

silicon

LUXEMBOURG

DATA

MARKET

2022

Silicon Luxembourg is the media of the digital economy in Luxembourg. Whether you are looking for startup news, digital stories, events, jobs or chances to expand your visibility as a company, Silicon Luxembourg is here for you. Today we are a strong national brand reaching a captive local digital community, as well as an international audience and spreading the news far beyond the borders of the Grand Duchy of Luxembourg. With 2 million page views since 2013, 6,000 newsletter subscribers, and overall 20,000 followers on social media, Silicon Luxembourg offers a unique opportunity to position yourself towards a digital native and entrepreneurial audience.

The history of Silicon Luxembourg is an extraordinary adventure. Today, we are proud of being the media of choice for digital entrepreneurs and the new connected generation. The community of experts you are part of plays a key role.

Since the spring of 2021, we have begun a strategic evolution by opening our content to all the tech and digital news of the country. The startup spirit will always flow in our veins and the founders of young innovative companies are and will remain our fertile ground.

The recurrence and diversity of our publications, be it our new website, our social networks, our events, our magazines, our audio and video series, reinforce our ambition to become the reference media for the digital economy in Luxembourg.

Let's build the future of our media together.

Contact us



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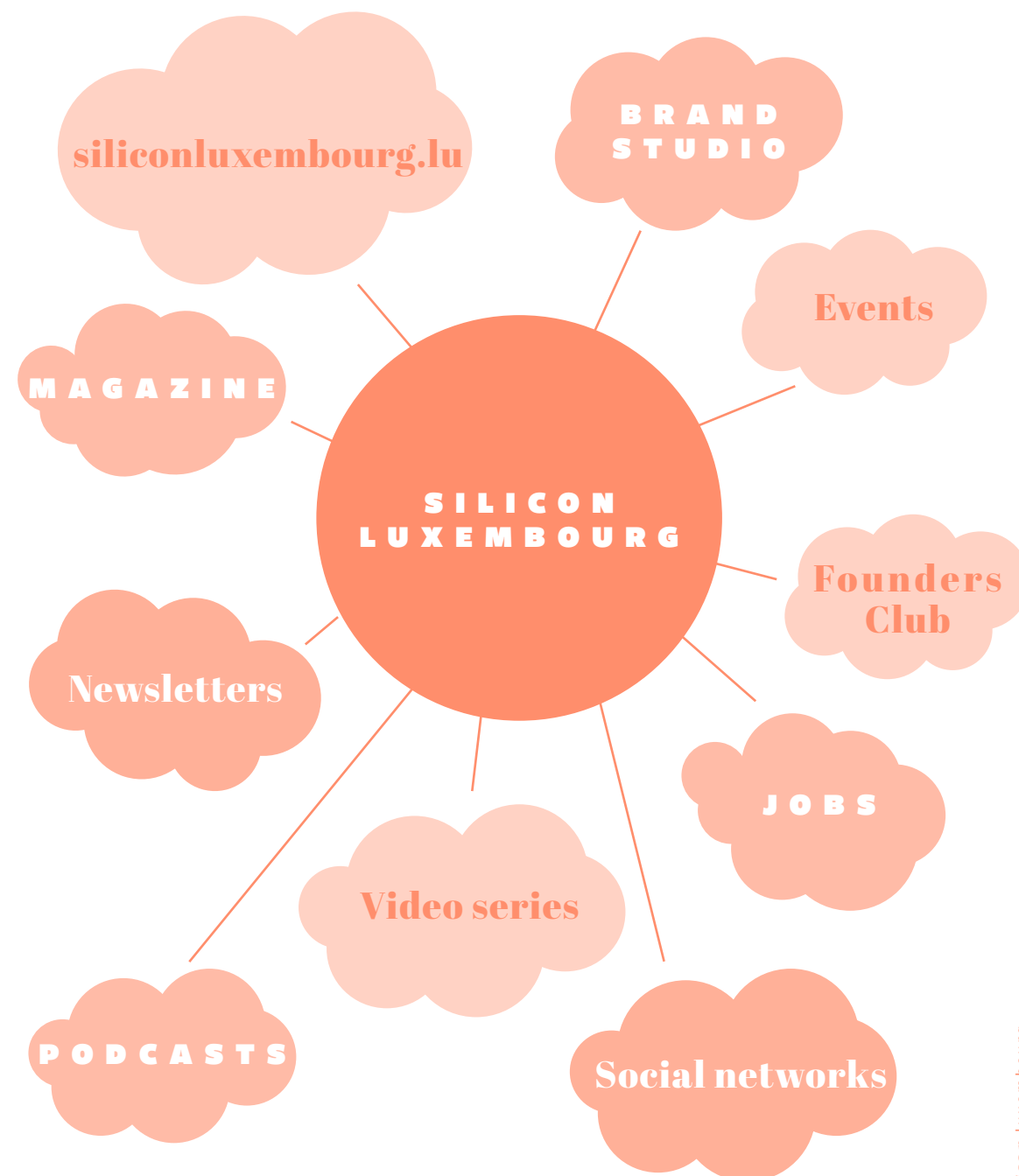
Publishing

