



LEADING media house



CONTACT
01 589 3536
anja.rus@pop-tv.si

PROPLUS 

We are NUMBER 1

BANNERS	3
• Desktop	3
• Mobile	3
VIDEO ADVERTISING	3
NATIVE ADVERTISING	3
• Articles and creative text solutions	3
o Native article	3
o PR article	3
o E-book	3
o Mailing	3
o ProAd native	3
• Branded solutions	4
o Entrance box	4
o Survey question	4
o Keywords	4
o Branded backgrounds	4
PREMIUM ADVERTISING	4
• Portrait	4
• Takeover	4
• Takeover - Slider	4
• Max reach	4
• Branded background	4

Reach more than
80% OF SLOVENIANS.

PRICE LIST

BANNERS

DESKTOP (CPM)

	24ur.com	Zadovoljna.si	Okusno.je	Vizita.si	Moškisvet.com	Bibaleze.si	Dominvrt.si	Cekin.si	Caszazemljo.si	All Pro Plus web portals
Banner 300x250 px	9 €	15 €	15 €	15 €	15 €	15 €	15 €	15 €	15 €	9 €
Banner 300x600 px	14 €	17 €	17 €	17 €	17 €	17 €	17 €	17 €	17 €	14 €
Banner 970x250 px (Billboard)	18 €	21 €	21 €	21 €	21 €	21 €	21 €	21 €	21 €	18 €
Pasica 1440x40 px / 1440x90 px / 728x90 px (Footer)	21 €	24 €	24 €	24 €	24 €	24 €	24 €	24 €	24 €	21 €
Banner 728x90 px	16 €	19 €	19 €	19 €	19 €	19 €	19 €	19 €	19 €	16 €

MOBILE (CPM)

	24ur.com	Zadovoljna.si	Okusno.je	Vizita.si	Moškisvet.com	Bibaleze.si	Dominvrt.si	Cekin.si	Caszazemljo.si	All Pro Plus web portals
Banner 468x468 px (price per day)	1.300 €	500 €	500 €	500 €	300 €	300 €	300 €	300 €	300 €	2.000 €
Banner 468x468 px - Position M3 (price per day)	750 €	-	-	-	-	-	-	-	-	950 €
Banner 320x100 px (Large Mobile banner)	16 €	20 €	20 €	20 €	20 €	20 €	20 €	20 €	20 €	16 €
Banner 300x250 px	8 €	10 €	10 €	10 €	10 €	10 €	10 €	10 €	10 €	8 €
Banner 300x250 px	12 €	18 €	18 €	18 €	18 €	18 €	18 €	18 €	18 €	12 €

VIDEO (CPM)

	24ur.com	Zadovoljna.si	Okusno.je	Vizita.si	Moškisvet.com	Bibaleze.si	Dominvrt.si	Cekin.si	Caszazemljo.si	All Pro Plus web portals
Preroll video / Postroll video						22 €				
Before article video / Masthead	17 €	17 €	17 €	17 €	17 €	17 €	17 €	17 €	17 €	17 €
Bellow article video	15 €	15 €	15 €	15 €	15 €	15 €	15 €	15 €	15 €	15 €
Single video (300x250 px)	15 €	15 €	15 €	15 €	15 €	15 €	15 €	15 €	15 €	15 €
Single video (300x250 px)(mobile)	16 €	19 €	19 €	19 €	19 €	19 €	19 €	19 €	19 €	16 €
Video in quiz	-	400 € / quiz	400 € / quiz	400 € / quiz	400 € / quiz	400 € / quiz	400 € / quiz	400 € / quiz	400 € / quiz	-

NATIVE ADVERTISING

ARTICLES AND CREATIVE TEXT SOLUTIONS

	24ur.com	Zadovoljna.si	Okusno.je	Vizita.si	Moškisvet.com	Bibaleze.si	Dominvrt.si	Cekin.si	Caszazemljo.si
Native article	-	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €
Native article + photo gallery	-	2.250 €	2.250 €	2.250 €	2.250 €	2.250 €	2.250 €	2.250 €	2.250 €
Native article + sign-up form	-	2.500 €	2.500 €	2.500 €	2.500 €	2.500 €	2.500 €	2.500 €	2.500 €
Native article + video	-	2.750 €	2.750 €	2.750 €	2.750 €	2.750 €	2.750 €	2.750 €	2.750 €
Native article + quiz	-	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €
PR article (price per day)	220 €	160 €	160 €	160 €	-	-	-	-	-
PR article with archive (price per day)	320 €	260 €	260 €	260 €	-	-	-	-	-
PR article (price for 3 days)	550 €	350 €	350 €	350 €	200 €	200 €	200 €	200 €	200 €
PR article with archive (price for 3 days)	650 €	450 €	450 €	450 €	280 €	280 €	280 €	280 €	280 €
PR article (price for more than 3 days)	180 €	110 €	110 €	110 €	60 €	60 €	60 €	60 €	60 €
SEO article	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €	300 €
Additional promotion of native article - mailing	-	100 €	100 €	100 €	100 €	100 €	100 €	100 €	-
E-book	-	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €
Mailing* (price per 1.000 contacts)				100 €					
ProAd native (CPC - cost per click)				0,30 € / click					

