

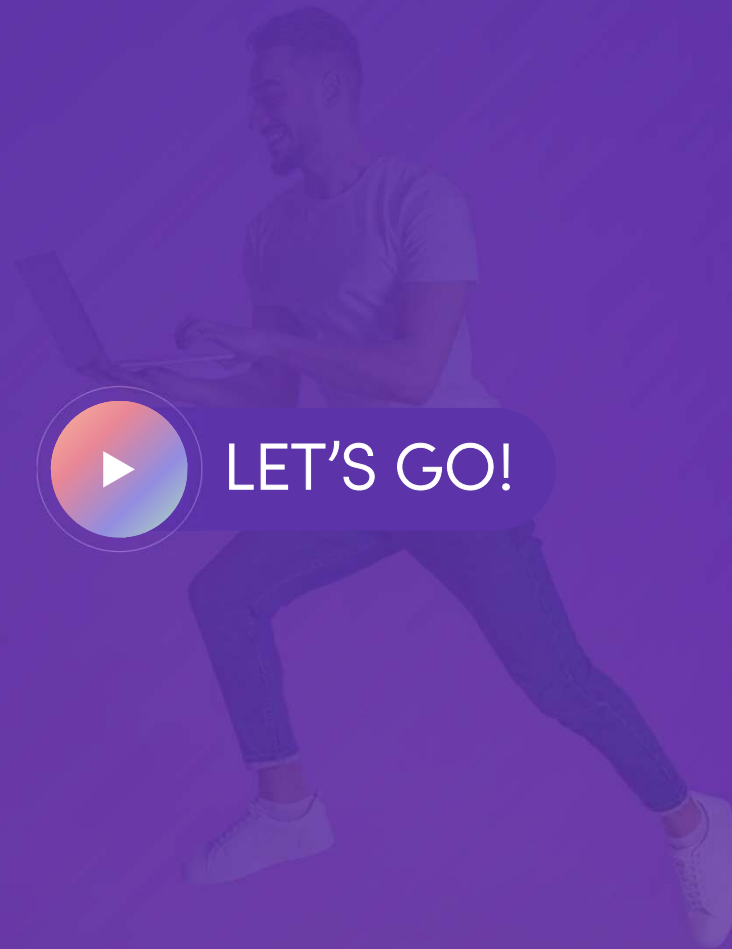


DIGITAL RATECARD

Q1 2025



LET'S GO!



Discover RMB



2



Discover

RMB



Media sales house of
the YEAR (2x)



14 people dedicated
to the digital @RMB



Multiples Adservers,
SSP's & DMP



Programmatic & IO



Data oriented



Premium &
Qualitative network

Discover

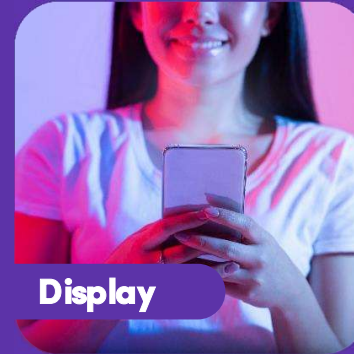
Our Portfolio



Video



Audio



Display



Data solutions

CTV OFFER

5

COMING SOON THROUGH IO AS OF Q2 2025

RMB NETWORK



VIDEO NETWORK

6

RON RMB

RMB NETWORK



JDN
JOURNAL DU NET

1 pure
médias



dailymotion

france.tv

LE FIGARO

LE JOURNAL DES
FEMMES

sonuma
LES ARCHIVES AUDIOVISUELLES

Santé
médecine.net

PUREBREAK

Droit-finances
Vos droits, votre argent à chaque étape de la vie

750g
De la vie dans la cuisine !

mon
PROGRAMME TV

ALLOCINÉ



jeuxvideo.com

lintern@ute.com

CCM
Comment@lMarche

Purepeople

VIDEO IO net price

Video IO available with our data segments (See CatchMe data solutions)

€23 CPM

- ✓ Bumper
- ✓ Max 6 seconds
- ✗ No Site Specific

€26 CPM

- ✓ Base length 30"
- ✓ Unskippable
- ✓ Full RON
- ✗ No site specific

"Don't compromise on quality, go for our RON"

+4€

Geolocation
Hyperlocalisation *
Geofencing **

+4€

Context

+2€

Ad Position

+2€

ISP / Device**

+2€

Date / Time

Length of spot is : 6", 10", 15", 20", 25" or 30".