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Ecosystem at a Glance



Timeline

JAN. FEB. MAR. APR. MAY

JUN. JUL. AUG. SEP. OCT. NOV. DEC.

Magazine (print)			Sustain-ability			SaaS & CRM			Education			Digital Health
Topic of the month (online)	Mobility	Hrtech	Sustain-ability	Entre-preneur-ship	Fintech	SaaS & CRM	Foodtech	Robotics	Education	Cybersecurity	Proptech	Digital Health
Startup Apéro	W3	W6	W11	W16	W20	W24			W38	W42	W46	W50
CEO & Founder Cocktail	W4			W17			W27			W40		
Silicon Talk			W9			W22			W36			W48
Techie Night	W2	W8	W12	W17	W21	W23			W37	W41	W45	W49
Startup Fouer							W26					W48

Audience

Silicon Luxembourg's audience and reach has steadily been growing over the years. The following numbers are based on statistics taken within a one-year time period (30 September 2020 and September 2021). You will find metrics and key facts pertaining to each platform, showcasing that no matter where we publish our work, the right audience is waiting to hear about your product or service.

ONLINE

Metrics overtime (since Oct 16, 2013)

2 Million Page views
1 Million Sessions
1.5 Million Unique views
795,000 Users

Key facts

A steadily growing audience
A young, urban and international audience
A strong local presence and community

↑ **330,000**

PAGE VIEWS +4,29%

↑ **290,000**

UNIQUE VIEWS +3,35%

↑ **24,500**

FOLLOWERS ON SOCIAL MEDIA
+31,28%

SOCIAL MEDIA

1,600,000

IMPRESSIONS
ON SOCIAL MEDIA

6,000

SUBSCRIBERS TO THE
NEWSLETTER

Twitter : 6,700

LinkedIn : 6,420

Facebook : 4,850

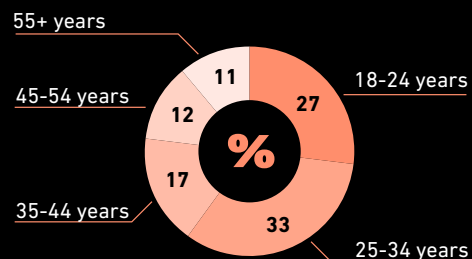
Instagram : 2,100

20,000
TOTAL FOLLOWERS

READERSHIP

→ Entrepreneurs
→ Managers
→ Investors
→ Government representatives
→ Key decision-makers

