of purchase.

Can be adapted to many strategies, choice of creative formulas: product offers, discount vouchers, scratch-offs, etc.

Effective when the reader benefits from an added value, thus allowing to create traffic towards the point of sale.

	WEEKLY ON WEDNESDAY
FORMAT 76 X 76 MM	18.000 COPIES
Memostick standard 4/0	€ 1.859

See Contacto technical specifications.
Prices subject to change during the year depending on the cost of cost of paper.



— — Memostick



02

MAGAZINES

LW weekend

Lifestyle magazine Luxembourg's Wort!



LW weekend is attached to the **Saturday** edition of **Luxembourg's Wort!** The magazine highlights lifestyle themes such as: tourism, gastronomy, fashion/beauty, health and well-being, cultural agenda... **LW weekend** offers a **lifestyle, cultural and entertaining** approach and a contemporary look at new trends, while maintaining the editorial quality of the country's leading daily newspaper.



publication every Saturday

Luxemburger Wort
LW WEEKEND



The country's leading daily newspaper
A circulation of **45.576 copies**



137,500 readers/issue
A loyal readership of Luxembourgers.



32 pages of reports, interviews, portraits, discoveries and inspirations.
A generous design for reading pleasure.

RATES 2025

	1/1 PAGE	COVER C2	COVER C4	PANO PUBLI
WIDTH X HEIGHT (MM)	206X271	206X271	206X271	436X271
RATES	€ 4.000	€ 5.200	€ 6.000	€ 8.000

Finished format (trimbox) + 5 mm bleed all around.

ADVERTISER CONTENT

	1/1 PAGE	PANO
WIDTH X HEIGHT (MM)	206X271	436X271
RATES	€ 4.000	€ 8.000

Advertiser content is always subject to prior approval by the editorial team.

Translation included. Print ready material.

DEADLINES

Space reservation: 7 working days before publication
Material ready for print: 4 working days before publication
Material to be prepared: 7 working days before publication

Automoto

The automotive specialist of Luxembourg



automoto
by Luxemburger Wort

Automoto takes a look at the latest automotive news and those who make it. Interviews, test-drives, reports, buying guides... the **editorial content written by recognised experts** allows you to be informed and entertained at the same time. With news from a Luxembourgian point of view the magazine reinforces its local roots as **a supplement to the Luxemburger Wort**, the country's leading daily newspaper. Automoto is **the ultimate magazine for car enthusiasts**.



Available also available on Wort.lu, Virgule.lu, Contacto.lu and a dedicated newsletter

“
Auto passion, auto raison: the automobile in all its forms in the Grand Duchy's leading motoring magazine. Its team of experienced journalists travel the roads of the world to keep you informed.
Alain Rousseau, Editor-in-Chief
”

AUTO VUM JOER
2024

'Auto vum Joer' an event dynamic

Automoto has positioned itself as the benchmark player in the specialised press in Luxembourg by **organising the "Auto vum Joer"** car of the year competition. Supported by loyal partners, this competition is recognised and appreciated by both professionals and the general public. **The 32nd edition will be held in 2025.**

PRINT

50.340 COPIES (CIM 2023)

FREQUENCY

TWICE A YEAR

DISTRIBUTION

- Magazine distributed with the Luxemburger Wort, Luxembourg's leading daily newspaper and to all its subscribers (93% of the circulation)
- Targeted distribution points: local authorities, garages and accessory shops, insurance companies, prediodicity doctor's surgeries, cultural, sports and leisure facilities

Automoto

The automotive specialist of Luxembourg



RATES 2025

	Formats classic		Formats Pano+Cover				High impact+
	1/1 PAGE*	1/2 PAGE* WIDTH	PANO	COVER C2*	COVER C3*	COVER C4*	LA UNE PAVED CORNER
WIDTH X HEIGHT (MM)	210X297	210X151	420X297	210X297	210X297	210X297	120 X 80 X 80
RATES	€ 2.920	€ 2.044	€ 5.840	€ 3.796	€ 3.358	€ 4.380	€ 1.533

* Finished format (trimbox) + 5 mm bleed all around.