Add-ons are considered for inclusion or exclusion. Very limited volume on Auvio for 30sec creations, check with your contact

*Postcode list encoded into the adserver/SSP **VIBE exclusive service : persons living in catchment area around point of sales with a view on client's competitors

*** exclude CTV formats

CONTEXT Video pack

10 net
price

€**29** CPM



VIDEO

programmatic

	Bumper 6"		Video <small>max 30"</small>		Inread <small>(3)</small>
	RMB <small>(1)</small>	AUVIO	RMB <small>(1)</small>	AUVIO <small>(2)</small>	
Private Deal floor price	14€	18€	18€	26€	4€
Programmatic Guaranteed Deals subject to conditions, please send mail to programmatic@rmb.be to know more about it.					
1 DATA CRIT (Age/Gender)	+4€				
1 DATA CRIT (Intent) <small>(4)</small>	+6€				
Personae <small>(5)</small>	+14€				

⁽¹⁾ Auvio non included. ⁽²⁾ Very limited volume on AUVIO for 30 sec, we kindly suggest utilizing a 20 sec spot for AUVIO for a smooth delivery.

⁽³⁾ Video, Viewable display or Social. ⁽⁴⁾ Inclusion or exclusion. ⁽⁵⁾ Min invest of first campaign : 10.000€ or setup fee of 1.250 €

10



InRead

Video

12€

CPM

+4€

Geolocation

+4€

Context



In-read IO available with our data segments (See CatchMe data offers)

Programmatic

4€

Floor CPM



Better Deal 2.0

The best value for money – Up to 30 seconds

10€

CPM

+4€

Geolocation

Not compatible with our data offers / IO net prices.

Dailymotion + InRead RTBF

dailymotion

rtbf
actus

ADDRESSABLE TV



ABXPLORE

TIP!K
KEEP IT POP



ATV

net price / Classical Campaign

€75 CPM

- ✓ National advertiser
- ✓ 1 segment included
- ✓ Length of spot is : 20'' or 30''

"Don't compromise on quality, go for our RON"

For each extra segment

+5€

€100 CPM
CUSTOM SEGMENT

Setting fees

+1.250€

150€ per additional creation (if >5)