READERS PER AGE CATEGORY



**18-44
YEARS
77%**

Website

TOP COUNTRIES

Luxembourg
23,42%

Netherlands
20,47%

United States
14,01%

Germany
6,96%

France
6,55%

United Kingdom
3,54%

Canada
1,59%

Indonesia
1,52%

Finland
1,36%

TOP CONTINENTS

Europe **72,95%**

The Americas **16,49%**

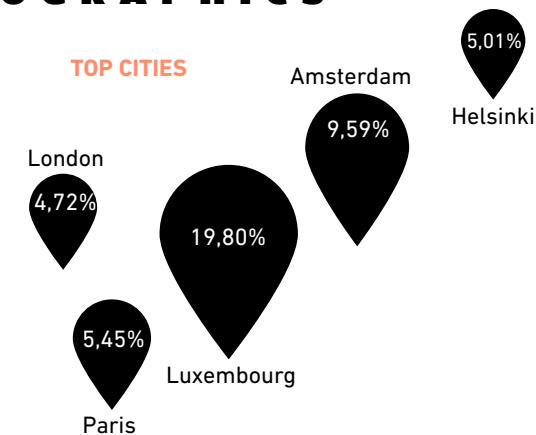
Asia **6,48%**

Africa **2,36%**

Oceania **1,74%**

VISITOR DEMOGRAPHICS

TOP CITIES



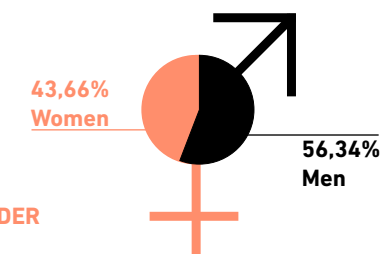
TECHNOLOGY



**28%
MOBILE**

**2%
TABLET**

GENDER



Newsletter

↑6,021

SUBSCRIBERS +3,00%

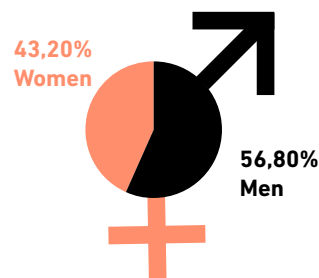
↑20,62%

OPENING RATE +9,80%

↑2,84%

CLICK RATE +6,10%

GENDER



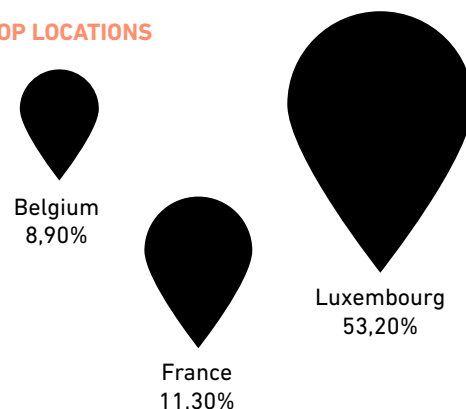
KEY FACTS

- Newsletter sent out on a weekly basis
- The highlight for advertisers and the latest news
- Organic audience since Day-1 (Registrations via our website, participants to our events, business meetings...)

READERS

- Entrepreneurs
- Managers
- Investors (angels, PE, VC)
- Government Representatives
- Analysts
- Enablers
- Ecosystems (incubators, accelerators, coworking spaces)
- Media (journalists, PR)

TOP LOCATIONS



SINCE 2013

340

newsletters

250

weekly newsletters

40

co-branded newsletters

35

Silicon Luxembourg newsletters (magazine, podcast, club...)

15

HR & Tech newsletters (jobs...)

LinkedIn

↑6,420

FOLLOWERS +72,18%

447,282

Organic impressions

456

Organic comments

282,889

Organic unique impressions

482

Organic shares

17,022

Organic clicks

5,66%

Engagement rate

8,058

Organic reactions

4,473

Unique visitors

! Top job functions

! Top industries

! Top seniorities



KEY FACTS

- Our social media platform with the strongest growth over 1 year
- An international audience
- An audience of young innovative companies and established and growing SMEs
- A majority of experienced followers in strategic positions

Twitter

↑6,736
FOLLOWERS +4,95%

TWEET INSIGHTS

461
Total tweets

663
Retweets

417
Total mentions

1,300
Link Clicks

593,200

TWEET IMPRESSIONS

1,409 Likes

49,433
Tweet impressions
per month

11,761
Profile visits

KEY FACTS



! Sharing
of news and
articles

! Live tweets during
events

Job Board

↑29,574
PAGE VIEWS

KEY FACTS

The only job board
dedicated to the
publication of startup job
offers in Luxembourg