Advertiser content*

	1/1 PAGE	PANO 1/1 PAGE + 1/1 PAGE
	WIDTH X HEIGHT (MM)	
RATES	€ 2.920	€ 5.840

* Your brand communication integrated into the editorial environment.
Expert interview / Product launch / Anniversary...
Translation included. Print ready material.

PUBLICATION SCHEDULE 2025

PUBLICATION DATE
21 January (special Autofestival)
June (e-drive days)
14 October

DEADLINES

Space reservation: 16 working days before publication
Material ready for print: 15 working days before publication
Material to be prepared: 16 working days before publication

Tendances

Luxury and prestige magazine

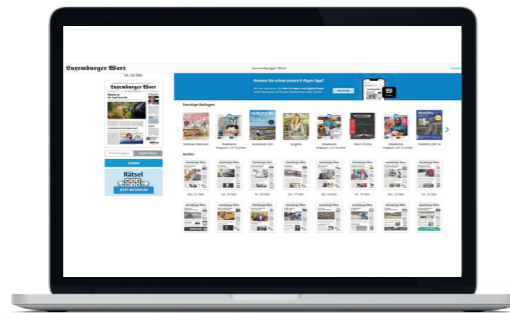


TENDANCES
by Luxemburger Wort

Tendances stimulates and captures **emotions, styles** and **lifestyle trends**. Through the prism of excellence, the magazine inspires through editorial and emotional added value and visual aesthetics. Jewellery, fashion, beauty, accessories, escape, design, art, ... Themes in harmony with the quality concept of the **Luxemburger Wort** to meet the aspirations of a premium and cultured readership. **Prestige and refinement are at the heart of this exceptional magazine.**



Available as a digital version
in Wort.lu and on e-paper



In Tendances, we take you into the world of luxury:
new trends, beautiful objects and the most beautiful
travel destinations. Let's get away from it all!

Martina Folscheid, editorial director of Tendances



PRINT 43.600 COPIES

FREQUENCY 2 PUBLICATIONS PER YEAR

DISTRIBUTION

- Magazine distributed with the Luxemburger Wort, Luxembourg's leading daily and to all its subscribers (93% of the circulation)

Tendances

Luxury and prestige magazine



TENDANCES
by *L' Luxemburger Wort*

RATES 2025

	Formats classic + Pano		Formats Cover			High impact +	Advertiser content
	1/1 PAGE*	PANO	COVER C2*	COVER C3*	COVER C4*	1/1 PAGE* SUMMARY	1/1 PAGE Print ready material
WIDTH X HEIGHT (MM)	280X400	560X400	280X400	280X400	280X400	280X400	
RATES	€ 7.140	€ 14.280	€ 9.282	€ 8.211	€ 10.710	€ 8.925	€ 7.140

* Finished format (trimbox) + 5 mm bleed all around.

*Your brand communication integrated into the editorial environment.
Expert interview / Product launch / Anniversary...
Translation included. Print ready material.

PUBLICATION SCHEDULE 2025

EDITION	PUBLICATION DATE
Spring	15 May
Autumn	20 November

DEADLINES

Space reservation: 16 working days before publication
Material ready for print: 15 working days before publication
Material to be prepared: 16 working days before publication

Télécran

Luxembourg's leading weekly magazine



Télécran

The reader at the heart of the magazine. To accompany the Luxembourg reader in his or her life, to echo what touches and interests him or her the main themes of Télécran: society and the country, life (family, health, lifestyle, the environment...), leisure time, TV news and films. This innovative content, is supported by an **easy-to-read layout** and **strong visuals**. Regular appointments and new views create rhythm and a dynamic reading perspective. **Télécran has more than ever the spirit of a magazine.**



“

As the leading weekly magazine publisher, Télécran provides information on everything that fascinates Luxembourg, including film and television.