+25%
Cobrading

+20%
Citation

+500€
Geofencing

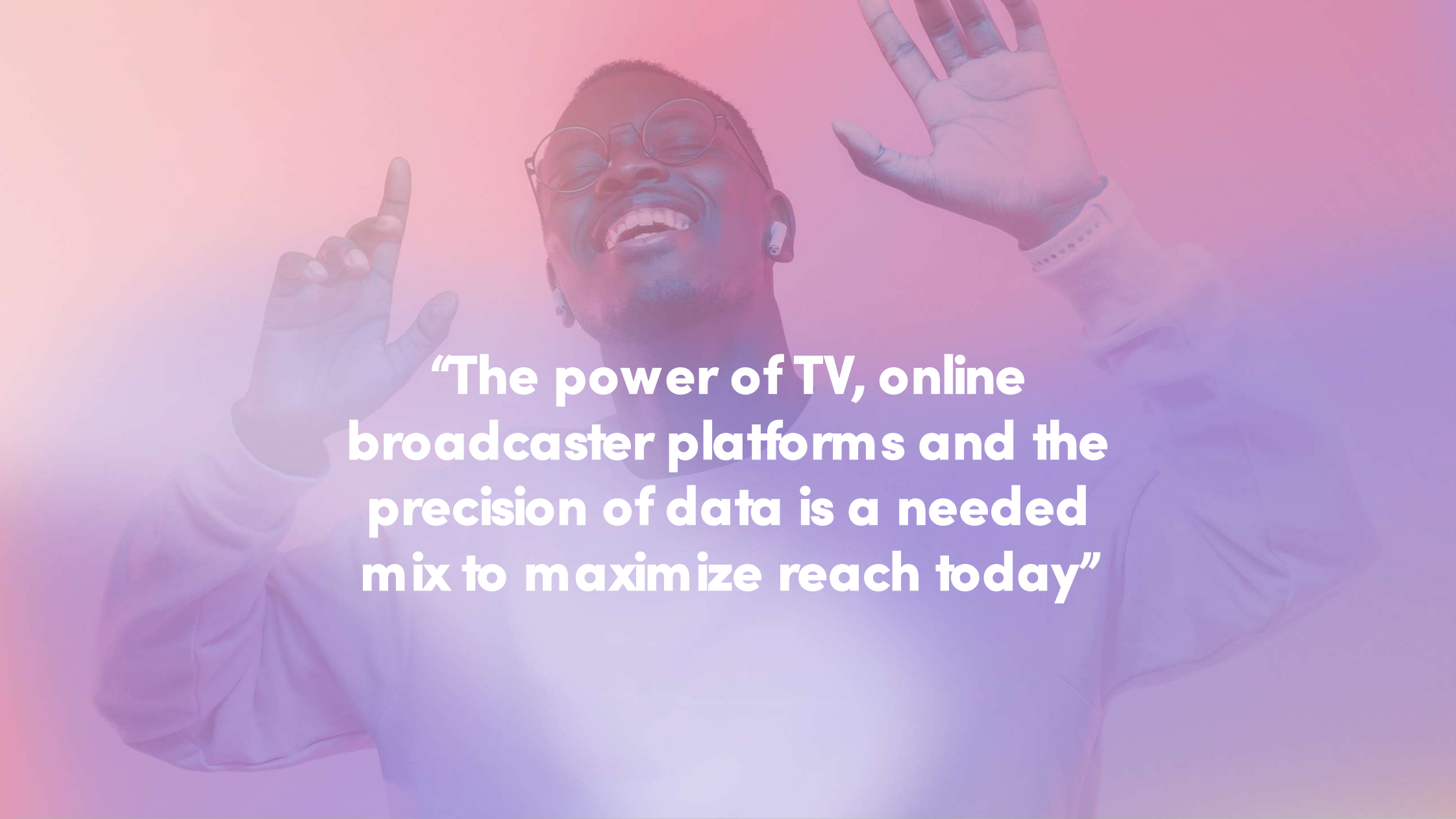
Campaign duration : min 3 weeks

Recommended spot lengths : 20''

EMPOWERED VIDEO



LET'S GO!



**“The power of TV, online
broadcaster platforms and the
precision of data is a needed
mix to maximize reach today”**



Next Gen Broadcast

Linear TV

Use the knowledge and power of linear TV to built the base of your reach plan

Addressable TV

Get the extra coverage you are looking for via addressable TV

Online Broadcast Platforms

The perfect mix between premium content and adapted TV consumption

- **Belgian ecosystem**
- **More relevance & campaign efficiency**
- **Optimizing future campaigns based on back-end results**
- **Real ROI measure**
- **Tailormade messages**
- **Possibility to use own data**
- **Opportunity for regional & niche actors**

+35%
attentiveness

+21%
engagement

-48%
ad switching

+10%
ad recall

+22%
ad awareness

The unique opportunity to use data on Auvio

Broadcaster content only

Attractive pricing

Full incremental reach

BVOD Benefits



Personalized communication

Data sources

AUVIO

100% declarative data from
the user profiles
4,3M+

Proximus

827.000 boxes French
speaking households

Bpost

Bpost data crunching and
matching on Proximus boxes
Intent segmentation

Curated data providers

A strictly selected partners
help us complete profiles and
increase matching rates

Navigation behaviour

Cookie-less based solution to
track and analyze user
activities and build complex
profiles (reach of 50%+ FR12+)

Advertiser/CRM

Data Matching of your own
data using a bunker solution

OUR OFFER



55 €_{CPM}

Our net price

33%

Min ATV impressions

33%

Min BVOD impressions

100%

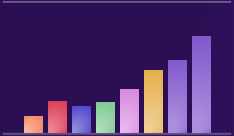
On target impressions

Our Data Sets

- **Green**
- **Food**
- **News**
- **Sport**
- **Automotive**
- **High purchase power**
- **Promo Buyers**
- **Beauty**
- **Pet Owners**
- **Family**
- **Men or Women**
- **18-34**
- **35-54**



Your report



of impressions



of contacts



of Reached devices



Average OTS



Completion Rate



Daily distribution

AUDIO



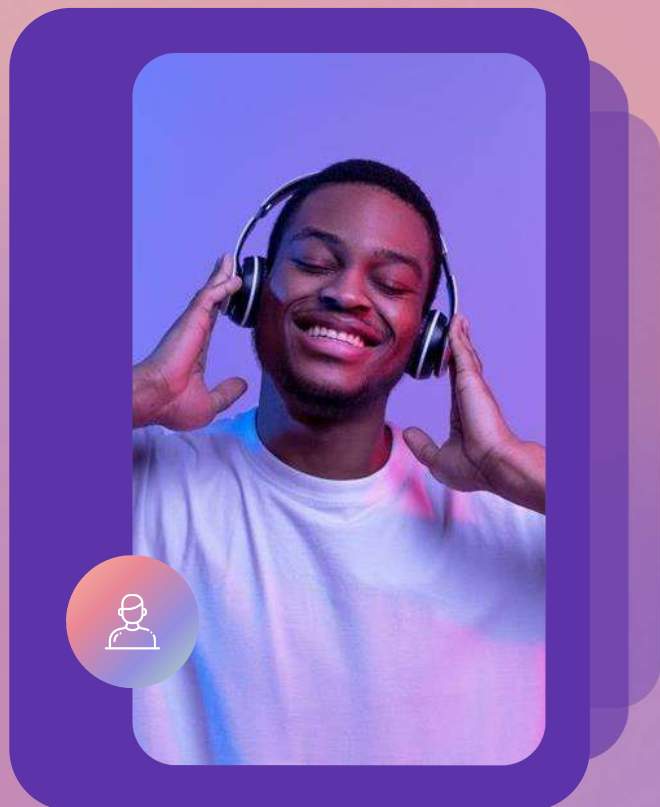
23

AUDIO NETWORK

24



25



AUDIO IO net price

All you can hear based on 30 seconds

17€
CPM

+4€
Geolocation

Audio IO available with our data segments (See CatchMe data offers)

