



TARIFS 2024-25 - TARIEVEN e-NEWSLETTER andzup express

Weekly e-newsletter (Thursday): TOTAL 24.982 contacts (15/12/2023)

Repartition

Companies	# Contacts	Ratio
Advertisers	18.219	73%
Agencies	5.655	23%
Media & Sales Houses	1.051	4%
Total	24.925	100%

Open-rate clicks e-Newsletter « andzup express » : average 15 => 19%

Average deliverability rate (completed emails) of weekly mailings: 99,5%

Formats and prices 2024-25 e-NEWSLETTER andzup express

Media	Format	EUR (net)	
IMU*	300 x 250 px	700 EUR	NEW
Leaderboard Extended*	728 x 180 px	900 EUR	
Partner Content**	<500 words>	1.000 EUR	

* Material: animated.gif or .jpeg (no HTML allowed)

** for 1 publication. 500 characters (including spaces) + visual (logo or photo) in 300x300px format (approx. 200Kb). External links allowed. Published in FR + NL in the Thursday Newsletter, on our ANDZUP website in the Media section and on LinkedIn.

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