Martina Folscheid, editor-in-chief

”

PRINT	15.923 COPIES (CIM 2023)
FREQUENCY	WEEKLY, ON WEDNESDAY
DISTRIBUTION	
	■ By subscription (81% of subscribers)
	■ Single issue sales in bookshops

Télécran

Luxembourg's leading weekly



Télécran

RATES 2025

	Formats classic		Formats Cover				High impact +		TV programme		Advertiser content*	
	1/1 PAGE*	1/2 PAGE* WIDTH	PANO*	COVER C2*	COVER C3*	COVER C4*	PRIMA POSTA** 1/1 PAGE	EDITO* 1/3 PAGE	PAVÉ	BANDEAU	ART 1 000	PANO ²
WIDTH X HEIGHT (MM)	202 X 285	202X140	404 X 285	202 X 285	202 X 285	202 X 285	202 X 285	65 X 285	47,3 X 50 Outside right, bottom of page	196 X 25 Right-hand page, footer		
RATES	€ 2.730	€ 1.911	€ 5.460	€ 3.594	€ 3.140	€ 4.095	€ 3.413	€ 1.877	€ 956	€ 1.365	€ 2.730	€ 5.460

* Extra charge for space on the right-hand page: 15%
* Finished format (trimbox) + 5 mm bleed all around.

** First insertion right page

1 week / 7 inserts
¹ In the same issue, 1 insert per day

* Your brand communication integrated into the editorial environment.
Expert interview / Product launch / Anniversary...
Translation included. Print ready material.
² Possibility of combining 1/1 page

THEMATIC DOSSIERS 2025

TOPICS	PUBLICATION DATE
Furniture Festival	5 March
Seniors	18 June
Furniture Festival	17 September
Seniors	15 October

DEADLINES

Space reservation: 16 working days before publication
Material ready for print: 15 working days before publication
Material to be prepared: 16 working days before publication

Bauen & Wunnen

by wortimmo.lu



Bauen & Wunnen
Wortimmo.lu
by Luxemburger Wort

The communication platform for all sectors related to **housing** and **real estate**.



EVERY WEEK

- The meeting place for craftsmen and all service providers in the building industry.
- A showcase for your company and a source of inspiration for our readers and your future customers.

EVERY MONTH

- A stapled supplement with specialised topics on the property market.
- For each real estate agency, the context for highlighting its expertise and professionalism.

PUBLISHED ON WEDNESDAY

Bauen & Wunnen

by wortimmo.lu



RATES 2025

Formats					Banner + covers			
	1/1 PAGE	1/1 PAGE PRIMA POSTA	PANO	1/2 PAGE	BANNER PAGE 1	COVER C2	COVER C3	COVER C4
WIDTH X HEIGHT (MM)	251X376	251X376	528X376	251X188	251X50	251X376	251X376	251X376
RATES	€ 4.082	€ 4.368	€ 7.514	€ 2.327	€ 2.535	€ 4.628	€ 4.303	€ 5.057

Rate mm/col: € 4,80

DEADLINES* (day of publication: Wednesday)

- Space reservation: 5 working days before publication
- Material ready for print: 5 working days before publication
- Material to be prepared: 9 working days before publication

