



Advertising Rates Dolcevia.com 2024

Profile visitor

- Visitors are generally between 40 and 64 years of age, equally divided between men and women.
 - Most are married with (older) children, generally satisfied with their income and have a permanent job or are an entrepreneur.
 - Predominantly homeowners.
 - About a third of our visitors are entrepreneurs or have their own business.
 - Socio-economic segment: Medium to high income level.
 - Education: Higher education or university degree.
 - Foodies and culture buffs.
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Profiel bezoeker

- Bezoekers zijn over het algemeen tussen 40 en 64 jaar gelijk verdeeld over mannen en vrouwen.
 - De meesten zijn getrouwd met (oudere kinderen) kinderen, over het algemeen tevreden met hun inkomen en een vaste baan of zijn eigenaar van een eigen bedrijf.
 - Ongeveer een derde van onze bezoekers zijn ondernemers of hebben een eigen bedrijf.
 - Sociaal-economisch segment: middelhoog tot hoog inkomen niveau
 - Onderwijs: Hoger onderwijs of universitair diploma
 - Hobbykoks en gastronomen.
 - Voornamelijk huiseigenaren.
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Profilo Utente

- I visitatori hanno generalmente un'età compresa tra i 40 e i 64 anni, equamente suddivisi tra uomini e donne.
- La maggior parte è sposata con figli (grandi), è generalmente soddisfatta del proprio reddito e ha un lavoro fisso o è un imprenditore.
- Prevalentemente proprietari di casa.
- Circa un terzo dei nostri visitatori sono imprenditori o hanno un'attività in proprio.
- Segmento socio-economico: Livello di reddito medio-alto.
- Istruzione: Istruzione superiore o laurea.
- Buongustai e appassionati di cultura.



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For CPM contracts, a minimum purchase of €153.25 (5000 views) applies.

Type	Formaat	Prices in €
Standard Banner/advert	Normal	27.70 CPM
High Impact Banner/advert	'Above the fold '	+ 50%
Link in article, non exclusive	New article	153.25
Link in article, average impact, non exclusive	Existing article (ranking 10 or higher)	245
Link in article, high impact, non exclusive	Existing article (ranking 1-10)	398.2
Branded content, exclusive, max. 2 branded links, 'do follow'	New article	317.9
Branded content, exclusive, max. 2 branded links, 'do follow'	New articles, rate from 2 - 5 articles	291.5
Newsletter	Branded content artikel	135.00
Newsletter	Banner one time	328.80
Newsletter	Banner 3 placements or more, per placement	215.10
Special edition (truffles, winter editions e.d.)	Participation, conditions on request, can differ per edition, price starting from 325.	368.30
Additional placement on English pages Dolcevia at dolcevia.com/en	Translation & placement of article	+ 25%

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