Audio

programmatic offer

Ron RMB	
Private Deal floor price	12€
Programmatic Guaranteed Deals are subject to conditions, please send an e-mail to programmatic@rmb.be to know more about it.	
Geolocation*	+4€
Site specific*	+3€
1 DATA CRIT (Age/Gender)	+4€
1 DATA CRIT (Intent)*	+6€

*Inclusion or exclusion – All durations



RON^{of} Podcast



Sponsored Podcast



INSERTION
ORDER
25€
CPM

PROGRAMMATIC
17€
(PMP) FLOOR
CPM

+4€
Geolocation

+4€
1 crit. Data
(Age/Gender)

+6€
1 crit. Data
(Intent)

PODCAST by RMB



Acast

La 1ère

VIVACITÉ

CLASSIC 21

TIP!K

MUSIC 3

francinfo

NRJ

TAR MAC

inter

bleu

MOJUV

fip

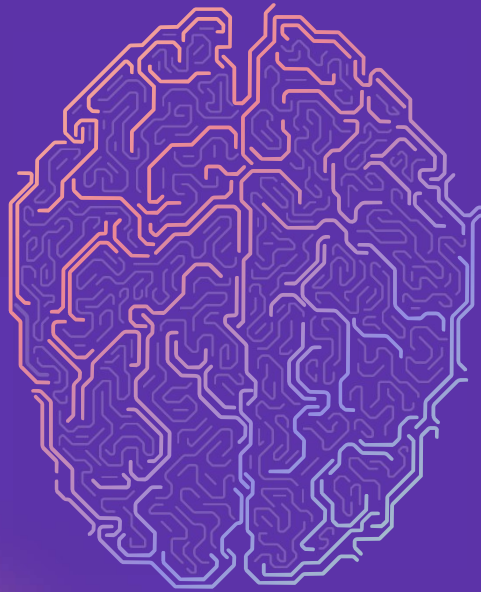
france musique

france culture

Looking for premium and exclusive context for your Online Audio Campaign?
Go for the Run Of Podcast from RMB made only of **Broadcaster content!**
1 data criteria max. Data or Geo but not both could be combined

Add Data To Podcasts

Art & History
Business & Finance
Education
Fiction, TV & Film
Health & Green
Kids & Family
Technology
Science
Society & Culture



DISPLAY



30

DISPLAY NETWORK

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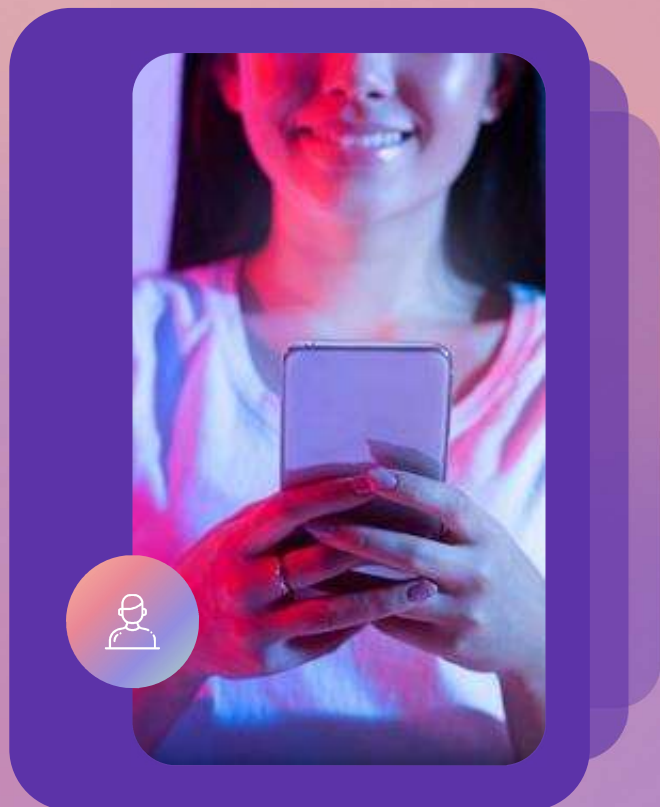
franceinfo:

ALLO DOC+EURS



TV5
MONDE





DISPLAY IO net price

4€
CPM

+2€
Broad
Context⁽¹⁾

+5€
Detailed
Context⁽²⁾

+4€
Geolocation
Hyperlocalisation
Geofencing *

+2€
ISP Selection

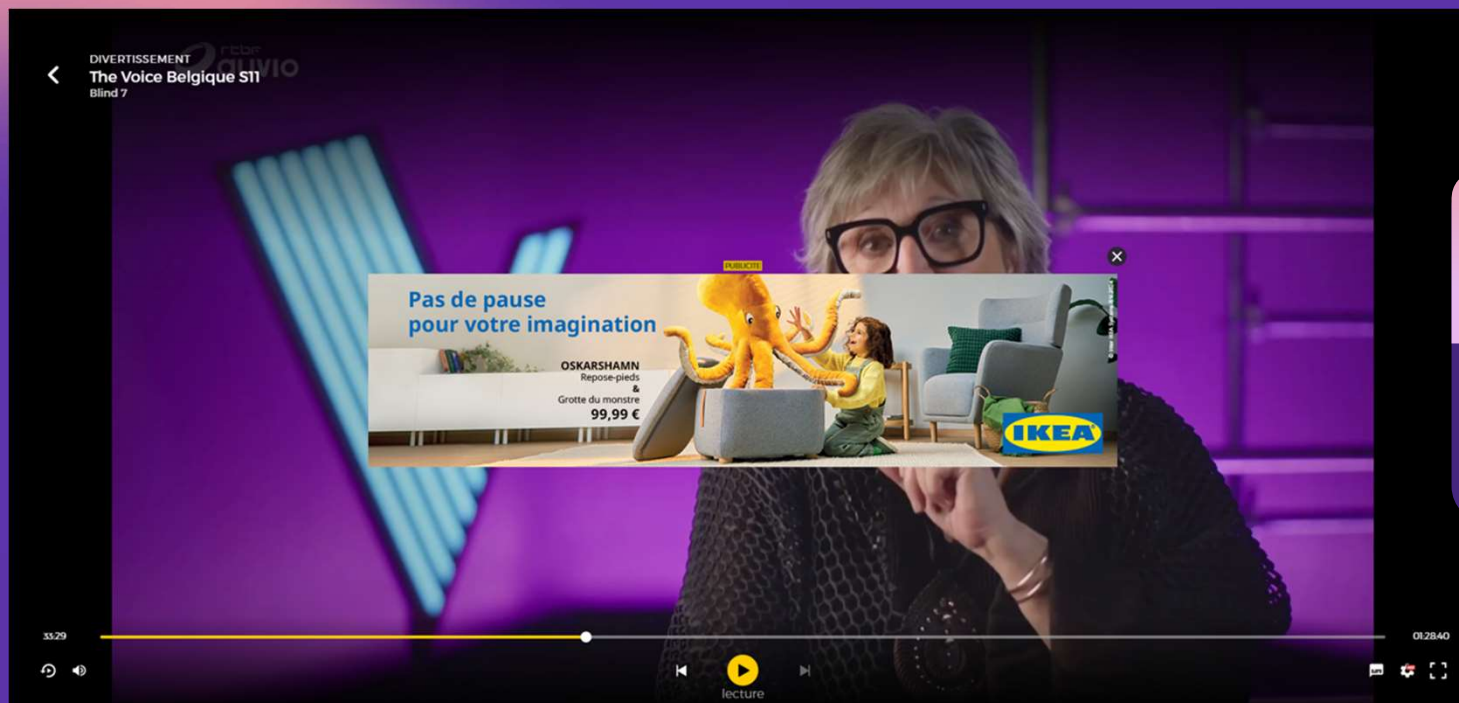
Display IO available with our data segments (See CatchMe data offers)

(1) : TV, Radio, Culture, Lifestyle, Business

(2) : Sport, Sport – Football, Sport – Cyclisme, Sport – Tennis, Sport – Motor sports, Sport – Other sports, or any other sub-section

* VIBE exclusive service : persons living in catchment area around point of sales with a view on client's competitors