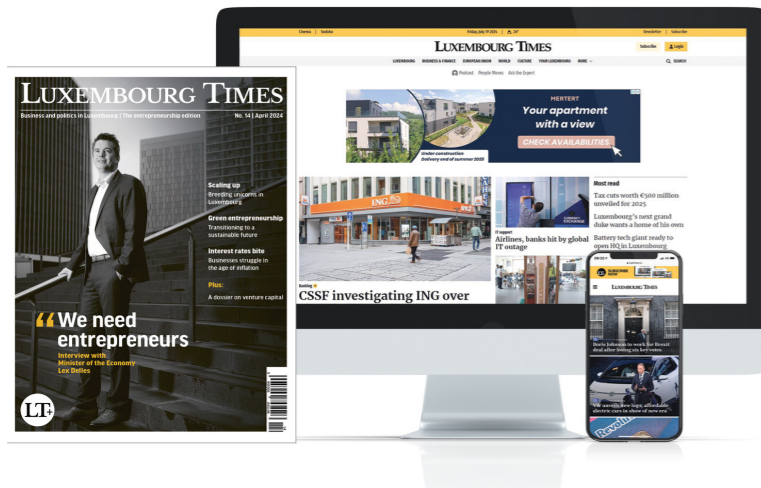
Luxembourg Times

The no. 1 business & lifestyle magazine for expats and English speakers



LUXEMBOURG TIMES

Building on the success of its digital format, Luxembourg Times has added a print publication in **magazine format**. In keeping with the spirit of the website aimed at Luxembourg's English-speaking community, the magazine features **68 pages** detailing major current news topics. The same editorial values at the service of **economic, political** and **business-oriented content** in order to business-oriented content in order to provide in-depth coverage of expats' favourite topics. The reference brand to reach the country's English speakers, mainly from the top management.



68%
penetration rate
among expatriates

47,3%
share of internationals
in Luxembourg

356.759
monthly visits to Luxtimes.lu

16.343
newsletter subscribers

93.345
social media followers

PRINT 10.000 COPIES

FREQUENCY 2 PUBLICATIONS PER YEAR

DISTRIBUTION

- Network of corporate and individual subscribers (+2.500 mailed decision-makers.
- Distribution points in strategic business locations: banks, insurance companies, conference & business centres, etc.
- Targeted events for companies and decision-makers
- Newsstand sales

Luxembourg Times

The no. 1 business & lifestyle magazine for expats and English speakers



LUXEMBOURG TIMES

RATES 2025

Formats Classic

	1/1 PAGE*	PAGE 5* PRIMA POSTA	OPPOSITE* CONTENTS	PANO*	COVER C2*	COVER C3*	COVER C4*
WIDTH X HEIGHT (MM)	200 X 265	200 X 265	200 X 265	400 X 265	200 X 265	200 X 265	200 X 265
RATES	€ 4.730	€ 5.913	€ 5.913	€ 9.460	€ 6.149	€ 5.440	€ 7.095

* Finished format (trimbox) + 5 mm bleed all around.

Advertiser content*

1/1 PAGE Print ready material

€ 4.730

* Your brand communication integrated into the editorial environment.
Expert interview / Product launch / Anniversary...
Translation included. Print ready material.

PUBLICATION SCHEDULE 2025

SPECIAL FEATURE	PUBLICATION DATE
Innovation	7 April
Sustainability	15 September

DEADLINES

Space reservation: 25 working days before publication

Material ready for print: 21 working days before publication

Material to be prepared: 25 working days before publication

Your Luxembourg magazine

The guide for expats and newcomers to Luxembourg



Your Luxembourg is the ideal multi-media platform for reaching expats who are new in Luxembourg.

This 96-page magazine is a real tool to inform, guide and entertain the English-speaking community in its daily life around themes such as education, health, employment, social life, etc. life around themes such as education, health, employment and leisure. Practical information, good tips and lifestyle articles form the core of a content written by a team of English speakers already well established in the community community in the country.



Since 2023, the publication of the magazine has coincided with **EXPAT DAY**, the event entirely dedicated to expats in Luxembourg.

PRINT 7.500 COPIES

FREQUENCY YEARLY

DISTRIBUTION

- Targeted mailing to 1.000 CEO's
- Distribution in international schools, to members of Amcham (American Chamber of Commerce in Luxembourg) and in the LCTO network
- Partnership with multinationals that welcome expats every year
- B2B & B2C events in Luxembourg, including Expat Day 2025

Your Luxembourg magazine

The guide for expats and newcomers to Luxembourg



RATES 2025

	Formats Classic	Formats Cover			Special Locations
	1/1 PAGE*	COVER C2*	COVER C3*	COVER C4*	PRIMA POSTA* 1/1 PAGE
WIDTH X HEIGHT (MM)	200 X 265	200 X 265	200 X 265	200 X 265	200 X 265
RATES	€ 3.350	€ 4.355	€ 3.853	€ 5.025	€ 4.188

* Finished format (trimbox) + 5 mm bleed all around.

