



MediaSpecs - Subscription - Rate card 2018

Content table

Media agency	2
Agency	3
Advertisers	4
PR-Agency	5
Media.....	6
Freelancers	7
Research agency	8

MediaSpecs - Subscription - Rate card 2018

Media agency

2018	Media agency <6 empl.	Media agency 6-15 empl.	Media agency 16-35 empl.	Media agency >35 empl.
Out Of Home	700 €	1.050 €	1.400 €	1.750 €
Free Press	780 €	1.170 €	1.560 €	1.950 €
Digital + Radio/Television	1.240 €	1.860 €	2.480 €	3.100 €
Magazines	1.080 €	1.620 €	2.160 €	2.700 €
Newspapers	720 €	1.080 €	1.440 €	1.800 €
Trade press	1.140 €	1.710 €	2.280 €	2.850 €
Total (modules)	5.660 €	8.490 €	11.320 €	14.150 €
Package discount	1.460 €	2.190 €	2.920 €	3.650 €
Total Package *	4.200 €	6.300 €	8.400 €	10.500 €
Bonus Credits: MediaSpecs Insights	20	30	40	50

Media agency: all modules obligatory

Supplement of 4.200€ per 30 additional employees

* Access to all media types. Rate cards and editorial addresses can be downloaded.

Number of titles in the MediaSpecs database

October 2014 : 5244 titles

October 2015 : 5408 titles (increase of 3,1% compared to 2014)

October 2016 : 5743 titles (increase of 9,5% compared to 2014)

October 2017 : 5934 titles (**increase of 13%** compared to 2014)

Rate card 2018: **increase of 5 %** compared to 2016, 2015 and to 2014.

Description provided service

- Access to the MediaSpecs database, unlimited consultation, for all employees of the subscribed company/entity. The access is reserved exclusively for a company or entity with which a subscription agreement was closed.
A company or entity is an establishment or a part of a company that represents itself to the market as a separate entity (place in annual reviews of the sector or trade unions, a mention in the trade press or use of separate logos or company names).
- MediaSpecs Insights - is a single point where media specialists can discover (or publish) interesting documents, expert generated content, see all info on <http://insights.mediaspecs.be/en/insights>. Consultation is free. Per upload participation in technical and administration costs of 1 Credit. Price per Credit: 100 €

Discounts

Group discount

2 subscriptions	-5%	3-5 subscriptions	-7%	> 5 subscriptions	-10%
-----------------	-----	-------------------	-----	-------------------	------

Pricing following years

- Proportionally with the evolution of the number of titles per module (this is a maximum, occasionally the total increase will not completely be counted)
- Rates for next calendar year will be announced before October the 31st

MediaSpecs - Subscription - Rate card 2018

Agency

2018	Agency	Agency
	< 20 employees	> 20 employees
Out Of Home	350 €	700 €
Free Press	390 €	780 €
Digital + Radio/Television	620 €	1.240 €
Magazines	540 €	1.080 €
Newspapers	360 €	720 €
Trade press	570 €	1.140 €
Total (modules)	2.830 €	5.660 €
Package discount	730 €	1.460 €
Total Package *	2.100 €	4.200 €
Bonus Credits: MediaSpecs Insights	10	20

Agencies : all modules obligatory

* Access to all media types. Rate cards and editorial addresses can be downloaded.

Number of titles in the MediaSpecs database

October 2014 : 5244 titles

October 2015 : 5408 titles (increase of 3,1% compared to 2014)

October 2016 : 5743 titles (increase of 9,5% compared to 2014)

October 2017 : 5934 titles (**increase of 13%** compared to 2014)

Rate card 2018: **increase of 5 %** compared to 2016, 2015 and to 2014.

Description provided service

- Access to the MediaSpecs database, unlimited consultation, for all employees of the subscribed company. The access is reserved exclusively for a company or entity with which a subscription agreement was closed. A company or entity is an establishment or a part of a company that represents itself to the market as a separate entity (place in annual reviews of the sector or trade unions, a mention in the trade press or use of separate logos or company names).
- MediaSpecs Insights - is a single point where media specialists can discover (or publish) interesting documents, expert generated content, see all info on <http://insights.mediaspecs.be/en/insights>. Consultation is free. Per upload participation in technical and administration costs of 1 Credit. Price per Credit: 100 €

Discounts

Group discount

2 subscriptions	-5%	3-5 subscriptions	-7%	> 5 subscriptions	-10%
-----------------	-----	-------------------	-----	-------------------	------

Pricing following years

- Proportionally with the evolution of the number of titles per module (this is a maximum, occasionally the total increase will not completely be counted)
- Rates for next calendar year will be announced before October the 31st

MediaSpecs - Subscription - Rate card 2018

Advertisers

2018	Advertiser small	Advertiser large
Out Of Home	350 €	700
Free Press	390 €	780
Digital + Radio/Television	620 €	1240
Magazines	540 €	1080
Newspapers	360 €	720
Trade press	570 €	1140
Total (modules)	2.830 €	5660
Package discount	730 €	1460
Total Package *	2.100 €	4200
Bonus Credits: MediaSpecs Insights	10	20

Advertiser small (<2,5 mio €): free selection of modules - minimum 1000€

Advertiser large (>2,5 mio €): free selection of modules - minimum 2000€

* Access to all media types. Rate cards and editorial addresses can be downloaded.