The keyword « Jobs
» is one of the most
searched on Silicon
Luxembourg

10,28%
OF WEBSITE TOTAL PAGE VIEWS

EMPLOYER AND JOB PERFORMANCE

Job posted
195

Apply clicks
199

Job views
16,905

Apply rate
2,87%

Applications
286

Instagram

↑2,109

FOLLOWERS +40,60%

402,948
Impressions

58,714
Page reach

+39,70%
Growth in the number
of impressions

36,072
Accounts reached

KEY FACTS



! Focus on event coverage
with pictures and videos

! The ideal platforms
to share digital
stories and live
conversations

Facebook

↑4,850

FOLLOWERS +7,39%

87,521
Page reach

169,547
Posts reach

4,471
Link clicks

2,873
Likes & reactions



CHOOSE



YOUR



SPACE



*The prices listed in
this Media Kit 2022
do not include VAT
and agency fees..*

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ONLINE

BANNERING WEB

Your ad on siliconluxembourg.lu

- ☐ **BILLBOARD TOP**
1160 x 400 px
€600 / week
- ☐ **IMU**
300 x 600 px
€300 / week
- ☐ **COMBO BILLBOARD TOP + IMU**
€750 / week
- ☐ **ANNUAL PLAN 12 BILLBOARD TOP**
1160 x 400 px
€4,850

SPONSORED CONTENT

Your content featured on siliconluxembourg.lu

- ☐ **1 sponsored or guest article + 1 push newsletter**
€500
- ☐ **Pack 3 articles + push newsletter**
€1,350
- ☐ **Pack 5 articles + push newsletter**
€2,250
- ☐ **Annual plan 12 articles + push newsletter**
€5,350
- ☐ **Add-on featured article in the menu of the website**
€95 / week

ANNUAL PACKAGE

- ☐ **Pack – Unlimited publication of tech & IT content (PR)**
€2,950
- ☐ **Pack – Annual presence**
(incl. 3 articles written by Silicon Luxembourg, 2 Combo Billboard web + newsletter, 1 Founders Club)
€4,450
- ☐ **Pack – Web + Magazine**
(incl. 2 articles (web) written by Silicon Luxembourg, 2 articles (magazine) written by Silicon Luxembourg, 2 Combo Billboard web + newsletter, 1 Founders Club)
€7,850

BANNERING NEWSLETTER

- ☐ **LEADERBOARD TOP**
728 x 180 px
€450 / week
- ☐ **LEADERBOARD MIDDLE**
728 x 180 px
€250 / week
- ☐ **ANNUAL PLAN 12 LEADERBOARD TOP**
728 x 180 px
€3,550

→ **COMBO WEB + NEWSLETTER BILLBOARD TOP + LEADERBOARD TOP**
€850 / week

SPONSORED NEWSLETTER

- ☐ **CO-BRANDED NEWSLETTER**
(incl. 1 logo, 1 Leaderboard Top, 2 original articles, 1 sponsored article)
€1,500
- ☐ **ANNUAL PLAN 4 CO-BRANDED NEWSLETTERS**
€4,950

EVENT NEWSLETTER

- ☐ **2-WEEK CAMPAIGN**
(incl. 2 Combo web + newsletter, 1 sponsored article, 1 original article, 1 co-branded newsletter)
€1,950
- ☐ **1-MONTH CAMPAIGN**
(incl. 4 Combo web + newsletter, 2 sponsored articles, 1 original article, 1 co-branded newsletter)
€3,950



OFFLINE

The magazine Silicon Luxembourg is published 4 times a year. With a print run of 2,500 copies, it is sent to all the leaders of digital and tech ecosystem in Luxembourg including founders, CEOs, institutional and corporate managers. It is also distributed to all our partners (incubators, coworking spaces, ministries, events, corporates and advertisers). The magazine is sent to over 20 countries where our organic subscribers are located.