Pause Button



10€

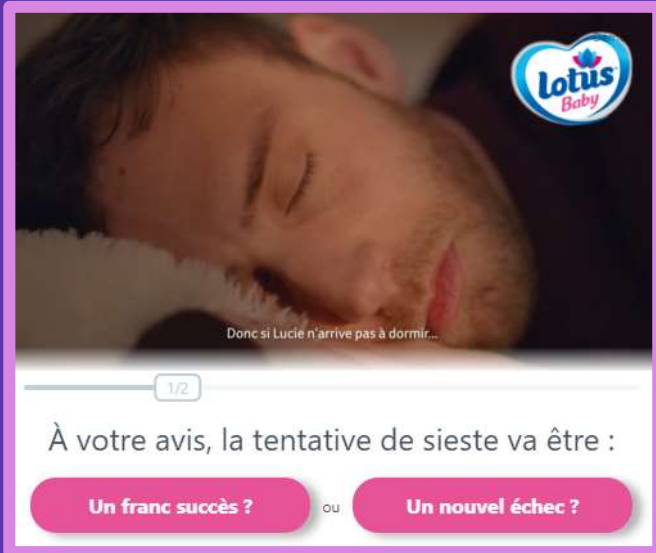
CPM

Pause Button



Every time a pause is applied on Auvio, a display billboard will be shown (970x250).
Includes a close button.

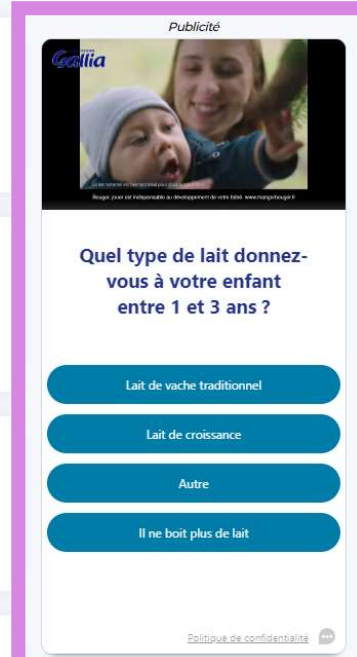
Interactive Display



TURE ENVIRONNEMENT BIEN-ÊTRE TECH VIE PRATIQUE CHAÎNES

évite les chutes et s'impose

orte le contre-la-montre



8€

Interactive Display *

Engaging & High Valuable
(quiz, contest, carousel, personality test, ...)

Consentless solution to
Interact with surfers and/or
Retarget intentionists

Display IMU (300x250) or 300x600 – Standalone IO product – 8€ net CPM + production costs (500€) / RMB production

* Standalone IO product, none targeting possibility. Additional production costs of 500€ (RMB production / none DCO)



Display

programmatic offer

**Private Deal
floor price**

+4€

GEOLOC

+4€

**1 DATA
CRITERIA**
Age/Gender ⁽¹⁾

+6€

**1 DATA
CRITERIA**
Intent ⁽¹⁾

RON	SITES	2 €
TV	rtbf.be/tv - rtbf.be/laune - tipik.be/tv - ln24.be	4 €
Radio	rtbf.be/radio - classic21.be - lapremiere.be - musiq3.be - tipik.be/radio - vivacite.be - tarmac.be - nrj.be	4 €
Culture	rtbf.be/culture	4 €
Lifestyle	rtbf.be/tendances / Media / Société	4 €
Business	rtbf.be/economie	4 €
Sport	rtbf.be/sports	5 €
Sport – Football	rtbf.be/sports/football	7 €
Sport – Cyclisme	rtbf.be/sports/cyclisme	7 €
Sport – Tennis	rtbf.be/sports/tennis	7 €
Sport – Motor sports	rtbf.be/sports/moteurs/f1 / Rallye / Moto GP	7 €
Sport – Other sports	rtbf.be/sports/autres	7 €

Programmatic Guaranteed Deals are subject to conditions, please send an e-mail to programmatic@rmb.be to know more about it.

⁽¹⁾ Inclusion or exclusion.

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NATIVE CPC IO net price

0,95€
CPC

INCLUDED

Data Segments

INCLUDED

Context



Net Prices, Minimum 2 weeks campaign & 3.500€ investment.
'Performance' creatives subject to RMB validation.