Number of titles in the MediaSpecs database

October 2014 : 5244 titles

October 2015 : 5408 titles (increase of 3,1% compared to 2014)

October 2016 : 5743 titles (increase of 9,5% compared to 2014)

October 2017 : 5934 titles (**increase of 13%** compared to 2014)

Rate card 2018: **increase of 5 %** compared to 2016, 2015 and to 2014.

Description provided service

- Access to the MediaSpecs database, unlimited consultation, for all employees of the subscribed company. The access is reserved exclusively for a company or entity with which a subscription agreement was closed. A company or entity is an establishment or a part of a company that represents itself to the market as a separate entity (place in annual reviews of the sector or trade unions, a mention in the trade press or use of separate logos or company names).
- MediaSpecs Insights - is a single point where media specialists can discover (or publish) interesting documents, expert generated content, see all info on <http://insights.mediaspecs.be/en/insights>. Consultation is free. Per upload participation in technical and administration costs of 1 Credit. Price per Credit: 100 €

Discounts

Group discount

2 subscriptions	-5%	3-5 subscriptions	-7%	> 5 subscriptions	-10%
-----------------	-----	-------------------	-----	-------------------	------

Pricing following years

- Proportionally with the evolution of the number of titles per module (this is a maximum, occasionally the total increase will not completely be counted)
- Rates for next calendar year will be announced before October the 31st

MediaSpecs - Subscription - Rate card 2018

PR agency

2018	PR	PR
	< 6 employees	> 6 employees
Out Of Home	350 €	700 €
Free Press	390 €	780 €
Digital + Radio/Television	620 €	1.240 €
Magazines	540 €	1.080 €
Newspapers	360 €	720 €
Trade press	570 €	1.140 €
Total (modules)	2.830 €	5.660 €
Package discount	730 €	1.460 €
Total Package *	2.100 €	4.200 €
Bonus Credits: MediaSpecs Insights	10	20

PR agency: all modules obligatory

* Access to all media types. Rate cards and editorial addresses can be downloaded.

Number of titles in the MediaSpecs database

October 2014 : 5244 titles

October 2015 : 5408 titles (increase of 3,1% compared to 2014)

October 2016 : 5743 titles (increase of 9,5% compared to 2014)

October 2017 : 5934 titles (**increase of 13%** compared to 2014)

Rate card 2018: **increase of 5 %** compared to 2016, 2015 and to 2014.

Description provided service

- Access to the MediaSpecs database, unlimited consultation, for all employees of the subscribed company. The access is reserved exclusively for a company or entity with which a subscription agreement was closed. A company or entity is an establishment or a part of a company that represents itself to the market as a separate entity (place in annual reviews of the sector or trade unions, a mention in the trade press or use of separate logos or company names).
- MediaSpecs Insights - is a single point where media specialists can discover (or publish) interesting documents, expert generated content, see all info on <http://insights.mediaspecs.be/en/insights>. Consultation is free. Per upload participation in technical and administration costs of 1 Credit. Price per Credit: 100 €

Discounts

Group discount

2 subscriptions	-5%	3-5 subscriptions	-7%	> 5 subscriptions	-10%
-----------------	-----	-------------------	-----	-------------------	------

Pricing following years

- Proportionally with the evolution of the number of titles per module (this is a maximum, occasionally the total increase will not completely be counted)
- Rates for next calendar year will be announced before October the 31st

MediaSpecs - Subscription - Rate card 2018

Media : Editors / Sales houses

2018	Editor/Sales house < 20 titles	Editor/Sales house > 20 titles
Out Of Home	350 €	700 €
Free Press	390 €	780 €
Digital + Radio/Television	620 €	1.240 €
Magazines	540 €	1.080 €
Newspapers	360 €	720 €
Trade press	570 €	1.140 €
Total (modules)	2.830 €	5.660 €
Package discount	730 €	1.460 €
Total Package *	2.100 €	4.200 €
Bonus Credits: MediaSpecs Insights	10	20

Editor/Sales house : all modules obligatory

* Access to all media types. Rate cards and editorial addresses can be downloaded.

