

open.lu

& partners

Media Rates 2019



Readership Statistics

160.300 K

LUXEMBURGER WORT
READERS

94%

SUBSCRIPTIONS
Reinforced targeting

53,400 K

UPPER
SOCIO-ECONOMIC
CATEGORIES

Reaching the readers
in Luxembourg is
open.lu Partners

43% of population
Penetration 60%

A rich and varied environment

open.lu magazine in Luxemburger Wort offers advertisers a high quality medium that matches their strategy and reaches their target markets.

Thanks to values that inspire respect and trust, the Luxemburger Wort has a close relationship with its readers, 94% of whom are subscribers.

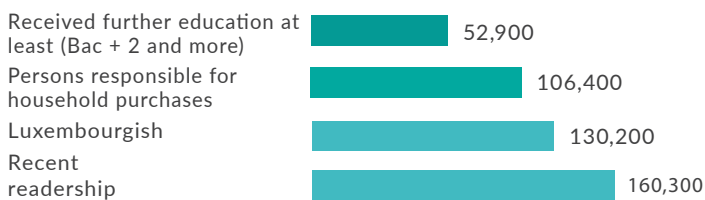
+ SPLASH in Imail News

Print-run SPLASH BACK COVER open.lu in Imail News ...
The greatest visibility of the Grand Duchy with 123.900 copies
Premium Quality and Diffusion:

- Service provided by Post Luxembourg
- The only free newspaper distributed to all mailboxes accepting advertising in one day
- Enhanced targeting by reaching exclusively 7,000 households who have chosen to receive Imail News ("Welcome Imail" sticker)
- Extra presence in major post offices

LUXEMBURGER WORT

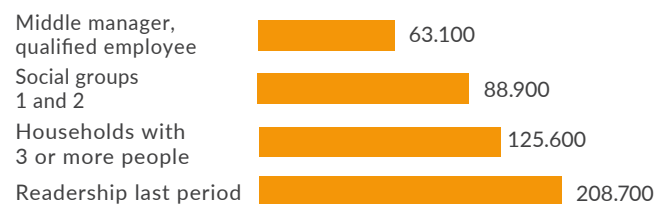
160,300 readers daily



Print-run open.lu ... 67,276 copies distributed exclusively by Luxemburger Wort

IMAIL NEWS

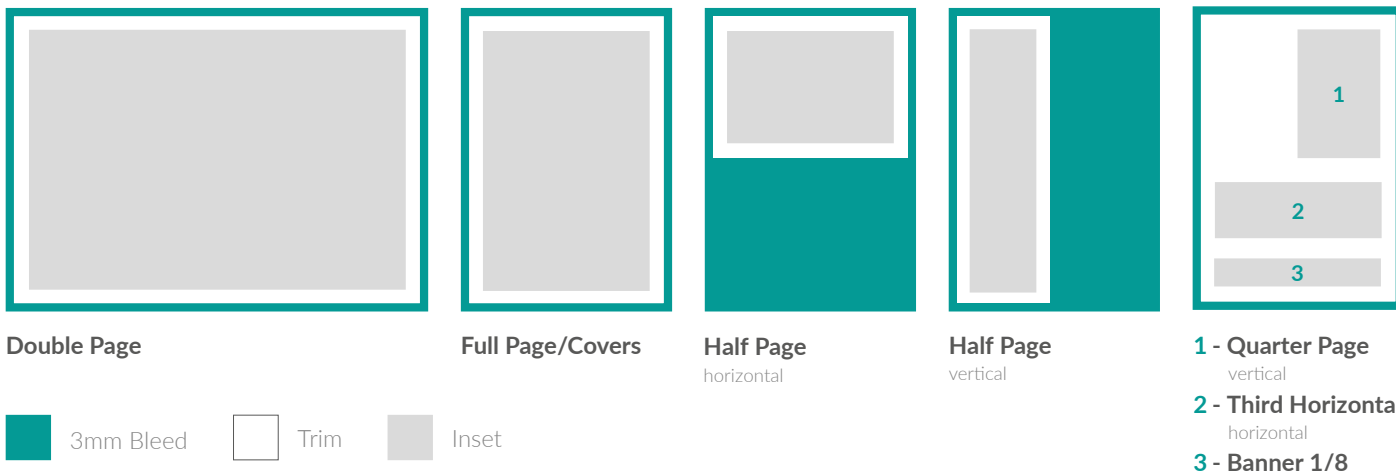
208,700 readers each week



Print-run open.lu SPLASH Back cover ... 123,900 copies distributed exclusively by POST Luxembourg

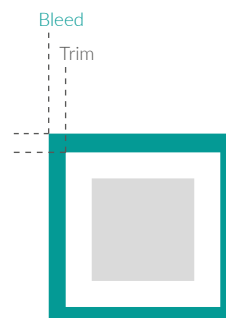
the open.lu brand reaches 43% of the Grand Duchy population
with a penetration rate of 60%