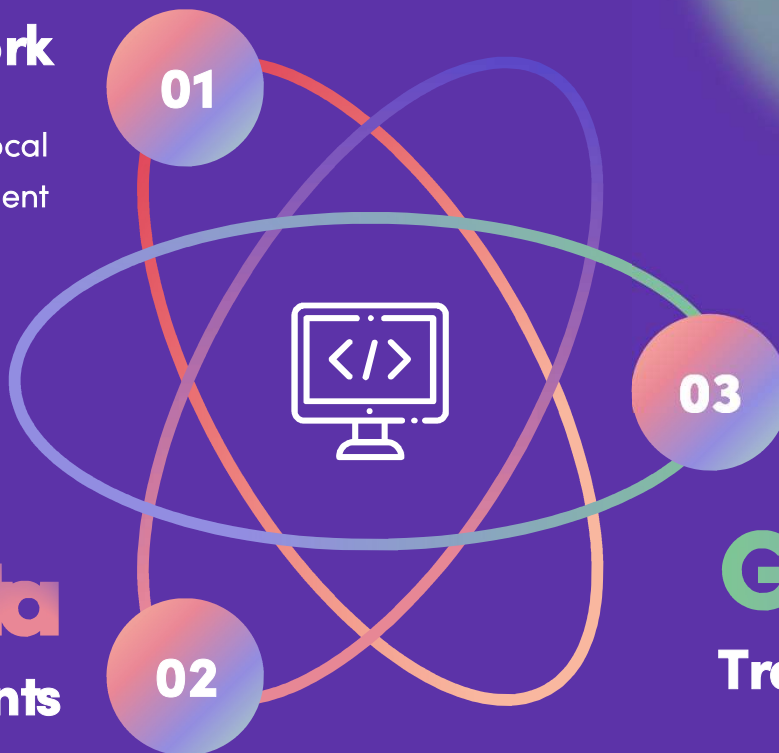
RMB move ahead

Premium Network

Run on a brandsafe, premium and local
environnement

Data 200+ segments

Target only the visitors you really want by
selecting up to two criteria in our data sets list.



Guaranteed Traffic & smooth delivery

Our delivery experts will guarantee a
smooth delivery over time and ensure you
get all the booked clics.