Number of titles in the MediaSpecs database

October 2014 : 5244 titles

October 2015 : 5408 titles (increase of 3,1% compared to 2014)

October 2016 : 5743 titles (increase of 9,5% compared to 2014)

October 2017 : 5934 titles (**increase of 13%** compared to 2014)

Rate card 2018: **increase of 5 %** compared to 2016, 2015 and to 2014.

Description provided service

- Access to the MediaSpecs database, unlimited consultation, for all employees of the subscribed company. The access is reserved exclusively for a company or entity with which a subscription agreement was closed. A company or entity is an establishment or a part of a company that represents itself to the market as a separate entity (place in annual reviews of the sector or trade unions, a mention in the trade press or use of separate logos or company names).
- MediaSpecs Insights - is a single point where media specialists can discover (or publish) interesting documents, expert generated content, see all info on <http://insights.mediaspecs.be/en/insights>. Consultation is free. Per upload participation in technical and administration costs of 1 Credit. Price per Credit: 100 €

Discounts

Group discount

2 subscriptions	-5%	3-5 subscriptions	-7%	> 5 subscriptions	-10%
-----------------	-----	-------------------	-----	-------------------	------

Pricing following years

- Proportionally with the evolution of the number of titles per module (this is a maximum, occasionally the total increase will not completely be counted)
- Rates for next calendar year will be announced before October the 31st

MediaSpecs - Subscription - Rate card 2018

Freelancers

2018	Freelancer
Out Of Home	350 €
Free Press	390 €
Digital + Radio/Television	620 €
Magazines	540 €
Newspapers	360 €
Trade press	570 €
Total (modules)	2.830 €
Package discount	730 €
Total Package *	2.100 €
Bonus Credits: MediaSpecs Insights	10

* Access to all media types. Rate cards and editorial addresses can be downloaded.

Number of titles in the MediaSpecs database

October 2014 : 5244 titles

October 2015 : 5408 titles (increase of 3,1% compared to 2014)

October 2016 : 5743 titles (increase of 9,5% compared to 2014)

October 2017 : 5934 titles (**increase of 13%** compared to 2014)

Rate card 2018: **increase of 5 %** compared to 2016, 2015 and to 2014.

Description provided service

- Access to the MediaSpecs database, unlimited consultation, for all employees of the subscribed company. From the company and from the home addresses of the employees. Allocation based on the IP-address. A company or entity is an establishment or a part of a company that represents itself to the market as a separate entity (place in annual reviews of the sector or trade unions, a mention in the trade press or use of separate logos or company names).
- MediaSpecs Insights - is a single point where media specialists can discover (or publish) interesting documents, expert generated content, see all info on <http://insights.mediaspecs.be/en/insights>. Consultation is free. Per upload participation in technical and administration costs of 1 Credit. Price per Credit: 100 €

Pricing following years

- Proportionally with the evolution of the number of titles per module (this is a maximum, occasionally the total increase will not completely be counted)
- Rates for next calendar year will be announced before October the 31st

MediaSpecs - Subscription - Rate card 2018

Research agency

2018	Research agency
Out Of Home	700 €
Free Press	780 €
Digital + Radio/Television	1.240 €
Magazines	1.080 €
Newspapers	720 €
Trade press	1.140 €
Total (modules)	5.660 €
Package discount	1.460 €
Total Package *	4.200 €
Bonus Credits: MediaSpecs Insights	20

Research agencies : all modules obligatory

* Access to all media types. Rate cards and editorial addresses can be downloaded.

Number of titles in the MediaSpecs database

October 2014 : 5244 titles

October 2015 : 5408 titles (increase of 3,1% compared to 2014)

October 2016 : 5743 titles (increase of 9,5% compared to 2014)

October 2017 : 5934 titles (**increase of 13%** compared to 2014)

Rate card 2018: **increase of 5 %** compared to 2016, 2015 and to 2014.

Description provided service

- Access to the MediaSpecs database, unlimited consultation, for all employees of the subscribed company. From the company and from the home addresses of the employees. Allocation based on the IP-address. A company or entity is an establishment or a part of a company that represents itself to the market as a separate entity (place in annual reviews of the sector or trade unions, a mention in the trade press or use of separate logos or company names).
- MediaSpecs Insights - is a single point where media specialists can discover (or publish) interesting documents, expert generated content, see all info on <http://insights.mediaspecs.be/en/insights>. Consultation is free. Per upload participation in technical and administration costs of 1 Credit. Price per Credit: 100 €

Discounts

Group discount

2 subscriptions	-5%	3-5 subscriptions	-7%	> 5 subscriptions	-10%
-----------------	-----	-------------------	-----	-------------------	------

Pricing following years

- Proportionally with the evolution of the number of titles per module (this is a maximum, occasionally the total increase will not completely be counted)
- Rates for next calendar year will be announced before October the 31st