

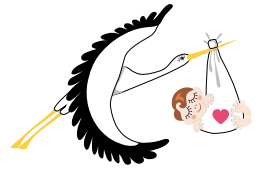


**Reach in Flanders**  
 130.000 visitors per month  
 1.8 million banner impressions  
 3.200 facebook en Google+  
 9.000 e-mail addresses

RateCards valid from 1 September 2016 and replaces all previous versions.

**Publisher: Internet Publishers BVBA**  
 Schoolstraat 18 - 2970 Schilde - info@internetpublishers.be - t.+32 (0)473 185 757

# Reach young parents



## **Internetpublishers is publisher of the websites:**

Anticonceptiemethoden.be  
Babies.be  
Babyflock.nl  
Babyinfo.be  
Babyplaza.be  
Geboortecadeau.be  
Ikbenzwanger.be  
Leefwijze.be  
Mamaenmeer.be  
Papaworden.be  
Vruchtbaarheidscalculator.be  
Vruchtbaarheidstesten.be

## **Reach in Flanders:**

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1.8 million banner impressions  
3.200 Facebook en Google+  
9.000 e-mail addresses

## **Profile visitors:**

89% women  
84% between 20 and 40 years  
79% from Flanders  
21% wants to become pregnant  
73% is mother of one or more children

## **E-books:**

E-book: '40 weken zwanger'  
E-book: 'de eerste 48 weken van je baby'  
E-book: 'Zwanger worden'  
E-book: 'Babyvoeding' in ontwikkeling

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# Display advertising



Display advertising is possible on all available sites in the network. Bannering is offered as Run Of Network (RON), Run of Site (ROS) or targeted by category 'becoming pregnant', 'pregnancy' and 'children up to 3 years'.

Display advertising generates brand awareness in the period in which pregnant mothers are looking for the best products for their child. Adding a 'call to action' or an offer in the banner leads to visits from interested consumers to the website or action page.

Internet Publishers offers all standard IAB size banners on almost all websites.

Besides the UAP formats per site also rich media banners like in-page units, expandables, over-the-page units, online video and the IAB Rising Star formats are possible. Internet Publishers offers on some websites also other special formats.

## Text ads

Text Link Ads (TLA) are clickable advertisements in the form of text combined with a small image or logo. Internet Publishers offers different formats to a selection of websites.



## Available on:

- ✓ Anticonceptiemethoden.be
- ✓ Babies.be
- ✓ Babyinfo.be
- ✓ Babyplaza.be
- ✓ Ikbenzwanger.be
- ✓ Leefwijze.be
- ✓ Mamaenmeer.be
- ✓ Papaworden.be
- ✓ Vruchtbaarheidscalculator.be
- ✓ Vruchtbaarheidstesten.be
- ✓ Babyflock.nl

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# Display advertising



## Mobile advertising

Mobile advertising is becoming more important with the increase in use of mobile devices. 40% of the visitors from some websites are using a tablet or smart phone.

While mobile advertising is more personal and personalized interactive advertising is possible. Most of our website Publishers are or will be soon 'responsive' and suitable for all mobile devices.



## Available on:

- ✓ Anticonceptiemethoden.be
- ✓ Babies.be
- ✓ Babyinfo.be
- ✓ Babyplaza.be
- ✓ Ikbenzwanger.be
- ✓ Leefwijze.be
- ✓ Mamaenmeer.be
- ✓ Papaworden.be
- ✓ Vruchtbaarheidscalculator.be
- ✓ Vruchtbaarheidstesten.be
- ✓ Babyflock.nl

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# Content integration & Advertorials



Many young daddies and mommies are uncertain during and after pregnancy and will have many questions. Articles with relevant and objective information are of high added value for (pregnant) women and young parents.

Towards the end of pregnancy there is enough time to gather information on all relevant matters. This period is of great importance to inform women about different products and brands.

*Being read is more effective than being seen.*

Advertorials are published on the websites in the relevant sections. Articles containing 400-800 words are read well by the visitors. Articles may include photos and links to other websites.

