



dailies

digital

magazines



**ROSSEL
ADVERTISING**
finding the way



PACK TV News

Sponsor
de **TV News-toepassing** en geniet
zichtbaarheid in een TV-kontekst in
Le Soir magazine & Mag TV.

Rossel Advertising

iPhone applicatie

PACK TV News | 1. Zichtbaar op mobiles

Inhoud

De toepassing is opgesplitst in 5 delen:

- Mijn zenders
- Mijn Avond
- Het Salon → communautair platform
- News
- Afstellingen



De toepassing is gratis

Advertentieruimte

2 formaten mogelijk: Splash Page & Floor ad

Exclusiviteit!

1 maand aanwezig

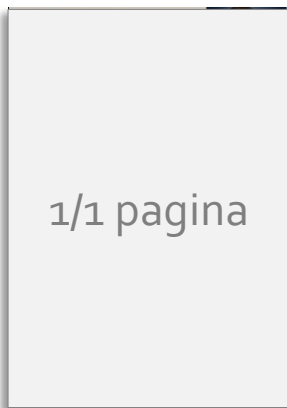


→ Mediawaarde : 5.950€

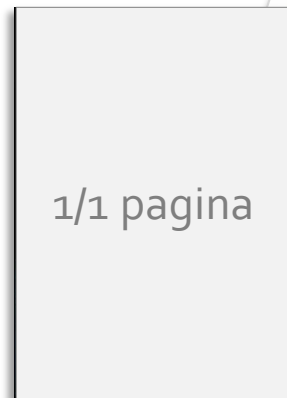
Rossel Advertising

PACK TV News | 2. Aanwezig in Magazines

Soir magazine &
Mag TV



1/1 pagina



1/1 pagina

- ▶ Volle pagina – net voor het TV-programma
- ▶ Frequentie: 1 inlassing in de 2 magazines
- ▶ Gecombineerd bruto leesbereik: 557.800
(Soir magazine : 347.400 | Mag TV : 210.400)

→ Mediawaarde : 9.000€

Rossel Advertising

PACK TV News | 3. Aanwezig op Web

soirmag.be

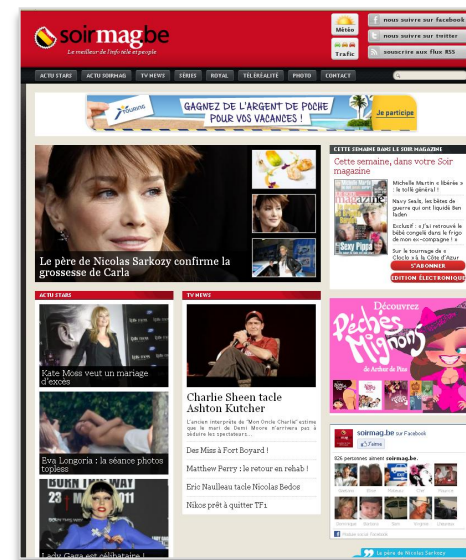
The screenshot shows the homepage of soirmag.be. At the top left is the logo 'soirmag.be' with the tagline 'Le meilleur de l'info télé et people'. To the right are social media links for Facebook, Twitter, and RSS. Below the navigation bar, there's a banner for a contest: 'GAGNEZ DE L'ARGENT DE POCHES POUR VOS VACANCES !'. The main content area is divided into several sections: a large photo of Carla Bruni with the headline 'Le père de Nicolas Sarkozy confirme la grossesse de Carla'; a 'CETTE SEMAINE DANS LE SOIR MAGAZINE' section with a preview of the magazine cover; an 'ACTU STARS' section with three small news items (Kate Moss, Eva Longoria, Lady Gaga); and a 'TV NEWS' section with four items (Charlie Sheen, Matthew Perry, Eric Naulleau, Nikos). A large grey box labeled 'Halfpage' is positioned on the right side of the main content area. At the bottom, there's a small blue banner with the text 'Le père de Nicolas Sarkozy'.

- ▶ Formaat : Halfpage
- ▶ Plaatsing : HP + ROS
- ▶ Periode : 7 dagen
- ▶ 90.000 geraamde impressies
- ▶ Exclusiviteit
- ▶ CPM : 25,5€

➔ Mediaruimte : 2.295€

Rossel Advertising

PACK TV News | Geresumeerd



- ▶ 1 maand aanwezig
- ▶ Waarde : 5.950€

- ▶ 1 inlassing | 2 magazines
- ▶ Waarde : 9.000€

- ▶ 7 dagen
- ▶ Waarde : 2.295€

Totale mediawaarde : 17.245€

Onze aanbieding : 8.625€ (-50%)



ROSSEL ADVERTISING.
METTEZ-NOUS AU DEFI.