

# Rate card Tweakers & Hardware Info 2021

All prices are excluding VAT



ONLINE DISPLAY				
DISPLAY	SITES	SPECS	PRICE	METHOD
Full Banner*	T	468x60	€ 10	CPM
Leaderboard*	T H	728x90	€ 20	CPM
Large Leaderboard	T H	970x90	€ 25	CPM
Billboard	T H	970x250	€ 40	CPM
Medium Rectangle**	T H	300x250 T / 336x280 en 300x250 H	€ 28	CPM
Halfpage*	T H	300x600	€ 35	CPM
* Responsive for tablet / ** Responsive to tablet and mobile				
MOBILE ONLY	SITES	SPECS	PRICE	METHOD
Single banner	T H	320x50	€ 6	CPM
Double banner	T H	320x100	€ 10	CPM
Halfpage banner	T H	320x240	€ 15	CPM
HIGH IMPACT	SITES	SPECS	PRICE	METHOD
Wallpaper	H	wallpaper	€ 1,250	per day
NATIVE	SITES	SPECS	PRICE	METHOD
Textbox incl. logo	T	title max 40, body max 270, image 67x67   homepage	€ 20	CPM
Text- & logo- link	T	title max 40, image 60x50	€ 4,000	per month
Advertorial*	H	full article/news item, 24 hours on frontpage	€ 1,750	per unit
VIDEO & AUDIO	SITES	SPECS	PRICE	METHOD
HD pre-roll video	T H	max 1920x1080 resolution	€ 45	CPM
Inread video	T	max 1920x1080 resolution	€ 35	CPM
*NEW* Podcast proposition	T	pre-roll and/or post-roll of 15sec	on request	per edition
NEWSLETTER	SITES	SPECS	PRICE	METHOD
Textbox incl. logo	T	title max 40, body max 270, image 67x67	€ 600	per day
Full banner, per day	T	468x60	€ 600	per day
Full banner, per day	H	468x60	€ 300	per day
TARGETING	SITES	SPECS	PRICE	METHOD
Run of network	T H	Tweakers & Hardware Info	90%	CPM
Run of site	T H	Tweakers / Hardware Info	100%	CPM
Tier one	T H	first party audience / homepage	110%	CPM
Tier two	T H	keyword / product categorie	130%	CPM
Tier three	T	pricewatch + keyword	140%	CPM

## CONCEPTS

### CUSTOM FIT & SPONSORSHIPS CONCEPTS

The Concepts department delivers tailor made creative concepts which lead to highly effective campaigns. Native advertising, branded content, marketing partnerships, activities with the community, testpanels (generating reviews) and editorial collaborations are examples of possible campaigns. These campaigns can be setup via different platforms; online, mobile, video and (offline) events belong to the possibilities. Contact us for more information.

Testpanel	from € 2,500	per unit
Branded article	from € 6,000	per unit
Branded article incl. podcast	from € 8,000	per unit
Branded article incl. video	from € 14,000	per unit
Activation	from € 10,000	per unit
Webinar incl. campaign	from € 20,000	per unit
Event	from € 20,000	per unit

### CONTACT

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# Targeted display Hardware Info 20% share of voice 2021

All prices excluding VAT



PRICES TARGETED DISPLAY HARDWARE INFO 20% SHARE-OF-VOICE*					
PRODUCT CATEGORY	PRICE	METHOD	PRODUCT CATEGORY	PRICE	METHOD
Laptops & Tablets	€ 1,700	per month	Barebones	€ 100	per month
Monitors	€ 1,700	per month	Batteries	€ 100	per month
Processors	€ 1,400	per month	Beamers	€ 100	per month
Graphic Cards	€ 1,300	per month	Cables	€ 100	per month
Smartphones	€ 1,200	per month	DVD-/Blu-ray-/Media Players	€ 100	per month
Motherboards	€ 1,000	per month	Game Controllers	€ 100	per month
Harddisks & SSD's	€ 900	per month	Gaming Chairs	€ 100	per month
Routers	€ 700	per month	Laptop Accessories	€ 100	per month
3D Chips	€ 600	per month	Memory Cards	€ 100	per month
Cases	€ 600	per month	Mouse Pads	€ 100	per month
Televisions	€ 600	per month	Navigation Systems	€ 100	per month
Systems	€ 500	per month	Network Adapters	€ 100	per month
Operating systems	€ 400	per month	Network Cameras	€ 100	per month
CPU-coolers	€ 400	per month	Optical Drives	€ 100	per month
Memory Modules	€ 300	per month	PC Speaker Sets	€ 100	per month
Headsets	€ 300	per month	Photo Cameras	€ 100	per month
Printers & All-in-ones	€ 300	per month	Power Meters	€ 100	per month
Power Supplies	€ 300	per month	Powerbanks	€ 100	per month
Casefans	€ 200	per month	Scanners	€ 100	per month
Consoles	€ 200	per month	Servers	€ 100	per month
External Harddisks & SSD's	€ 200	per month	Smart Home Base Stations	€ 100	per month
Games	€ 200	per month	Smart Speakers / Streamers	€ 100	per month
Home Cinema & Audiosets	€ 200	per month	Smartwatches	€ 100	per month
Keyboards	€ 200	per month	Sound Cards	€ 100	per month
Mice	€ 200	per month	Speakers	€ 100	per month
Nas Devices	€ 200	per month	Storage Controllers	€ 100	per month
Powerline Adapters	€ 200	per month	Switches	€ 100	per month
Telephone Accessories	€ 200	per month	TV Cards	€ 100	per month
Access Points	€ 100	per month	USB Flashdrives	€ 100	per month
Alarm Systems	€ 100	per month	Video Cameras	€ 100	per month
Amplifiers & receivers	€ 100	per month	VR Headsets	€ 100	per month
Android TV Sticks/Boxes	€ 100	per month			

\* Based on ROS medium rectangle

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