

DISPLAY & NEWSLETTERS RATES

2025

| OUR DISPLAY SOLUTIONS

Advertising on NGPA websites :



12

websites



14

newsletters



11 millions

page views / month



CPM
GENERAL ROTATION



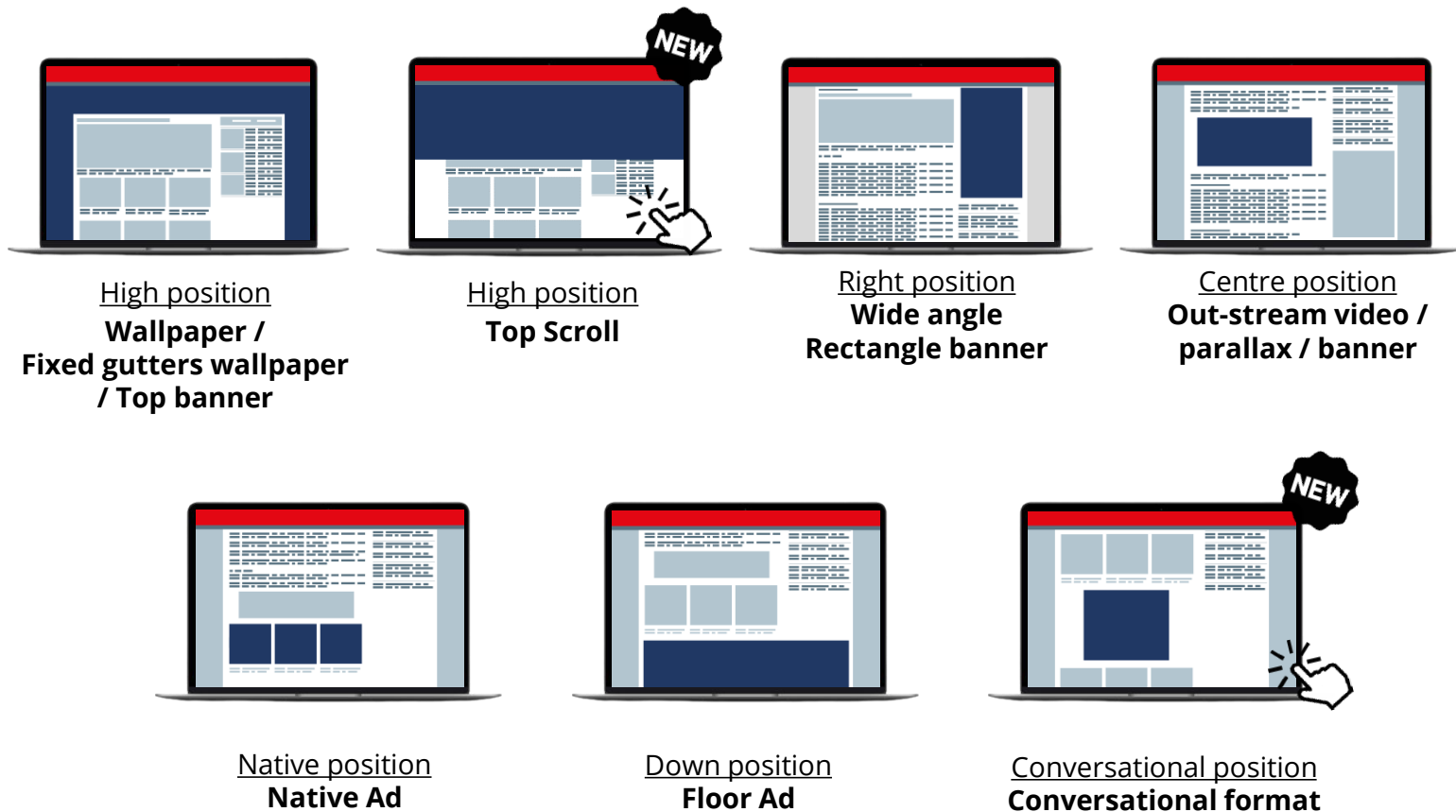
CPM
**VITISPHERE SECTION
EXCLUSIVITY**



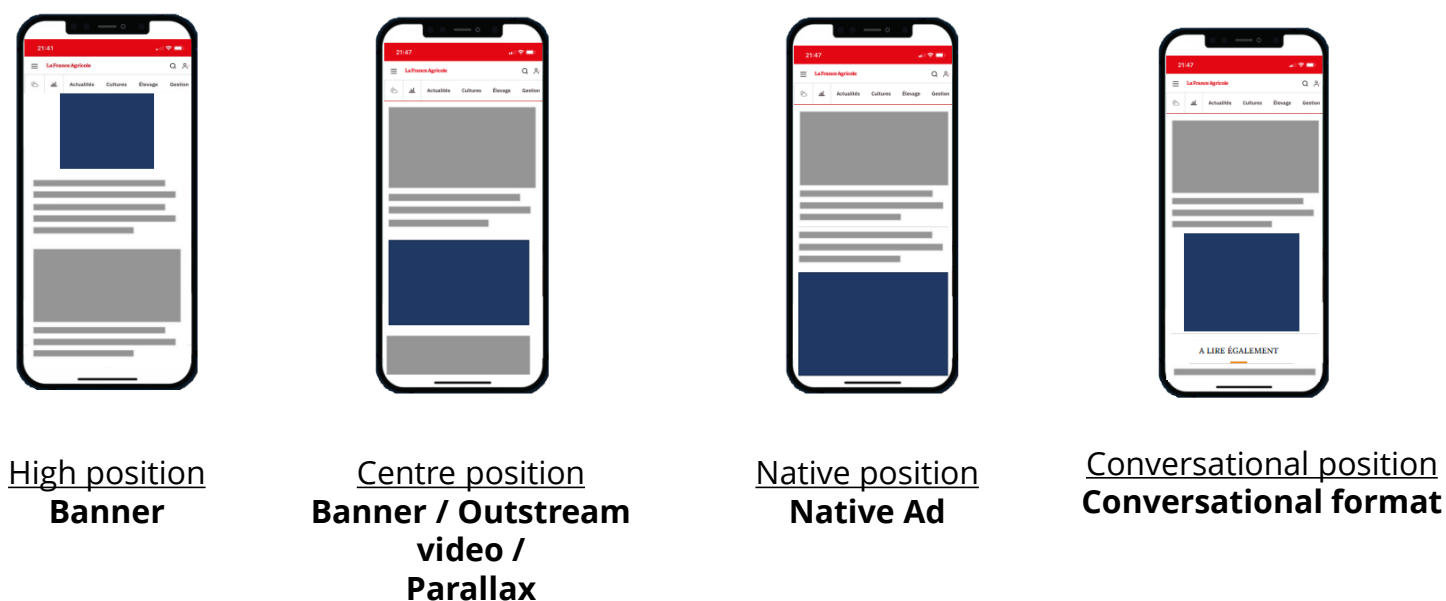
GEOLOCALISATION**

FORMATS

DESKTOP



MOBILE



CPM – General rotation

Tarifs bruts

General rotation	Vitisphere.com
Wallpaper	50 €
First Look wallpaper NEW	60€
Wallpaper + companion format (300x600) NEW	80€
Fixed gutters wallpaper NEW	60 €
Tops Scroll NEW	60 €
Top banner	30 €
Wide angle	40 €
Native Ad	30 €
Parallax	40 €
Banner	30€
Outstream video	50 €
Floor Ad	46€
Conversational format* NEW	40 €

*Technical costs: 250 €



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



Exclusive device targeting option: desktop/tablet or mobile > **+10%**

For geolocation on Vitisphere.com by department or wine-growing area: please contact us.

| CPM – Section exclusivity



■ Tarifs bruts

RUBRIQUE AU CHOIX :		
	• Viticulture - Oenologie • Homepage • Gens du vin • Commerce –Gestion-Politique	
Wallpaper		60 €
Wallpaper + companion format (300x600)	NEW	80 €