* First insert on right page

DOSSIER 2025

PUBLICATION DATE

5 September - Expat Day

DEADLINES

Space reservation: 16 working days before publication
Material ready for print: 15 working days before publication
Material to be prepared: 16 working days before publication

Merkur

Economic information and business news of companies



MERKUR

The official magazine of the Luxembourg **Chamber of Commerce**, Merkur is sent to **30.000 member companies**. As an information medium, it reflects the activity and news of all the sectors that make up the country's economy. Expert content in French and English promotes entrepreneurship and economic relations, suitable environment for communicating with Luxembourg's decision-makers and key players. Merkur can count on the Chamber of Commerce to be highly representative. It currently has 90.000 members, representing 75% of total salaried employment and 80% of Luxembourg's GDP, making it the largest professional chamber representing employers in the country.



NEW

In 2025, the magazine will become a multimedia brand, adapting to new reading and mobility habits.

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**CHAMBER
OF COMMERCE
LUXEMBOURG**
POWERING BUSINESS

PRINT 5.000 COPIES
FREQUENCY THREE-MONTHLY
DISTRIBUTION

- Paper magazine: personal mailings by subscription to decision-makers, managers and executives of affiliated companies and partners of the of the Chamber of Commerce group
- E-paper: in digital format (e-reader) that can be consulted and accessed by all

Merkur

Economic information and business news of companies



MERKUR

RATES 2025

Formats Classic				
	1/1 PAGE*	1/1 PAGE* PRIMA POSTA	1/1 PAGE* SECOND POSTA	1/2 PAGE* WIDTH
WIDTH X HEIGHT (MM)	200X265	200X265	200X265	200X130
RATES	€ 2.800	€ 3.500	€ 3.360	€ 1.960

* Finished format (trimbox) + 5 mm bleed all around.

Formats Pano + Cover						
	PANO*	1ST CENTERFOLD*	COVER C2*	COVER C2 - PANO*	COVER C3*	COVER C4*
WIDTH X HEIGHT (MM)	400X265	400X265	200X265	400X265	200X265	200X265
RATES	€ 5.600	€ 6.160	€ 3.640	€ 6.720	€ 3.220	€ 4.200

Advertiser content*

1/1 PAGE Print ready material
€ 2.800

* Your brand communication integrated into the editorial environment.
Expert interview / Product launch / Anniversary...
Translation included. Print ready material.

DOSSIERS 2025

PUBLICATION DATE

- 28 January (50th anniversary special edition)
- 15 May (Osaka World Expo)
- 18 September
- 11 December

DEADLINES

- Space reservation: 16 working days before publication
- Material ready for print: 15 working days before publication
- Material to be prepared: 16 working days before publication

D'Handwierk

The magazine of the Federation of Craftsmen of Luxembourg and the Chamber of Crafts



D'HANDWIERK

D'Handwierk is aimed at **the craft sector** and is distributed to all craft companies established in Luxembourg. The sector represents 9.000 companies employing some 107.200 people and is the country's largest employer. The bilingual magazine (DE/FR) covers political and economic news, company news, service information and background articles on topics relating to the craft industry.

The editorial content is enriched by recurring news sections: Digitalisation, Training, Energy, Innovation, IT, Finance and Business Management.



TRUSTED PARTNERS

La Fédération des Artisans: the umbrella organisation of the craft industry (33 professional organisations from the sectors: construction, mechanics, food, fashion/health/hygiene and communication/services).

The Chamber of Trades: a reference institution, independent at the service of businesses and society, a driving force for sustainable development and innovation.

PRINT 10.000 COPIES

FREQUENCY 8 PUBLICATIONS PER YEAR

DISTRIBUTION

- By subscription to all craft enterprises established in Luxembourg (9.000 companies).

