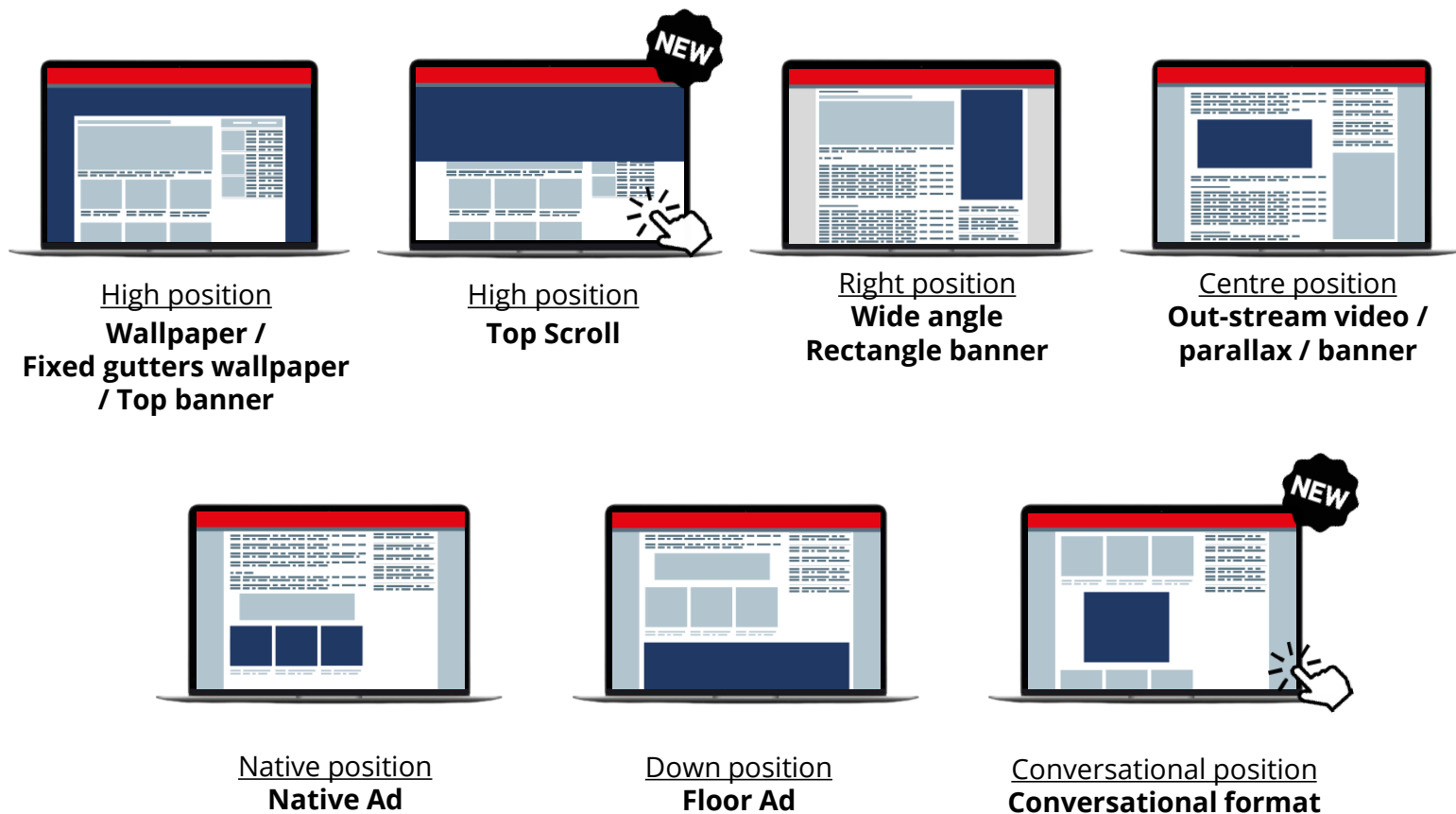


DISPLAY & NEWSLETTERS RATES

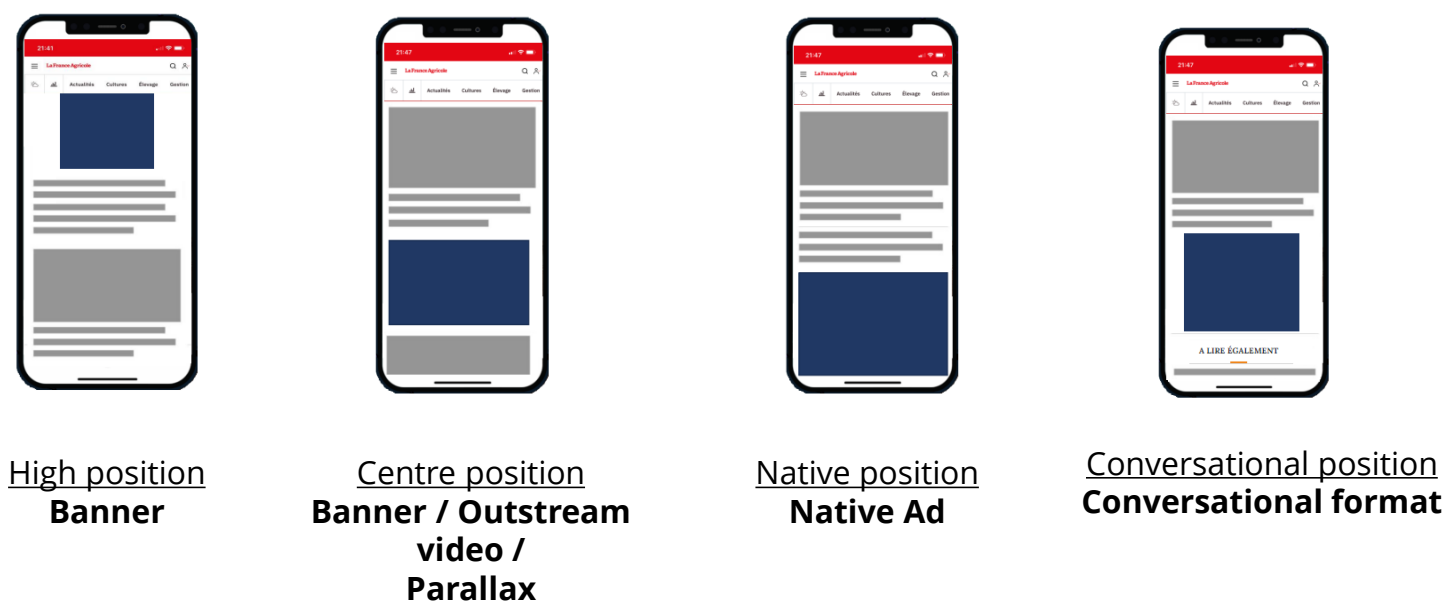
2025

FORMATS

DESKTOP



MOBILE



FLAT RATE

■ Two-week (gross rates)

General rotation	Section related to LienHorticole.fr	Materiel-Paysage.com
Wallpaper	4 000 €	4 000 €
Wallpaper + companion format (300 x 600) NEW	5 600 €	5 600 €
Fixed gutters wallpaper NEW	4 800 €	4 800 €
Top Scroll NEW	4 800 €	4 800 €
Top banner	1 800 €	1 800 €
Banner	2 200 €	2 200 €
Wide angle	1 800 €	1 800 €
Native Ad	2 400 €	2 400 €
Parallax	2 400 €	2 400 €
Outstream video	4 000 €	4 000 €
Floor Ad	2 400 €	2 400 €
Conversational video** NEW	1 800 €	1 800 €

**Technical costs: 250 €

Sections related to our medias :

*Section LienHorticole.fr : Home-page , Actualités , Filières , Paysage , Gestion , Services, Végétal, Production

*Section Materiel-Paysage.com et Moteurs & réseaux : Home-page, Actualités , Filière , Paysage , Gestion , Services, Machinisme et travaux, Distribution

Possibility of device targeting : desktop/tablet or mobile > **+10%**



For your information :

The **conversational format** is an advertising integration that identifies an audience receptive to the message.

Questions create an opportunity to direct the arguments.

Powerful engagement following a "find out more" click



NEWSLETTERS


Premium

480 x 170 px


Classic

480 x 170 px


Native Ad

480 x 90 px

Newsletters		Number of sending	PREMIUM	CLASSIC	NATIVE AD
 Lien Horticole	Weekly	1 mailing	1 650 €	1 300 €	1 000 €
 Matériel & paysage	Weekly	1 mailing	1 200 €	1 000 €	800 €
 Moteurs & réseaux	mONTHLY	1 mailing	1 200 €	1 000 €	800 €
 Filière Verte	Monthly	1 mailing	1 700 €	1 400 €	1 100 €
	6 months Sponsoring	1 mailing	1 190€ / sending	1 120€ / sending	875€ / sending