



Let's communicate together with

**GENERATION 50+**

**Rate Card**  
**SeniorenNet.be**

*March 2012*

## TRAFFIC

	MONTH
Visits	3.069.973
Unique visitors	1.524.226
Page requests	14.990.029

Source: CIM Metriweb January 2012

## VISITOR'S PROFILE

### GENDER

Men	44 %
Women	56 %

### AGE

< 50 years	8,8 %
50 - 64 years	51,4 %
50 - 54 years	5,3 %
55 - 59 years	26,8 %
60 - 64 years	19,3 %
> 64 years	39,8 %

### MAIN SHOPPER

Men	27,8 %
Women	72,2 %

### PROFESSIONAL STATUS

With professional activity	19,4 %
Without professional activity	80,6 %

### MRI

Visitor is MRI	64,9 %
Visitor is not MRI	35,1 %

### AGE OF MRI

< 45 years	5,9 %
45 - 54 years	6,5 %
55 - 64 years	40,7 %
> 64 years	46,9 %

### PEOPLE PER HOUSEHOLD

1 person	8,5 %
2 persons	49,2 %
3 persons	33,2 %
4 persons	6,7 %
5 persons	1,6 %

### PRESENCE OF PEOPLE IN HOUSEHOLD

< 12 years	4,6 %
12 - 17 years	4,3 %
18 - 34 years	15,1 %
35 - 54 years	18,2 %
> 54 years	90,4 %

Source: CIM Metriweb | Gross Contacts | May-October 2011



## HOMEPAGE

Top Text Ad

Leaderboard · 729 x 90 px

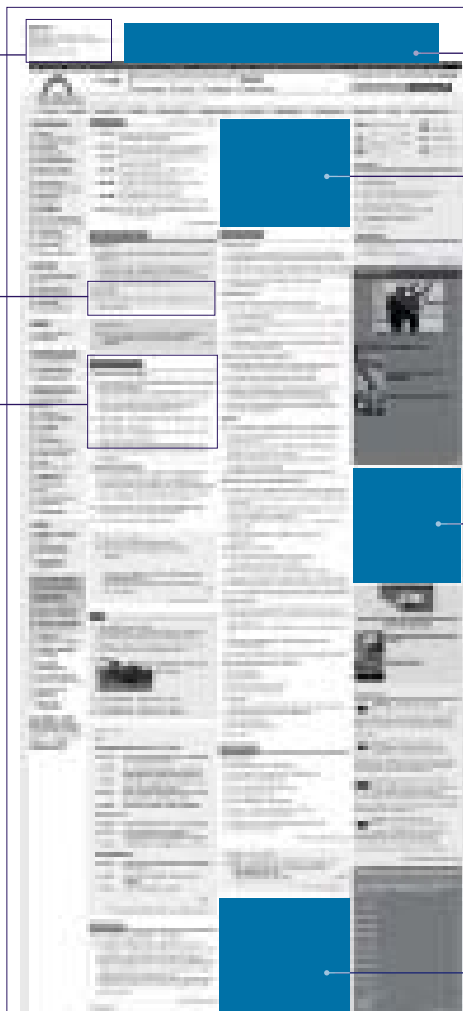
Text link advertorial

Medium Rectangle 1 · 300 x 250 px

Questions & Answers

Square · 250 x 250 px

Medium Rectangle 2 · 300 x 250 px



## SECTION PAGE

Top Text Ad

Leaderboard · 729 x 90 px

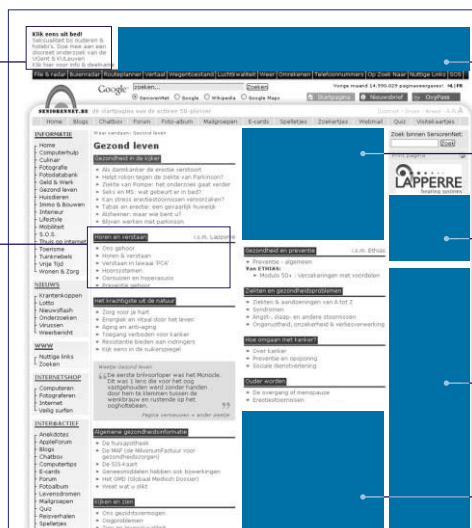
Content box

Medium Rectangle 1 · 300 x 250 px

Rectangle · 180 x 150 px

Wide Skyscraper · 160 x 600 px

Medium Rectangle 2 · 300 x 250 px



## HOMEPAGE

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### LEADERBOARD – MEDIUM RECTANGLE 1

1 Day	100% SoV	70.000 views
	50% SoV	35.000 views
1 Week	100% SoV	490.000 views
	50% SoV	245.000 views
2 Weeks	100% SoV	980.000 views
	50% SoV	490.000 views

### 2AD (LEADERBOARD + MEDIUM RECTANGLE 1)

1 Day	100 % SoV	140.000 views
1 Week	100 % SoV	980.000 views
2 Weeks	100 % SoV	1.960.000 views

### SQUARE – MEDIUM RECTANGLE 2

1 Day	100 % SoV	70.000 views
	50 % SoV	35.000 views
1 Week	100 % SoV	490.000 views
	50 % SoV	245.000 views
2 Weeks	100 % SoV	980.000 views
	50 % SoV	490.000 views