D'Handwierk

The magazine of the Federation of Craftsmen of Luxembourg and the Chamber of Crafts



D'HANDWIERK

RATES 2025

	Formats Classic			Formats Pano + Cover					Advertiser content*	
	1/1 PAGE*	1/1 PAGE* PRIMA POSTA	1/2 PAGE*	PANO CENTRAL*	PANO C2*	COVER C2*	COVER C3*	COVER C4*	ART 1000	PANO PUBLI
WIDTH X HEIGHT (MM)	210X270	210X270	210X132	420X270	420X270	210X270	210X270	210X270		
RATES	€ 2.040	€ 2.550	€ 1.428	€ 4.080	€ 4.896	€ 2.652	€ 2.346	€ 3.060	€ 2.040	€ 4.080

* Finished format (trimbox) + 5 mm bleed all around.

* Your brand communication integrated into the editorial environment.
Expert interview / Product launch / Anniversary...
 Translation included. Print ready material.

DOSSIERS 2025

PUBLICATION DATE

- 18 February
- 25 March
- 22 April
- 27 May
- 24 June
- 23 September
- 21 October
- 25 November

DEADLINES

- Space reservation:** 16 working days before publication
- Material ready for print:** 15 working days before publication
- Material to be prepared:** 16 working days before publication

Lawyers Now

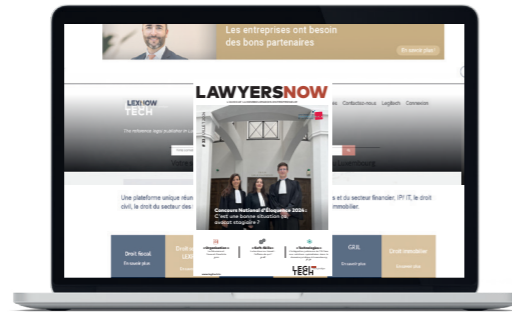
The magazine of the Luxembourg business lawyer



LAWYERSNOW
L'AVOCAT LUXEMBOURGEOIS ENTREPRENEUR

LawyersNow is the magazine developed in partnership with the Luxembourg Young Bar Conference and dedicated to the practice of the legal profession. Of the 616 law firms in Luxembourg, 300 are composed of less than 10 people. Thanks to topical themes such as human resources, IT, management, marketing, etc., the magazine is an indispensable tool for these lawyers business leaders.

LawyersNow is published by Legitech, the reference legal content publisher in Luxembourg.



Available as a digital section on legitech.lu



PRINT	3.500 COPIES
FREQUENCY	THREE-MONTHLY
DISTRIBUTION	<ul style="list-style-type: none">■ Nominative and free mailing to the 3.450 lawyers established in Luxembourg■ Events of the Youth Bar Association of Luxembourg

Lawyers Now

The magazine of the Luxembourg business lawyer



RATES 2025

	Formats Classic		Formats Cover		
	1/1 PAGE*	1/1 PAGE* FACE SIDE	COVER C2*	COVER C3*	COVER C4*
WIDTH X HEIGHT (MM)	220X297	220X297	220X297	220X297	220X297
RATES	€ 2.210	€ 2.763	€ 2.873	€ 2.543	€ 3.315

* Finished format (trimbox) + 5 mm bleed all around.

PUBLICATION SCHEDULE 2025

SPECIAL FEATURE	PUBLICATION DATE
N° 25 / March	15 March
N° 26 / July	10 July
N° 27 / September	15 September
N° 28 / December	16 December

DEADLINES

Space reservation: 25 working days before publication
Material ready for print: 21 working days before publication
Material to be prepared: 25 working days before publication

Health Bells

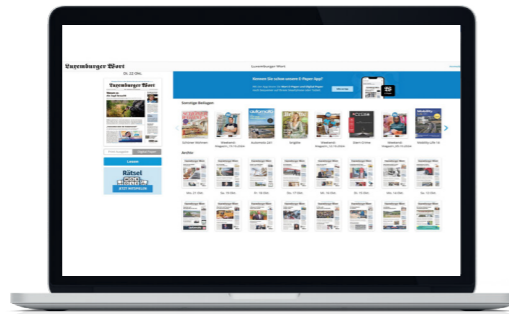
The health and wellbeing magazine



Health Bells
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Published in collaboration with Santé Services S.A., Health Bells is a new magazine that aims to inform and participate in health education.

