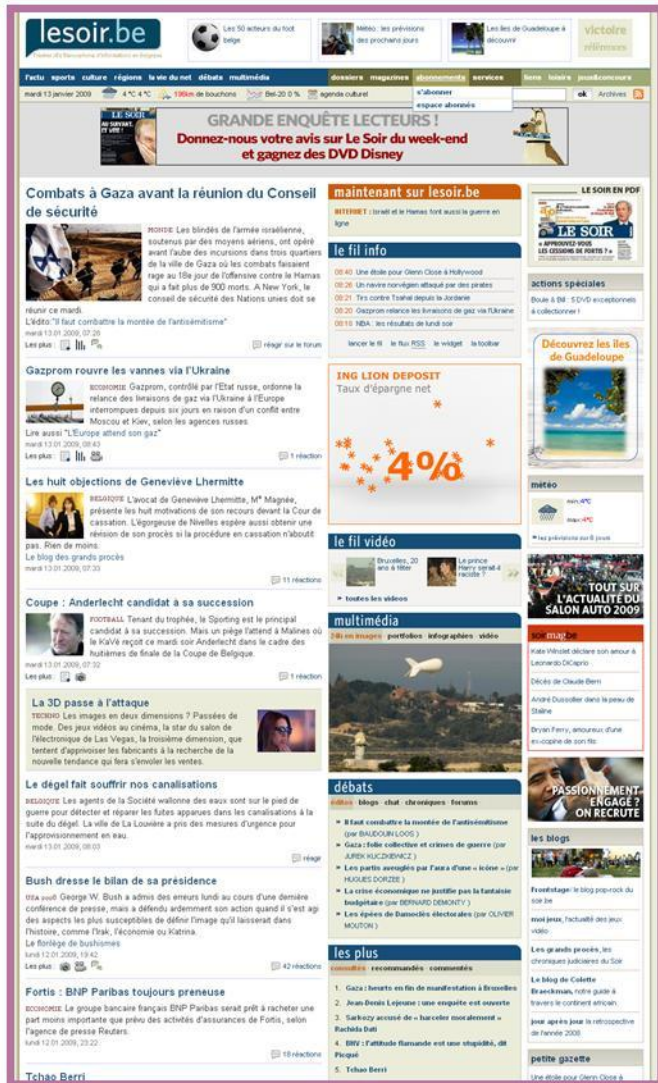


Publicitas International
Le Soir Online





lesoir.be

The unique french news website in Belgium that had exceeded an average of 100.000 uniques visitors per day

THE RECOMMENDED « NEWS » WEBSITE

Leader of the news websites in French speaking Belgium

More than **85.000 unique visitors** per day &
more than **100.000 unique visitors** from monday to friday

Minimum **750.000 pages views** per day.

71,5 % of our surfers comes from **Social Groups 1 to 3**

± 59% are **Staff members or employees**

Lesoir.be :

Profile of the visitors

Gender	
Men	60,0%
Women	40,0%

Age	
12-24 years	21,2%
25-34 years	21,6%
35-44 years	22,6%
45-54 years	19,9%
55 years & more	10,8%

- 44 year
old:
65,4 %

Social Groups	
Group 1 & 2	53,4%
Group 3 & 4	24,1%
Group 5 & 6	12,7%
Group 7 & 8	9,7%