4 TIMES A YEAR

2,500 COPIES

20 COUNTRIES

THE IMPACT OF PRINT

MAGAZINE

	INSIDE FRONT COVER (C2)	€3,150
	INSIDE BACK COVER (C3)	€2,950
	BACK COVER (C4)	€3,650
	OPPOSITE CONTENT PAGE	€2,750
	PRIMA POSTA	€2,650
	SECONDA POSTA	€2,550
	1 PAGE	€2,250
	BRAND VOICE (1 PAGE)	€1,950
	BRAND VOICE (2-PAGE)	€3,450

STARTUP GUIDE

	INSIDE FRONT COVER (C2)	€1,150
	INSIDE BACK COVER (C3)	€950
	BACK COVER (C4)	€1,350
	PACK 1 – LISTING	€195
	PACK 2 – DESCRIPTION	€395
	PACK 3 – FULL PICTURE	€595



next publications

October 2021
PropTech, Future of real estate

March 2022
Sustainability, Energy, Green economy

September 2022
Education Technologies, Skills, Next Gen

December 2021
SpaceTech, space resources, future of space

June 2022
SaaS, CRM

December 2022
Digital Health, BioTech, MedTech

EVENTS

Associate your image with the events organized by Silicon Luxembourg. Benefit from the communication around the events to make your company known to our audience and community. Meet decision makers and encourage brand activation campaigns.

CEO & FOUNDER COCKTAIL

The quarterly meeting of tech decision makers

- ❑ 1 X CEO & FOUNDERS COCKTAIL
Premium level : €9,500
Entry level : €1,000
- ❑ 4 X CEO & FOUNDER COCKTAIL
Premium level : €29,500
Entry level : €3,500

SILICON TALK

The quarterly conference to cover digital stories

- ❑ 1X SILICON TALK
Premium level: €4,500
Entry level: €1,500
- ❑ 4 X SILICON TALK
Premium level: €13,500
Entry level: €4,500

STARTUP APÉRO

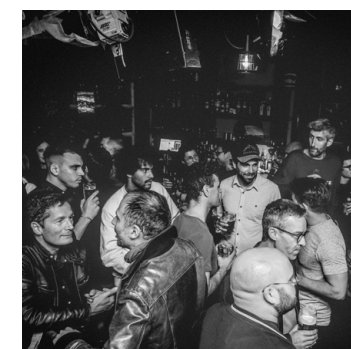
The monthly afterwork that combines talk & networking

- ❑ 1 X STARTUP APÉRO
€1,500
- ❑ 3 X STARTUP APÉRO
€3,750
- ❑ 10 X STARTUP APÉRO
€9,950

TECHIE NIGHT

The monthly afterwork talk for tech lovers and developers

- ❑ 1 X TECHIE NIGHT
€1,500
- ❑ 3 X TECHIE NIGHT
€3,500
- ❑ 12 X TECHIE NIGHT
€9,500



PREMIUM PARTNER-SHIPS

BE THE PRIVILEGED PARTNER OF SILICON LUXEMBOURG THROUGHOUT THE YEAR FOR ONE OF THE FOLLOWING TECH TRENDS:

- | | |
|--|---|
| <input type="checkbox"/> Artificial Intelligence | <input type="checkbox"/> Healthtech |
| <input type="checkbox"/> Blockchain / Crypto | <input type="checkbox"/> Insurtech |
| <input type="checkbox"/> Computing | <input type="checkbox"/> Mobility |
| <input type="checkbox"/> Cybersecurity | <input type="checkbox"/> Proptech |
| <input type="checkbox"/> Data | <input type="checkbox"/> Robotics |
| <input type="checkbox"/> Education | <input type="checkbox"/> SaaS / Software |
| <input type="checkbox"/> Fintech | <input type="checkbox"/> Science / Research |
| <input type="checkbox"/> Foodtech | <input type="checkbox"/> Spacetechnology |
| <input type="checkbox"/> Future of work | <input type="checkbox"/> Sustainability |
| <input type="checkbox"/> Govtech | |