Health news, special features, expert opinions and interviews, lifestyle sections, nutrition and well-being advice and practical information... the magazine offers reliable content guaranteed by professionals certified by the Robert Schuman Hospitals. The new health and well-being magazine benefits from the quality of distribution of the Luxemburger Wort as well as a strategic presence in the **Robert Schuman Hospitals network**.



Available as a digital version
in Wort.lu



Health Bells is published under the responsibility of an editorial committee that works closely with healthcare professionals. It is the know-how of these field experts, their expertise, that rings the bells of health «the Health Bells».

Marc Glesener, responsable de la rédaction



PRINT	48.500 COPIES
FREQUENCY	THREE-MONTHLY
CREATION	2022

DISTRIBUTION

- Magazine distributed with the Luxemburger Wort, Luxembourg's leading daily and to all its subscribers (93% of circulation)
- Available in the departments of the Robert Schuman Hospitals (4.500 copies)

Health Bells

The health and wellbeing magazine



RATES 2025

	Formats Classic + Pano		Formats Cover			Advertiser content*	
	1/1 PAGE*	PANO	COVER C2*	COVER C3*	COVER C4*	ART 1000	PANO PUBLI
WIDTH X HEIGHT (MM)	210X297	420X297	210X297	210X297	210X297		
RATES	€ 3.260	€ 6.520	€ 4.238	€ 3.749	€ 4.890	€ 3.260	€ 6.520

* Finished format (trimbox) + 5 mm bleed all around.

* Your brand communication integrated into the editorial environment.
Expert interview / Product launch / Anniversary...
Translation included. Print ready material.

DOSSIERS 2025

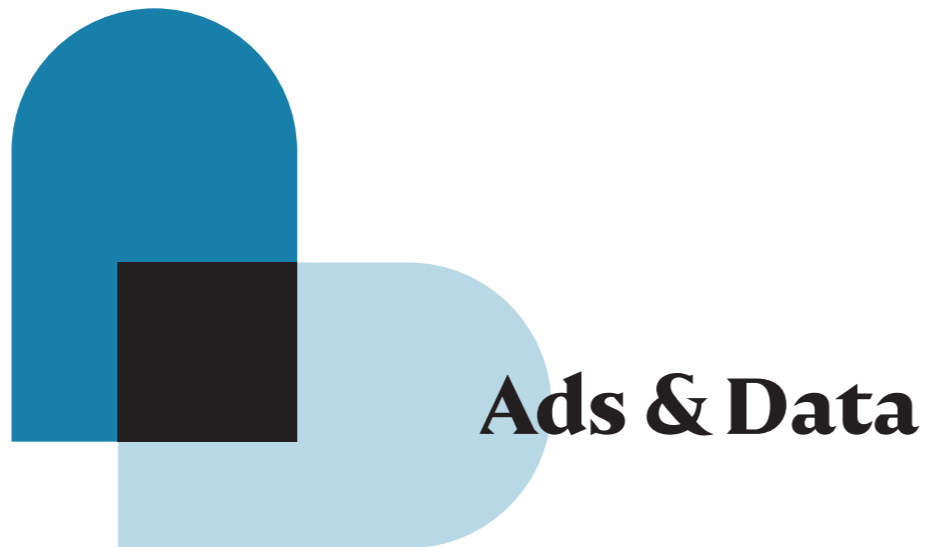
PUBLICATION DATE

- 27 March
- 12 June
- 25 September
- 27 November

DEADLINES

- Space reservation:** 16 working days before publication
- Material ready for print:** 15 working days before publication
- Material to be prepared:** 16 working days before publication

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