PRINT ADVERTISING



Advertising sizes (mm) Supply Full Bleed or Inset

Ad size	Orientation	Full Bleed	Trim
Double Page	Horizontal	426 x 303	420 x 297
Full Page/Covers	Vertical	216 x 303	210 x 297
Half Page	Horizontal	216 x 151	210 x 145
Half Page	Vertical	108 x 303	105 x 297
Quarter Page	Horizontal	n/a	n/a
Quarter Page	Vertical	n/a	n/a
Banner 1/8	Horizontal	n/a	n/a



Advertising rates

Ad size/position

Double Page	EUR 5,000
Back Cover	EUR 3,500
Inside Front/Inside Back Cover	EUR 2,200
Full Page	EUR 3,000
Half Page	EUR 1,500
Third Page	EUR 600
Banner 1/8	EUR 400
+ SPLASH Imail News	EUR 800

Discounts are available for multiple advert bookings

Supplying your artwork

We only accept digital artwork for all advertising.

Please supply in one of the following ways:

Email Artwork under 15MB in size can be emailed to: info@open.lu

If your artwork is too large to email it can be uploaded to a file sharing service, for example Dropbox.

Images Artwork may be supplied in a flat image format such as TIFF (.tif), Photoshop PSD (.psd) or Jpeg (.jpg). When supplying images they must be at least 300dpi in resolution and be CMYK or Greyscale in colour mode. If sending Jpegs make sure they are saved with the least compression possible.

PDF When supplying artwork as a PDF please make sure the Distill settings are set at high resolution PDFX1a (ideal) or Press Quality. If your artwork has bleed please include trim marks within the PDF.

Non Acceptable Formats Word documents, Excel files, Corel Draw native files Paintshop Pro native files, Microsoft Publisher and Adobe Pagemaker files, We do not accept artwork as film separations.

Advert Design

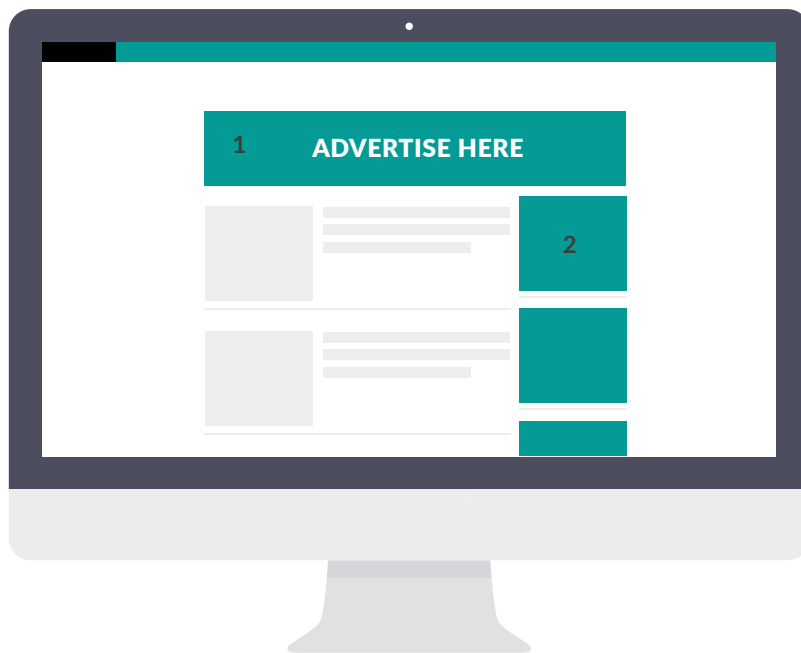
We can assist you with your artwork - design or amendment - prices on request.

Cancellations

Bookings will be charged in full if cancelled less than 3 weeks prior to publication.



Website Advertising



open.lu

All web adverts supplied must be at 72dpi jpegs, gifs animated gifs. Images must be supplied with the URL that they are to link to.

- 1** Large banner size **1000 x 156 Pixels**
Price per calendar month **EUR 400**
- 2** Ad space size **250 x 150 Pixels**
Price per calendar month **EUR 200**

For all opportunities and magazine advertising please contact:

Sales Team

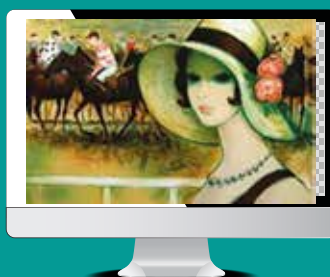
info@open.lu | +352 20 40 70 00

Communicate Openmedia

Strengthen your print campaign with a digital presence and Imail News back cover SPLASH, and enjoy 15% off Multiply your visibility, amplify your impact: be read by 285,000 consumers.



open magazine
160,300 readers



open.lu
+ additional exclusive readers
over seven days



Print-run open.lu SPLASH Back cover
... 123,900 copies distributed exclusively
by POST Luxembourg

SPLASH on the back page of **Free weekly newspaper, Imail News** Extra presence in major post offices - The greatest visibility of the Grand Duchy with 123.900 copies

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