Annual plan 12 articles + push newsletter

Featured articles in the menu of the website

2 co-branded newsletters

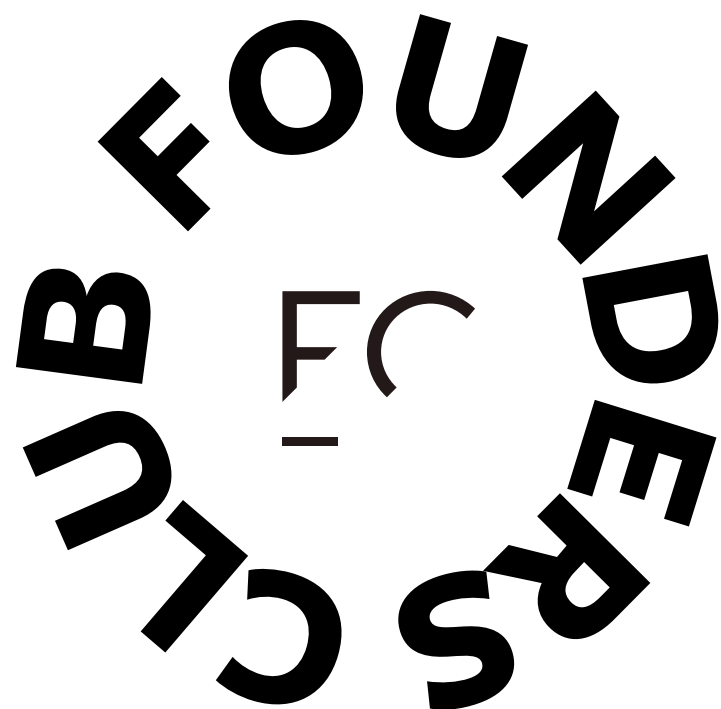
4 podcasts

2 Brand Voice pages

Priority right on the sponsorship of new event formats

Raise your brand awareness for 1 year

€ 19,950



Join an exclusive network of CEOs, founders, co-founders, country managers, managing directors, investors and decision-makers.

Create new business opportunities, grow your network, increase your brand awareness and meet new people.

Participate in events throughout the year and dive into the heart of the Luxembourg tech and digital ecosystem. The Silicon Luxembourg team will be your best partner to help you meet a maximum of decision-makers and make you live unique moments.

Join. Connect. Grow.

Membership

✓	Monthly <i>Founders Club</i> newsletter (news, events...)
✓	Priority invitations to events (CEO & Founder Cocktail, Silicon Talk, Startup Apéro, Technie Night)
✓	24/7 online community access (LinkedIn)
✓	Dedicated relationship manager
✓	Exclusive connections with other club members
✓	Invitations to partner events and business clubs

Annual plan
€ 850

BRAND STUDIO

A simple article is not enough to show people how amazing your product/service is? With these 'out of the box' concepts, your innovation gets the platform it deserves. Silicon Luxembourg takes your content and brings it to the next level.

BRAND STUDIO

Ask our editorial team to create valuable content for your brand. We manage the creation process from the briefing to the publication on our mediums.

- ☐ 1 ARTICLE + PUSH NEWSLETTER
€750
- ☐ PACK 3 ARTICLES + PUSH NEWSLETTER
€1,950
- ☐ PACK 5 ARTICLES + PUSH NEWSLETTER
€2,750
- ☐ ANNUAL PLAN 12 ARTICLES + PUSH NEWSLETTER
€7,650

AUDIO STUDIO

Give your content a tone of voice. Together we build a story to tell our listeners and readers. Your content will be seen and heard multiple times!

- ☐ 1 INTERVIEW PODCAST
(incl. storytelling, recording, editing, publication, push newsletter)
€1,000
- ☐ 1 IMMERSION PODCAST 60 to 90 min
(incl. storytelling, recording, editing, picture report, video teaser, publication, co-branded newsletter, push newsletter)
€2,500
- ☐ 1 PODCAST SERIES
(incl. 5 episodes, storytelling, recording, editing, publication, co-branded newsletter, push newsletter)
€6,500

IN NUMBERS: A 5-episode podcast series

1,200 page views
1,000 unique views
1,800 shares
1,400 clicks
400 downloads



VIDEO STUDIO

The impact of video is the ultimate in content. We create custom series for you, in the digital format that suits you. It all starts with a pilot episode...