Social Groups 1,2,3
➔ **71,5 % !**

Studies	
Primary + Sec. inf.	16,4%
Second. Sup.	28,6%
Univ. & high school	55,1%

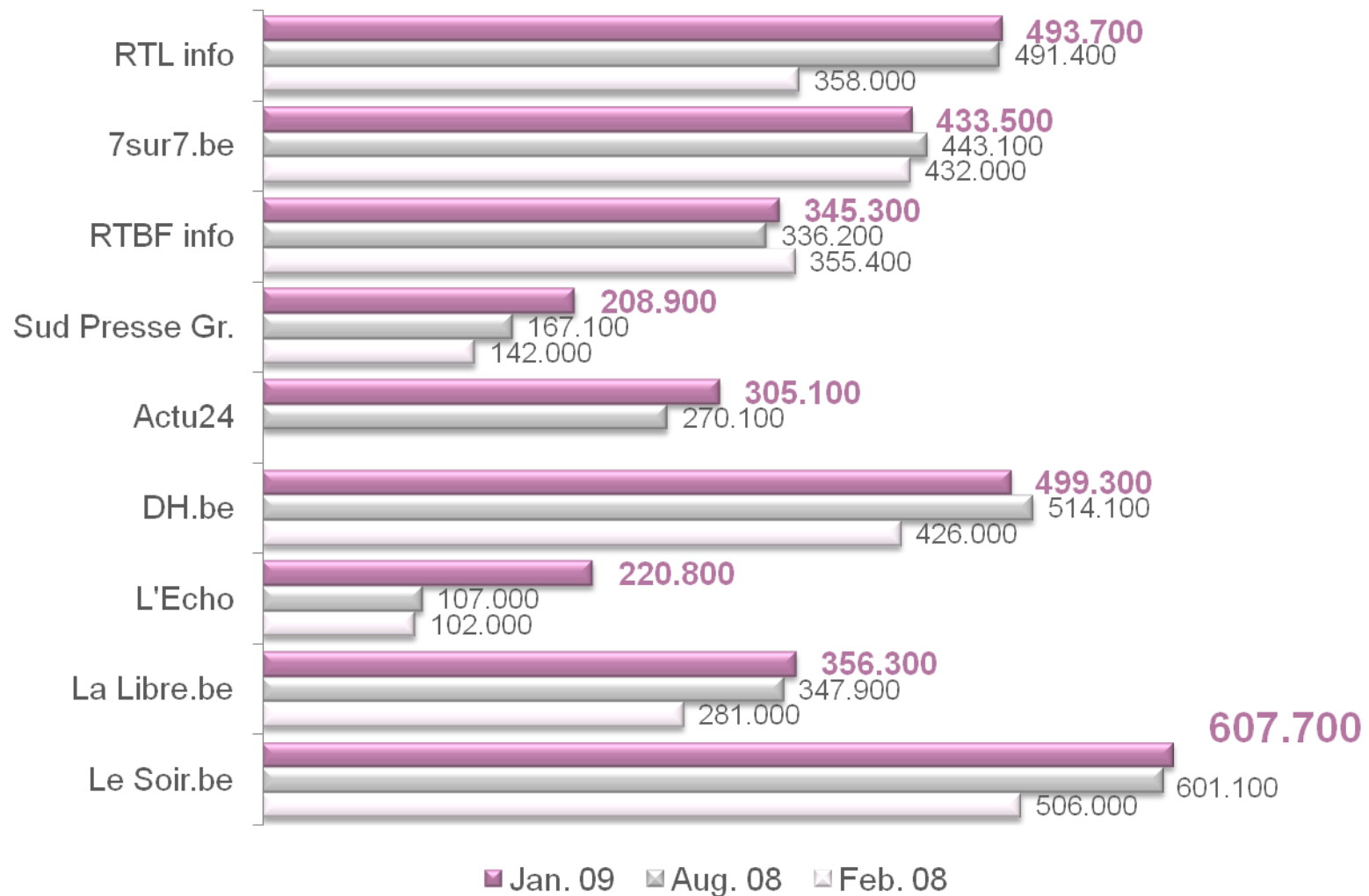
Profession	
Staff members	19,2%
Employees	39,7%
Workers	6,1%
Students	17,1%

58,9 %

Area	
Brussels + 2 Brabant	38,0%
Liège	25,1%
Hainaut	15,3%
Namur + Lux.	15,8%

63,1 %

Le Soir.be and the competitors net reach



Lesoir.be International Economy Pack



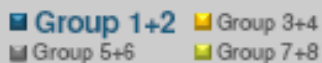
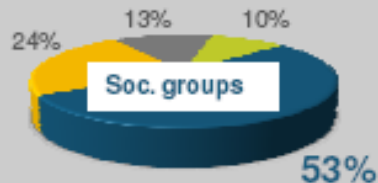
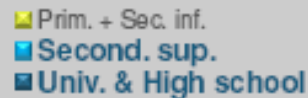
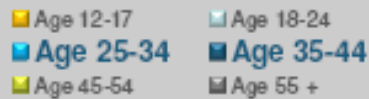
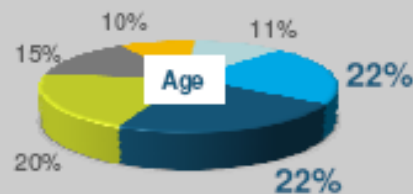
The image shows a screenshot of the Lesoir.be website. The top section features a 'LEADERBOARD' with various advertisements. Below it, there are news articles and a table. A separate banner is shown at the bottom right, featuring a photograph of a person and the word 'BANNER'.