## CONTEXTUAL TARGETING

	LEADERBOARD	WIDE SKYSCRAPER	2 AD (LB + WS)	MEDIUM RECTANGLE 2*	RECTANGLE
Computerhulp	43 CPM	40 CPM	60 CPM	38 CPM	20 CPM
Culinair	43 CPM	40 CPM	60 CPM	38 CPM	20 CPM
Fotografie	43 CPM	40 CPM	60 CPM	38 CPM	20 CPM
Fotodatabank	43 CPM	40 CPM	60 CPM	38 CPM	20 CPM
Geld & Werk	43 CPM	40 CPM	60 CPM	38 CPM	20 CPM
Gezond leven	43 CPM	40 CPM	60 CPM	38 CPM	20 CPM
Huisdieren	43 CPM	40 CPM	60 CPM	38 CPM	20 CPM
Immo & Bouwen	43 CPM	40 CPM	60 CPM	38 CPM	20 CPM
Interieur	43 CPM	40 CPM	60 CPM	38 CPM	20 CPM
Lifestyle	43 CPM	40 CPM	60 CPM	38 CPM	20 CPM
Mobiliteit	43 CPM	40 CPM	60 CPM	38 CPM	20 CPM
S.O.S.	43 CPM	40 CPM	60 CPM	38 CPM	20 CPM
Thuis op internet	43 CPM	40 CPM	60 CPM	38 CPM	20 CPM
Toerisme	43 CPM	40 CPM	60 CPM	38 CPM	20 CPM
Tuinkriebels	43 CPM	40 CPM	60 CPM	38 CPM	20 CPM
Vrije Tijd	43 CPM	40 CPM	60 CPM	38 CPM	20 CPM
Wonen & Zorg	43 CPM	40 CPM	60 CPM	38 CPM	20 CPM

\*only on opening page of section

## RUN OF SITE

	LEADERBOARD	MEDIUM RECTANGLE	WIDE SKYSCRAPER
SeniorenNet Site*	13 CPM	13 CPM	11 CPM
Top Text Ads	3 CPM		

\* excl. homepage and contextual targeting

Title (max. 25 characters, spaces incl.)

Body (max. 95 characters, spaces incl.)

Link (max. 30 characters, spaces incl.)

**Klik eens uit bed!**  
 Seksualiteit bij ouderen & holebi's. Doe mee aan een discreet onderzoek van de UGent & KULeuven  
 Klik hier voor info & deelname

Kamer MET o

File & radar | Buienradar | Routeplanner | Vertaal | Wegentoe

Google

SeniorenNet Google

SENIORNET.BE dé startpagina van de actieve 50-plus

Home | Blogs | Chatbox | Forum | Foto-album

## ADVERTORIAL

ADVERTORIAL (text link homepage incl content page)

1 Week	100 % SoV	490.000 views
2 Weeks	100 % SoV	980.000 views

3 or more weeks : on demand

## TEXT LINK HOMEPAGE



## CONTENT PAGE with exclusive display advertising




## CONTENT PAGE

SET UP CONTENT PAGE: € 150

## DIGITAL NEWSLETTER

TEXT INTEGRATION (max. 400 characters incl. spaces + picture)

1 Integration	100 % SoV
2 Integration	100 % SoV



**Test uw cholesterolprofiel! (advertentie)**

Wist u dat meer dan 8 op 10 Belgen een te hoge cholesterol hebben, vaak zonder het zelf te weten? Gelukkig kan u zelf iets doen aan uw cholesterol. Eén flesje Danacol per dag draagt bij tot de vermindering van cholesterol. Danacol bevat immers plantensterolen, die de opname van cholesterol in het lichaam belemmeren. Meer weten? Doe dan de test om uw cholesterolprofiel te kennen. [Lees verder >>](#)



## CONTENT INTEGRATION

- Long term presence on **www.SeniorenNet.be**
- Information campaign
- Top Of Mind on moment of interest
- Reach of interested and qualitative visitors

CONTENT PAGES	3 month	6 month	12 month
Text + visuals + source	50 views/day	50 views/day	50 views/day
Exclusive leaderboard on content pages	50 views/day	50 views/day	50 views/day
Exclusive 5 rectangles on content pages	50 views/day	50 views/day	50 views/day
Exclusive wide skyscraper on content pages	50 views/day	50 views/day	50 views/day

INDEXPAGE INFO SECTION			
Content Box	100 % SoV	100 % SoV	100 % SoV
Medium Rectangle 1	10 % SoV	10 % SoV	10 % SoV

TRAFFIC TO CONTENT			
Top Text Ads - ROS	15.000 views/day	15.000 views/day	15.000 views/day
Medium Rectangle 1 - homepage (50% SOV)	7 days	7 days	14 days
Integration in digital newsletter	-	1	2
Advertorial homepage	2 weeks	4 weeks	8 weeks

Content box in 1 Information Section (according theme)



Unlimited number of content pages  
Exclusive display advertising on content pages





# SeniorenNet.be | Package

## IMPACT DISPLAY CAMPAIGN ON HOMEPAGE

- Exclusive all 4 display formats on homepage
- 100% SoV
- 1 day or more days
- Highest visibility on homepage
- Ideal for image campaign and news campaign

Leaderboard · 100 % SoV

Medium Rectangle 1 · 100 % SoV

Square · 100 % SoV

Medium Rectangle 2 · 100 % SoV

Views 280.000