- ☐ THE ELEVATOR
1 season, 10 episodes: €25,000
- ☐ THE STARTUP CHAUFFEUR
1 season, 10 episodes: €30,000
On the road season, 3 episodes: €9,750
- ☐ THE CUSTOM INTERVIEW
Topics: cybersecurity, sustainability...
10 episodes: €20,000
5 episodes: €11,250
1 episode: €2,500

A STUNNING 1ST SEASON The Elevator video series

50,000 impressions
8,000 plays
6,000 unique visitors
4,500 clicks



ORIGINALS

THEMATIC NEWSLETTER

« MONEY »

Quarterly fundraising summary

- ❑ **CO-BRANDED NEWSLETTER**
(incl. 1 logo, 1 Leaderboard Top,
4 original articles)
€2,350

- ❑ **ANNUAL PLAN CO-BRANDED NEWSLETTERS**
€8,450

« HR & TECH »

Monthly news on the future of work

- ❑ **CO-BRANDED NEWSLETTER**
(incl. 1 logo, 1 Leaderboard Top,
3 original articles, 1 sponsored article)
€1,950

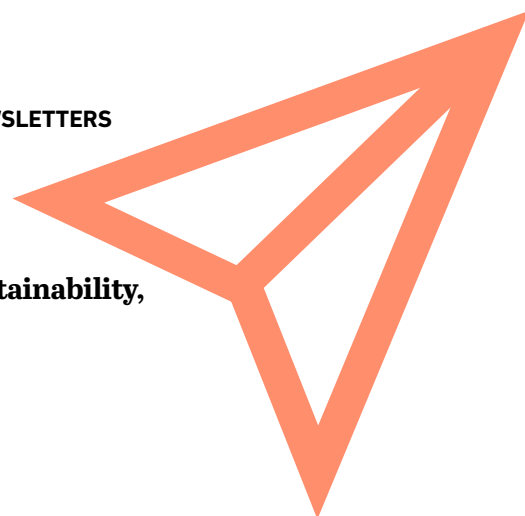
- ❑ **QUARTERLY PLAN CO-BRANDED NEWSLETTERS**
€5,250

« CUSTOM »

Fresh news on topics such as Sustainability,
Cybersecurity, SaaS...

- ❑ **CO-BRANDED NEWSLETTER**
(incl. 1 logo, 1 Leaderboard Top,
3 original articles, 1 sponsored article)
€1,950

- ❑ **QUARTERLY PLAN CO-BRANDED NEWSLETTERS**
€5,250



CUSTOM-MADE MAGAZINE

SPOTLIGHT

You create the content.
We make it famous.

- ❑ **CO-BRANDED MAGAZINE**
(incl. logo, portrait, 1 sponsored article)
€4,550

Add-ons:

- ❑ **WRITING**
€950
- ❑ **PHOTOGRAPHY**
€450
- ❑ **PRINTING**
on-demand



Publish your jobs on Silicon Luxembourg. The jobs page is one of the visited section of our website. Whether you are a startup or a corporate with IT jobs, we reach out to a community of digital natives!

The publication of jobs and the referencing of your offers is also an excellent opportunity to show the dynamism of your company and raise your brand awareness.

Your jobs available online for 60 days + push newsletter & social media

<input type="checkbox"/> First trial	Offered
<input type="checkbox"/> Single job	€105
<input type="checkbox"/> Pack 5 jobs	€395
<input type="checkbox"/> Pack 10 jobs	€695
<input type="checkbox"/> Featured job	€45

Position your job offers in the monthly « HR & Tech » newsletter to gain visibility

<input type="checkbox"/> Add-on 1 push newsletter	€ 95
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Highlight the nomination of a new team member

<input type="checkbox"/> Sponsored news + push newsletter & social media	€ 145
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« Luxembourg has amazing resources of multicultural talents, in particular through expats and expats partners. I am happy to say that Silicon Luxembourg helped us in finding the relevant talents to support our growth in new regions through its unique and qualified traffic of potential startupperes on its website. We have been able to find the perfect profile for us. This has so much value for us. »

Benjamin Blasco
Co-founder of Petit BamBou

silicon **LUXEMBOURG**

— ORIGINALS

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