

**DATANNEWS.BE**

# DATANNEWS.BE

## CONCEPT

Datanews.be is the online representation of the weekly magazine Data News. Every day, 5 to 10 articles are published, covering Belgian and international ICT & technology news.

The editorial team keeps you updated on the latest scoops while selecting all news rigorously, based on intrinsic news value and market relevance, an approach highly appreciated by the site's visitors.

## PROFILE

Men 90%

Women 10%

Dutch 75%

French 25%

With professional activity 82%

## IT'S THE ONLY ICT PORTAL IN BELGIUM, FEATURING:

- Strong editorial content: hot local and international ICT news, in-depth specials, opinionated columns, blogs, ...
- A job platform specially targeted at ICT professionals & managers, unique in Belgium
- Online guides: Security & Storage Guide, ICT Guide, Career Guide, Innovation Guide
- An agenda delivering an overview of the most important Belgian ICT events
- A download section
- 'Products' gives you an overview of the latest multimedia and technical gadgets. Our editorial team and a number of freelance bloggers review the coolest, funniest and most surprising electronic gadgets on a daily basis.
- Business ICT is the magazine pre-eminently for the ICT professional & manager. On our website you can find a selection of the most interesting articles from the magazine. In the Focus topic, ICT files are explored (in the outmost detail). The Business topic learns more about how ICT can support your business. The Practice topic illustrates the most interesting case studies and provides you with practical ICT tips & tricks.

## ONLINE

[www.datanews.be](http://www.datanews.be)



## RATES 2009 (CPM)

Datanews.be	Rates (excl. VAT)
<b>Skyscraper</b> 120 pixels x 600 pixels	€ 55
<b>Full banner</b> 468 pixels x 60 pixels	€ 40
<b>Medium Rectangle</b> 300 pixels x 250 pixels	€ 65
<b>Leaderboard</b> 728 pixels x 90 pixels	€ 55
<b>Text link</b> 385 pixels x 60 pixels + text max. 50 characters	€ 15
<b>Advertorial</b> 385 pixels x 100 pixels / 250 characters + logo	€ 65
<b>Roadblock (Leaderboard, Skyscraper + Medium Rectangle)</b>	€ 160
<b>Roadblock (Leaderboard, Skyscraper)</b>	€ 110

Run of category: + 10%

### SPECIAL FORMULAS

Please contact us: [sales@datanews.be](mailto:sales@datanews.be)

### RATES

Exclusive 21% VAT

### MATERIAL

All technical information can be found at  
[www.roularta.be/grafischeinfo](http://www.roularta.be/grafischeinfo)

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