Fixed gutters wallpaper	NEW	70 €
Top Scroll	NEW	70 €
Wide angle		50 €
Banner		40 €
Outstream video		60 €
Parallax		50 €
Native Ad		40 €
Floor Ad		56 €
Conversational format*	NEW	50 €

*Frais technique 250 €

Estimated volume of exclusivity over the period x indicated gross CPM

NEWSLETTERS


Premium

480 x 170 px


Classic

480 x 90 px


Native Ad

480 x 170 px

Newsletters		Number of sending	PREMIUM	CLASSIC	NATIVE AD
 Vitisphere					
La Lettre des vignerons	Weekly	1 mailing	1 250 €	1 000 €	800 €
Lettre équipement-machinisme	Monthly	1 mailing	1 250 €	1 000 €	800 €
Lettre La Vigne	Weekly	1 mailing	1 250 €	1 000 €	800 €
Lettre Viticulture	Weekly	1 mailing	1 250 €	1 000 €	800 €
Lettre Oenologie	Weekly	1 mailing	1 250€	1 000 €	800 €
Lettre Packaging	Weekly	1 mailing	1 250€	1 000 €	800 €
Vitisphere Top 10	Monthly	1 mailing	1 250€	1 000 €	800 €
	Monthly	10 consecutive	6 000 €	4 500 €	5 000€
Vitisphere Weekly	Weekly	1 mailing	850 €	750 €	650 €
	Weekly	30 consecutive	6 000 €	5 000 €	4 500€
Lettre de la filière viticole	Weekly	1 mailing	2 250 €	1 800 €	1 400 €
Lettre de la filière viticole	Trade fair day	1 mailing	1 250 €	1 000 €	