LEADERBOARD

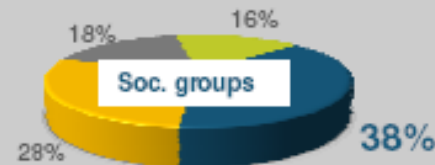
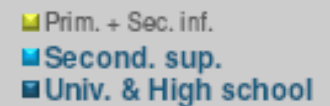
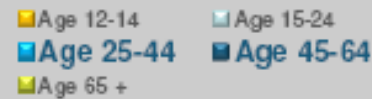
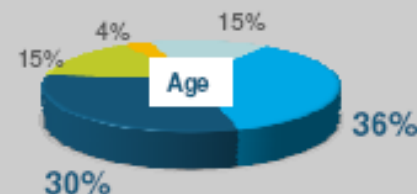
BANNER

- **FIRST PACK :**
1 week leaderboard (728*90) on 'Eco' section with 100.000 imp.
+ 1 day banner (288 W x 50 H) on the front page 'Eco'
▶ Value : € 8,275 ▶ **Our offer : € 5,775**
- **MEDIUM PACK :**
2 weeks leaderboard on 'Eco' section with 180.000 imp.
+ 2 days banner on the front page 'Eco'
▶ Value : € 16,050 ▶ **Our offer : € 10,500**
- **GREAT PACK :**
3 weeks leaderboard on 'Eco' section with 240.000 imp.
+ 5 days banner on the front page 'Eco'
▶ Value : € 34,875 ▶ **Our offer : € 20,000**

WEB : 607.700 TOTAL VISITORS (NET)



PRINT : READERSHIP PROFILE : 580.700 READERS



Lesoir.be

International Travel Pack



• **BIG PACK** €11,242 ► Our offer : € 9,750

A full page in « **Victoire** » – facing the 'Tourism section',
RHP without any surcharge (15%)

+ **IMU in the Travel Pack*** = 100.000 impressions
(+ 15 % more = 115.000 impressions)

• **MEDIUM PACK** : €7,072 ► Our offer : € 6,150

Vertical half page in « **Victoire** » – facing the 'Tourism section',
RHP without any surcharge (15%)

+ **IMU in the Travel Pack*** = 60.000 impressions
(+ 15 % more = 69.000 impressions)

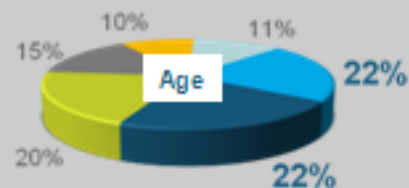
• **SMALL PACK** : €5,232 ► Our offer : € 4,550

A third page in « **Victoire** » – in the 'Tourism section',
without any surcharge (15%)

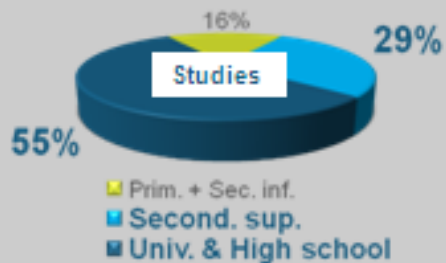
+ **IMU in the Travel Pack*** = 40.000 impressions
(+ 15 % more = 46.000 impressions)

*Pack Travel = lesoir.be/travel, lesoir.be /meteo, victoiremag.be/travel

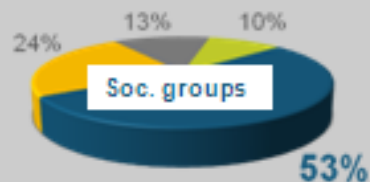
WEB :
607.700 TOTAL VISITORS (NET)



■ Age 12-17 ■ Age 18-24
■ Age 25-34 ■ Age 35-44
■ Age 45-54 ■ Age 55+

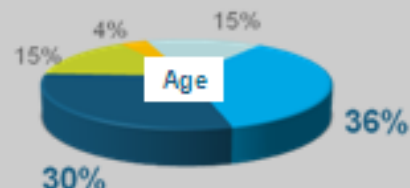


■ Prim. + Sec. inf.
■ Second. sup.
■ Univ. & High school

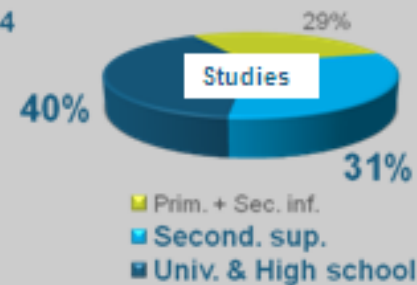


■ Group 1+2 ■ Group 3+4
■ Group 5+6 ■ Group 7+8

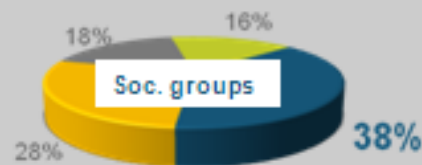
PRINT :
READERSHIP PROFILE : 580.700 READERS



■ Age 12-14 ■ Age 15-24
■ Age 25-44 ■ Age 45-64
■ Age 65+



■ Prim. + Sec. inf.
■ Second. sup.
■ Univ. & High school



■ Group 1+2 ■ Group 3+4
■ Group 5+6 ■ Group 7+8

Grazie.

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