DATA SOLUTIONS





**WE CAN HELP YOU
ACHIEVE ALL YOUR
AWARENESS OBJECTIVES
WITH OUR **CATCH ME**
OFFERS**

RMB presents **CatchMe**

An approach based on three pillars

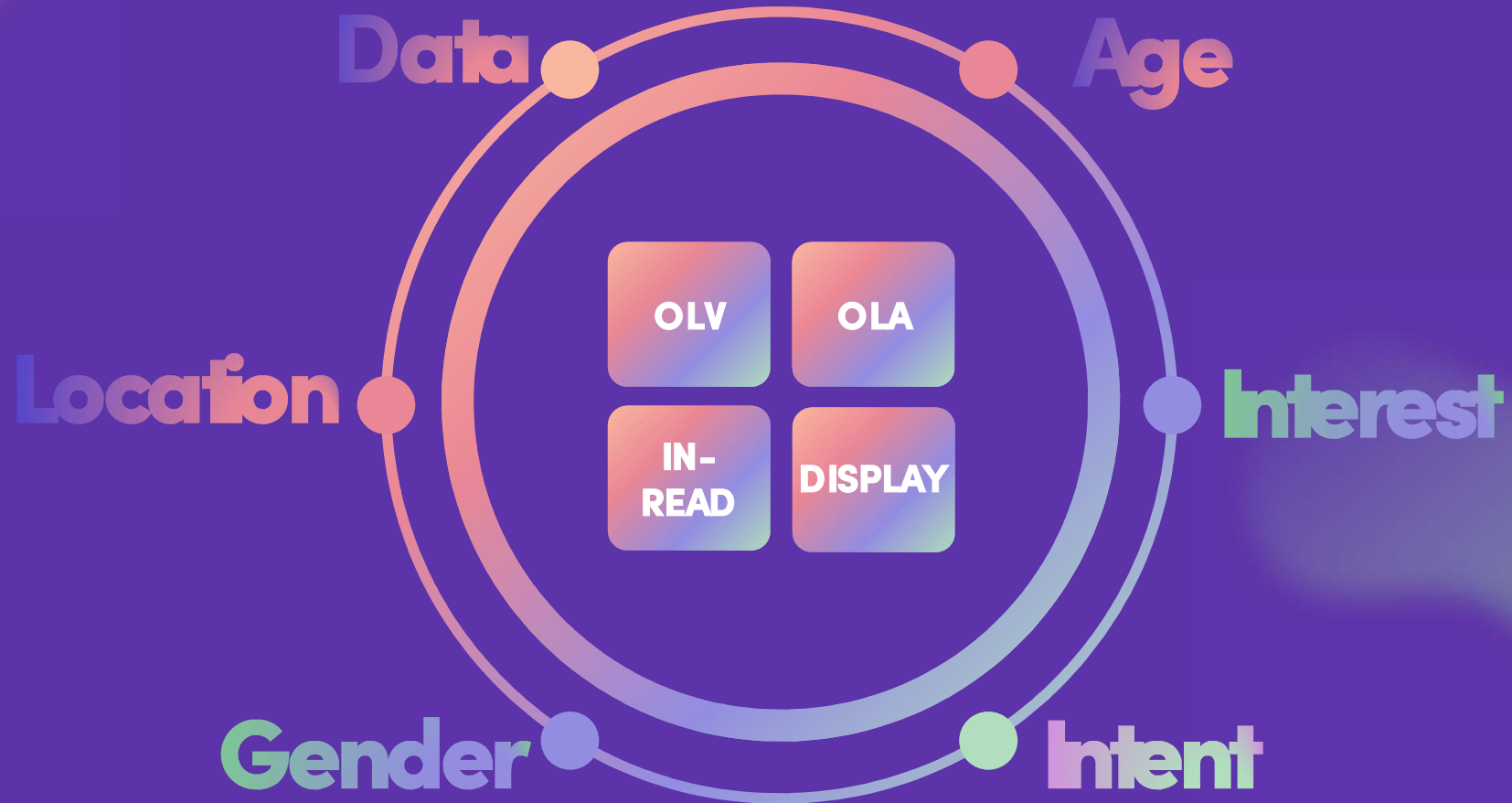


A SIMPLE WAY TO REACH YOUR GOALS, WHATEVER THEY MAY BE!

The logo for CatchMe, featuring the word "CatchMe" in white, bold, sans-serif font, set against a rounded orange-to-white gradient background.

- CatchMe gives your brand the greatest visibility on your target.
- CatchMe offers hundreds of segments, perfectly matched to your products.
- CatchMe guarantees on-target impressions, budget and CPM.
- CatchMe is RMB's DATA AWARENESS solution.

CatchMe





IO offer, net CPM price

		RON RMB			
	Campaign Budget	OLV	OLA	DISPLAY	VIDEO IN-READ
Age Gender Location Standard Segment*	< 10.000 €	38,1 €	30,3 €	14,3 €	20 €
	> 10.000 €	33,3 €	28,1 €	11,7 €	20 €
Custom segment**	> 4.000 €	38,1 €	30,3 €	14,3 €	20 €
Personae***	> 4.000 €	38,1 €	-	14,3 €	20 €

- * If several criteria are selected, this automatically becomes a custom segment.
- ** IO only - Minimum 4 weeks campaign - Minimum net budget: 4.000€.
- *** Setup cost : 1.250€ (free if first campaign > 10.000€)

Mobile Banking users, Pension Fund, Home Renovation, Movers. Has a second residence, Car/House/Live/Travel insurance, Low Revenues, Insurances interests, High Purchase Power, Audiobooks, Books & Magazines, Concert & Festival, Films Addicts, Series lovers, Museum & Exhibition, Food lovers, Gastronomy lovers, Liquor & Spirit consumers, Sport Bettors, Online Gambling, Dislikes (going to school), Going Out, City trippers, Music, Active Social Life, Electronics consumers, Comedy, Foodies, Football lovers, Sport lovers, Motor sports lovers, Gamers, eSport, Formula 1, Golf, Healthy & Active, Into sports, Outdoors (camping, hiking, fishing, hunting, etc.), Supplements & Vitamins, Footware &

200+ Segments

Cooking Enthusiasts, Diet & Fasting, Food Lovers, Vegetarian / Vegan, Yoga lovers, Essential oil users, Massage lovers, Interior lovers, Garden Renovation, Bathroom Furnishings, Home owners, Gaz for Heating, Has a Garden, Has a Secondary Residence, Appliances, Kitchen and Dining Room Furnishings, Lives in a City, Lives in a House (Villa), Lives in a Town / Village, Lives in the Countryside, Stoves and Firewood, Bed and Bathroom Improvement, Building Materials and Supplies, DIY & Crafts Lovers, Garden Renovation, Home Decor Enthusiasts, Home Renovation, Interior Design, Kitchen and Dining Improvement, Renovating windows, doors and tiles, First-time Buyers, New Construction, Rent,...

Our data services



Geoboost

Touch those who live in your **trading area**

Pixelboost

Match your visitors with ours in order to scale, retarget and get insights

ATV post-test survey

Proof the **effectiveness** of your ATV campaign

ID card competition

Get **insights** on your competitors' media investments

Campaignboost

Retarget those who have interacted with a campaign

Personae

Create a **target** designed according to your personae

Conversational formats

Proof the **impact** of your digital / ATV campaign
OR engage audiences via interactive display

Trendwatching

Get the latest industry trends to stay ahead of your competitors

Multidevices approach for a better incremental

TV/ATV
Digital/ATV
Digital/OOH
ATV/Papermail

Datamatching

Value in a safe-manner your **first-party data** to increase your ROI

Our data specialists will come up with the best tailored solution to meet your needs

Just give us a call!



Campaignboost or campaign-based retargeting





Commercial policy

Min 2.500 €

net budget per NATIONAL campaign (without targeting)

Min 4.000 €

net budget per DATA campaign

5 Days / 4 Weeks

Min flight time (Global/Data)

Let's talk

Get in touch



RMB Sales

Or your preferred sales person

sales@rmb.be – 02 730 44 11

<https://digital-delivery.rmb.be>



Thanks For Watching!

See you for our next presentation.