

# Tariefkaart Tweakers & Hardware Info 2021-2022

Alle prijzen zijn exclusief BTW



ONLINE DISPLAY				
DISPLAY	SITES	SPECS	PRIJS	METHODE
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 voor tablet / ** Responsive naar tablet en mobiel				
MOBILE ONLY				
DISPLAY	SITES	SPECS	PRIJS	METHODE
Single banner	T H	320x50	€ 6	CPM
Double banner	T H	320x100	€ 10	CPM
Halfpage banner	T H	320x240	€ 15	CPM
HIGH IMPACT				
DISPLAY	SITES	SPECS	PRIJS	METHODE
Wallpaper	H	wallpaper	€ 1.250	per dag
NATIVE				
DISPLAY	SITES	SPECS	PRIJS	METHODE
Textbox incl. logo	T	titel max 40, body max 270, image 67x67   homepagina	€ 20	CPM
Text- & logo- link	T	titel max 40, image 60x50	€ 4.000	per maand
Advertorial*	H	volledig artikel/bericht, 24 uur op frontpage	€ 1.750	per stuk
VIDEO & AUDIO				
DISPLAY	SITES	SPECS	PRIJS	METHODE
HD pre-roll video	T H	max 1920x1080 resolutie	€ 45	CPM
Inread video	T	max 1920x1080 resolutie	€ 35	CPM
*Nieuw* podcast propositie	T	pre-roll en/of post-roll van 15sec	op aanvraag	per stuk
NIEUWSBRIEF				
DISPLAY	SITES	SPECS	PRIJS	METHODE
Textbox incl. logo	T	titel max 40, body max 270, image 67x67	€ 600	per dag
Full banner, per dag	T	468x60	€ 600	per dag
Full banner, per dag	H	468x60	€ 300	per dag
TARGETING				
DISPLAY	SITES	SPECS	PRIJS	METHODE
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

### MAATWERK & SPONSORSHIPS CONCEPTEN

De afdeling Concepts levert op maat ontwikkelde creatieve concepten die leiden tot hoog effectieve campagnes. Denk hierbij aan native advertising, branded content, marketing partnerships, community-activaties, testpanels (genereren van reviews) en redactionele samenwerkingen. Deze kunnen via verschillende platformen worden opgezet. Zowel online, mobile, video als (offline) events behoren tot de mogelijkheden. Neem contact met ons op voor de mogelijkheden.

Testpanel	v.a. € 2.500	per stuk
Branded artikel	v.a. € 6.000	per stuk
Branded artikel incl. podcast	v.a. € 8.000	per stuk
Branded artikel incl. video	v.a. € 14.000	per stuk
Activatie	v.a. € 10.000	per stuk
Webinar incl. campagne	v.a. € 20.000	per stuk
Event	v.a. € 20.000	per stuk

### CONTACT

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# Targeted display Hardware Info 20% share of voice 2021-2022

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PRIJZEN TARGETED DISPLAY HARDWARE INFO 20% SHARE-OF-VOICE*					
PRODUCTCATEGORIE	PRIJS	METHODE	PRODUCTCATEGORIE	PRIJS	METHODE
Laptops & Tablets	€ 1.700	per maand	Batterijen	€ 100	per maand
Monitoren	€ 1.700	per maand	Beamers	€ 100	per maand
Processors	€ 1.400	per maand	Domotica Basisstations	€ 100	per maand
Videokaarten	€ 1.300	per maand	DVD-/Blu-ray-/Mediaspelers	€ 100	per maand
Smartphones	€ 1.200	per maand	Fotocameras	€ 100	per maand
Moederborden	€ 1.000	per maand	Gamecontrollers	€ 100	per maand
Harddisks & SSD's	€ 900	per maand	Gamestoelen	€ 100	per maand
Routers	€ 700	per maand	Geheugenkaartjes	€ 100	per maand
3D Chips	€ 600	per maand	Geluidskaarten	€ 100	per maand
Behuizingen	€ 600	per maand	Kabels	€ 100	per maand
Televisies	€ 600	per maand	Laptop Accessoires	€ 100	per maand
Systemen	€ 500	per maand	Muismatten	€ 100	per maand
Besturingssystemen	€ 400	per maand	Navigatiesystemen	€ 100	per maand
CPU-koelers	€ 400	per maand	Netwerkadapters	€ 100	per maand
Geheugenmodules	€ 300	per maand	Netwerkcameras	€ 100	per maand
Headsets	€ 300	per maand	Optische Drives	€ 100	per maand
Printers & All-in-ones	€ 300	per maand	PC Speakersets	€ 100	per maand
Voedingen	€ 300	per maand	Powerbanks	€ 100	per maand
Casefans	€ 200	per maand	Scanners	€ 100	per maand
Consoles	€ 200	per maand	Servers	€ 100	per maand
Externe Harddisks & SSD's	€ 200	per maand	Slimme Speakers Streamers	€ 100	per maand
Games	€ 200	per maand	Smartwatches	€ 100	per maand
Home Cinema & Audiosets	€ 200	per maand	Speakers	€ 100	per maand
Muizen	€ 200	per maand	Storagecontrollers	€ 100	per maand
Nas Devices	€ 200	per maand	Switches	€ 100	per maand
Powerline Adapters	€ 200	per maand	TV Kaarten	€ 100	per maand
Telefoon Accessoires	€ 200	per maand	USB Flashdrives	€ 100	per maand
Toetsenborden	€ 200	per maand	Verbruiksmeters	€ 100	per maand
Access Points	€ 100	per maand	Versterkers & Receivers	€ 100	per maand
Alarmsystemen	€ 100	per maand	Videocameras	€ 100	per maand
Android TV Sticks/Boxes	€ 100	per maand	VR headsets	€ 100	per maand
Barebones	€ 100	per maand			

\* Op basis van ROS inzet medium rectangle

## CONTACT

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# Rate card Tweakers & Hardware Info 2021-2022

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

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# Targeted display Hardware Info 20% share of voice 2021-2022

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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