Articles posted on our website and must meet the following conditions:

- Unique text (not previously published on the Internet)
- 400-800 words
- up to three outbound links
- up to a maximum of two images of 300x300 or one video

The articles will be at least seven days in the home page and then to the relevant section without a time limit. Articles are an excellent basis for link building and SEO.

To the article temporarily actions or promotions may be added. The articles are also posted on our Facebook and Google+ pages.

The combination of content integration and display advertising (banners) are an effective online mix to increase brand awareness.



## Available on:

- ✓ Anticonceptiemethoden.be
- ✓ Babies.be
- ✓ Babyinfo.be
- ✓ Babyplaza.be
- ✓ Ikbenzwanger.be
- ✓ Leefwijze.be
- ✓ Mamaenmeer.be
- ✓ Papaworden.be
- ✓ Vruchtbaarheidscalculator.be
- ✓ Vruchtbaarheidstesten.be
- ✓ Babyflock.nl

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# Product in the spotlight



During 'Product in the Spotlight' campaign, a product or service is intensively brought to the attention to the visitor by display advertising and content marketing for four weeks on all sites. The 'Product in the Spotlight' campaign results in a dossier with the product or service as a theme that will be available online 'for ever'.

The Product in the Spotlight campaign is supported by a banner campaign .

The ' Product in the Spotlight ' campaign consists of:

- 8 informative articles ( 450-800 words)
- Supporting display campaign 900.000 ( 50 % share of voice ) in 4 weeks
- 4 Social media posts on Facebook and Google+
- Posting videos when available
- Possibility to offer brochures, membership recruitment requests...

The Product in the Spotlight dossier gets a special section with a link on the homepage on one of the websites.

On the dossier page, additional space is available for two images and up to 500 words to explain the product with links to the 8 articles in the dossier.

The topic or product to be decided in consultation.

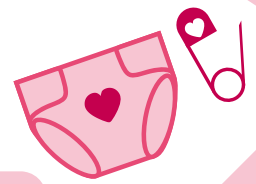
## Available on:

- ✓ [Anticonceptiemethoden.be](http://Anticonceptiemethoden.be)
- ✓ [Babies.be](http://Babies.be)
- ✓ [Babyinfo.be](http://Babyinfo.be)
- ✓ [Babyplaza.be](http://Babyplaza.be)
- ✓ [Leefwijze.be](http://Leefwijze.be)
- ✓ [Mamaenmeer.be](http://Mamaenmeer.be)
- ✓ [Papaworden.be](http://Papaworden.be)
- ✓ [Vruchtbaarheidscalculator.be](http://Vruchtbaarheidscalculator.be)
- ✓ [Babyflock.nl](http://Babyflock.nl)

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# Test panels



Independent articles and users stories from other people provide extra reliability to products and brands. A test panel helps to provide independent information to the target audience. Stories form and for young mothers.

Internet Publishers organises test panels for moms who are pregnant or moms with children.

For the test panel, Internet Publishers searches online, through our the websites and social media, a number of moms who meet the specified criteria and which are invited to use the product for free and write about the experiences.

The test momms write two articles about their experiences with the product. The articles are posted on our websites and on our Facebook and Google+ pages.

In addition, the articles also help to build a solid foundation for SEO.

The organization of a Test Panel by Internet Publishers includes:

- Recruitment and selection of the agreed number of women within the target group , who meet the criteria
- Banner campaign to support the campaign
- Collect and edit, when necessary, the articles written on the test panel
- Publishing articles on the relevant websites and Facebook and Google + pages



## Available on:

- ✓ Mamaenmeer.be
- ✓ Babyplaza.be
- ✓ Papaworden.be

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# Rich Media & Video



In addition to the standard display and video advertising, a number of websites also have special rich media formats available. This depends on the technical capabilities of the website and the materials supplied. Due to the fact that we develop the websites ourselves many requests can be fulfilled.

Online video has proven great attention and high click through rates. Many of our websites include informative videos about topics that interest the audience.

Rich media and video having a very large attention value. Video can be used to provide information, instruction, product presentation or offers.

Pre roll commercials of 15 seconds are available on current of supplied video. Internet Publishers also offers the possibility to play commercials video banners or articles (InPageVideo).



Inpage video opens itself as the visitor scrolls down the page. InPageVideo is a user-friendly format and impactful. Impactful because the video starts automatically in the content. The sound plays only “user-initiated”.

## Mogelijk op:

- ✓ Anticonceptiemethoden.be
- ✓ Babies.be
- ✓ Babyinfo.be
- ✓ Babyplaza.be
- ✓ Ikbenzwanger.be
- ✓ Leefwijze.be
- ✓ Mamaenmeer.be
- ✓ Papaworden.be
- ✓ Vruchtbaarheidscalculator.be
- ✓ Vruchtbaarheidstesten.be
- ✓ Babyflock.nl

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# E-mail marketing



Email marketing is effective in personally approaching young parents. The newsletters are regularly sent to selections from the databases.

Internet Publishers has an opt- in database of email addresses. Targeting is possible on the basis of gender, age, pregnant or mother.

The available email opt- in addresses include:

- pregnant mums obtained through [geboortecadeau.be](http://geboortecadeau.be)
- young mothers with a child under 3 years, obtained through [geboortecadeau.be](http://geboortecadeau.be)
- pregnant mums obtained from applicants for the e-book '40 weeks pregnant'
- young moms with baby aged up to one year obtained through the e -book '48 weeks'
- moms who have downloaded a ticker on [babyplaza.be](http://babyplaza.be)
- participants in competitions

**Een geboorte is altijd een feest!**

**€ 350 geboortepremie of € 450 luierrekening bij Partena!**

Vraag nu gratis advies

**PARTENA**  
onafhankelijk ziekenfonds

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# Geboortecadeau



On geboortecadeau.be moms who are pregnant can predict the expected date of birth until four weeks before the due date. If the expected date of birth is well predicted, they receive a gift. Of the mothers who participate are well known:

- Name
- Email
- The week of pregnancy

Mommies who are registered, receive a weekly email with facts about the growth of the baby and the mothers body for that particular week.

After delivery, mom's will be mailed for three years weekly with relevant information about the development of the child. The mothers who are registered in geboortecadeau.be are a very well-defined target audience.

## Advertising opportunities:

- Advertorials and display advertising in the weekly email
- Sponsorinf the gift

The gift sponsor's name appears on the registration page and the confirmation page. Ask about the current number of visiting and email addresses.

Geboortecadeau.be

Proficiat, je bent zwanger!

Voorbeeld de geboortecadeau voor je baby en win een leuke prijs.

1. Dit is gratis en je moet alleen je naam en e-mailadres invullen.
2. Het bedrag dat jij moet betalen wordt automatisch van je rekening afgehaald.
3. Het is het beste om te betalen met een creditcard.

2. Het bedrag dat jij moet betalen wordt automatisch van je rekening afgehaald.

Naam:


E-mailadres:

Verzendadres:

Verzenden

Beste,

Week 27 - Nog 91 dagen te gaan

 Je baby begint je baarmoeder nu echt goed op te vullen. Deze week weegt hij bijna 2 pond en is hij met gestrekte benen ongeveer 38,5 centimeter lang. Hij kan zijn ogen nu openen en sluiten en hij slaapt en wordt wakker met regelmatige intervallen. Hij kan op zijn vingers zuigen en hoewel zijn tongen nog steeds niet volgroeid zijn, zouden ze in staat zijn om met ondersteuning te ademen als hij prematuur wordt geboren. Alle ritmische bewegingen die je misschien voelt kun je beschrijven aan je baby die de hik heeft, wat vanaf nu geregeld kan gebeuren. Dat duurt elke keer maar even en hij heeft er geen last van, dus geniet van het gekriebel. Doordat er steeds meer hersenweefsel ontwikkelt, zijn de hersenen van je baby nu erg actief. Je baby begint je baarmoeder nu echt goed op te vullen. Deze week weegt hij bijna 2 pond en is hij met gestrekte benen ongeveer 38,5 centimeter lang. Hij kan zijn ogen nu openen en sluiten en hij slaapt en wordt wakker met regelmatige intervallen. Hij kan op zijn vingers zuigen en hoewel zijn tongen nog steeds niet volgroeid zijn, zouden ze in staat zijn om met ondersteuning te ademen als hij prematuur wordt geboren. Alle ritmische bewegingen die je misschien voelt kun je beschrijven aan je baby die de hik heeft, wat vanaf nu geregeld kan gebeuren. Dat duurt elke keer maar even en hij heeft er geen last van, dus geniet van het gekriebel. Doordat er steeds meer hersenweefsel ontwikkelt, zijn de hersenen van je baby nu erg actief.

Lees verder >

**papa worden**

De portaalite voor aanstaande en jonge vaders boordevol informatie voor papa's.

Ga naar [papaworden.be](http://papaworden.be)

**Meer informatie >**

- Zwangerschapswaarschuwingen >
- Papa's: zwangerschapswaarschuwingen >
- Geboortelijst >
- Week 26 >

**Contacteer babyplaza:**

- Facebook
- Google+
- Email: [vraag@babyplaza.be](mailto:vraag@babyplaza.be)

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# E-books



Internet Publishers publishes e-books for (pregnant) mothers.

The e-book is after registration, free downloadable from our website.

The online marketing for the e-book consists of a banner campaign on our websites, posts on our Facebook and Google+ pages, posts on our forums and by e-mail.

The digital edition is guaranteed to at least 3,000 copies.

In each e-book five 'full page' pages are available for advertisements. The advertisement may contain links to a website of choice.

Advertising in the e-book is perfect for targeting moms.

## **Already issued e-books:**

'negen maanden zwanger'

'De eerste 48 weken van je baby'

'Zwanger worden'

## **In development:**

'Babyvoeding'

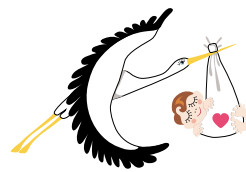
Ask about the possibilities of advertising in our successful e-books.



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# Network overview



## Websites:

Become pregnant

Pregnancy

Children under 3 year

Babyplaza.be

Babyflock.nl

Mamaenmeer.be

Papaworden.be

Leefwijze.be

Babies.be

Babyinfo.be

Vruchtbaarheidscalculator.be

Ikbenzwanger.be

Vruchtbaarheidstesten.be

Geboortecadeau.be

Anticonceptiemethoden.be

## E-books:

Zwanger Worden

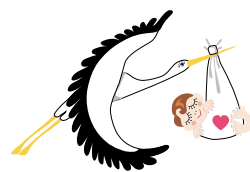
40 Weken zwangerschap

Eerste 48 weken

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# Ratecard



<b>Ratecard portfolio 'young parents'</b>	<b>Price</b>	<b>Unit</b>
Display advertising UAP (RON)	€ 20	CPM
Display advertising UAP (ROS)	€ 22	CPM
Rich Media & (InPage) Video	€ 24	CPM
Text ads (RON)	€ 18	CPM
Mobile advertising UAP	€ 22	CPM
E-mail marketing regular	€ 80	CPM
E-mail marketing dedicated	€ 90	CPM
Content integration & advertorials	€ 495	EACH
E-book advertising	€ 650	EACH
Social Media	€ 175	POST
Testpanel jonge mama's	€ 2.500	CAMPAIGN
Product in the spotlight	€ 7.400	CAMPAIGN
Sampling & Coupons	€ 3	CPL

CPM: Cost per Mille (1.000 impressions)

EACH: per unit

CAMPAIGN: per campaign

CPL: Cost per Lead

RateCards valid from 1 September 2016 and replaces all previous versions.  
Pricing excluding 21%VAT and exclusive commissions

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