BRANDED SOLUTIONS

	24ur.com	Zadovoljna.si	Okusno.je	Vizita.si	Moškisvet.com	Bibaleze.si	Dominvrt.si	Cekin.si	Caszazemljo.si
Entrance box (price for 30 days)	-	5.000 €	5.000 €	5.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €
Survey question + PR article (price for 7 days)	-	1.400 €	1.400 €	1.400 €	1.000 €	1.000 €	1.000 €	700 €	700 €
Keywords (price per day)				40 €					
Branded background on weather 24ur.com (price for 30 days)	4.000 €	-	-	-	-	-	-	-	-
Branded section (price for 7 days)	-	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €	2.000 €
Branded section – existing (price for 30 days with 4 native articles included)	-	10.000 €	10.000 €	10.000 €	10.000 €	10.000 €	10.000 €	10.000 €	10.000 €
Branded section – new one (price for 30 days)**	-	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €	3.000 €
Branded background on a native article (price for 14 days)	-	350 €	350 €	350 €	350 €	350 €	350 €	350 €	350 €
Branded background on an editor's article (price for 7 days)***	600 €	400 €	400 €	400 €	400 €	400 €	400 €	400 €	400 €

PREMIUM ADS

PREMIUM ADVERTISING

	24ur.com	Zadovoljna.si	Okusno.je	Vizita.si	Moškisvet.com	Bibaleze.si	Dominvrt.si	Cekin.si	All Pro Plus web portals
TAKEOVER									
Desktop	Price per hour	-	-	-	-	-	-	-	-
Desktop and mobile	Price per hour	-	-	-	-	-	-	-	-
Slider (desktop)	3.000 € / hour	-	-	-	-	-	-	-	-
MAX REACH									
(Slider desktop and mobile takeover)	5.000 € / hour	-	-	-	-	-	-	-	-
PORTRAIT									
Desktop and mobile (min 3 days)	2.000 €	-	-	-	-	-	-	-	2.500 €

PRICES FOR TAKEOVER BY HOURS ON 24ur.com

	DESKTOP	DESKTOP + MOBILE
Takeover 7:00-14:00	1.600 €	3.500 €
Takeover 15:00-22:00	1.200 €	3.000 €
Takeover 23:00-6:00	600 €	1.500 €

CORRECTIONS

Banners	500 €
Native article	100 €
PR article	50 €
Preview of a PR article	40 €

NOTES:

*Additional promotion of native article - mailing means placing the native article into the editorial mailing.

**Creating a new branded section is only possible in the case of longer campaigns (at least 3 months). At least 10 existing editorial articles and at least 1 native article per week are required.

***Content and timing of the editorial articles is in the full domain of journalists.

All PRO PLUS websites (RON) means displaying ads on all PRO PLUS websites.

Advertising on the 24ur.com portal also includes advertising in the 24ur.com mobile application.

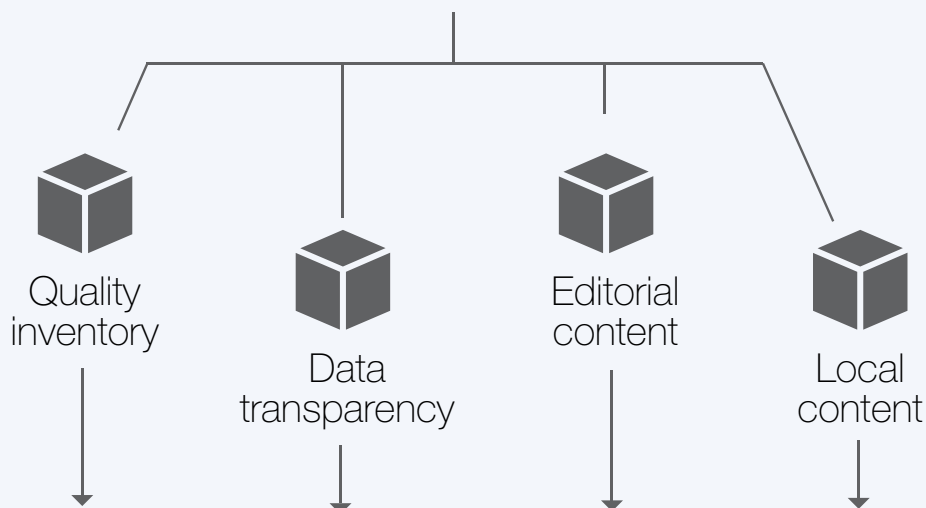
The lease of keywords is limited to a maximum of 20 keywords or phrases per campaign. Ads are displayed on all PRO PLUS portals.

Prices for ad formats include only 1 creative per campaign. Rotation of more than 1 creative is not possible.

We are PREMIUM publisher



PREMIUM PUBLISHER



BRAND SAFETY

As a **PREMIUM PUBLISHER**, we are aware how important are quality inventory and data transparency for our clients.

With excellent editorial we provide
SAFE ENVIRONMENT FOR BRANDS.

BE A PART OF THE BEST COMPANY.

ZADOVOLJNASI

Beauty and fashion
Lifestyle
Personnel growth
Travel
Astrology

VIZI+a.SI

Active life
Illnesses
Nutrition
Mental health
Vizita TOK

Cekin.si

Wealth
Career
Real estate
Knowledge for success
Cryptocurrency

BIBALEZE.si

Pregnancy
Education and parenting
Health and nutrition
Partnerships
Free time

24^{COM}UR

News
Sport
Entertainment

MOŠK!SVET.COM

Technology
Automotive
Sport and style
Fun
Erotica

Dom in Vrt.si

Home and decor
Household
Flowers and garden
Construction and environment
Pets

OKUSNOJE

Recipes
Healthy and vegan
Slovakia
Occasionally
Tricks / tips

časzazemljo

Sustainability
Ecology
Green energy
E-mobility
Smart home

Variety of **PRODUCTS**
for a wide range of target groups.

SOLUTIONS FOR OUR PARTNERS

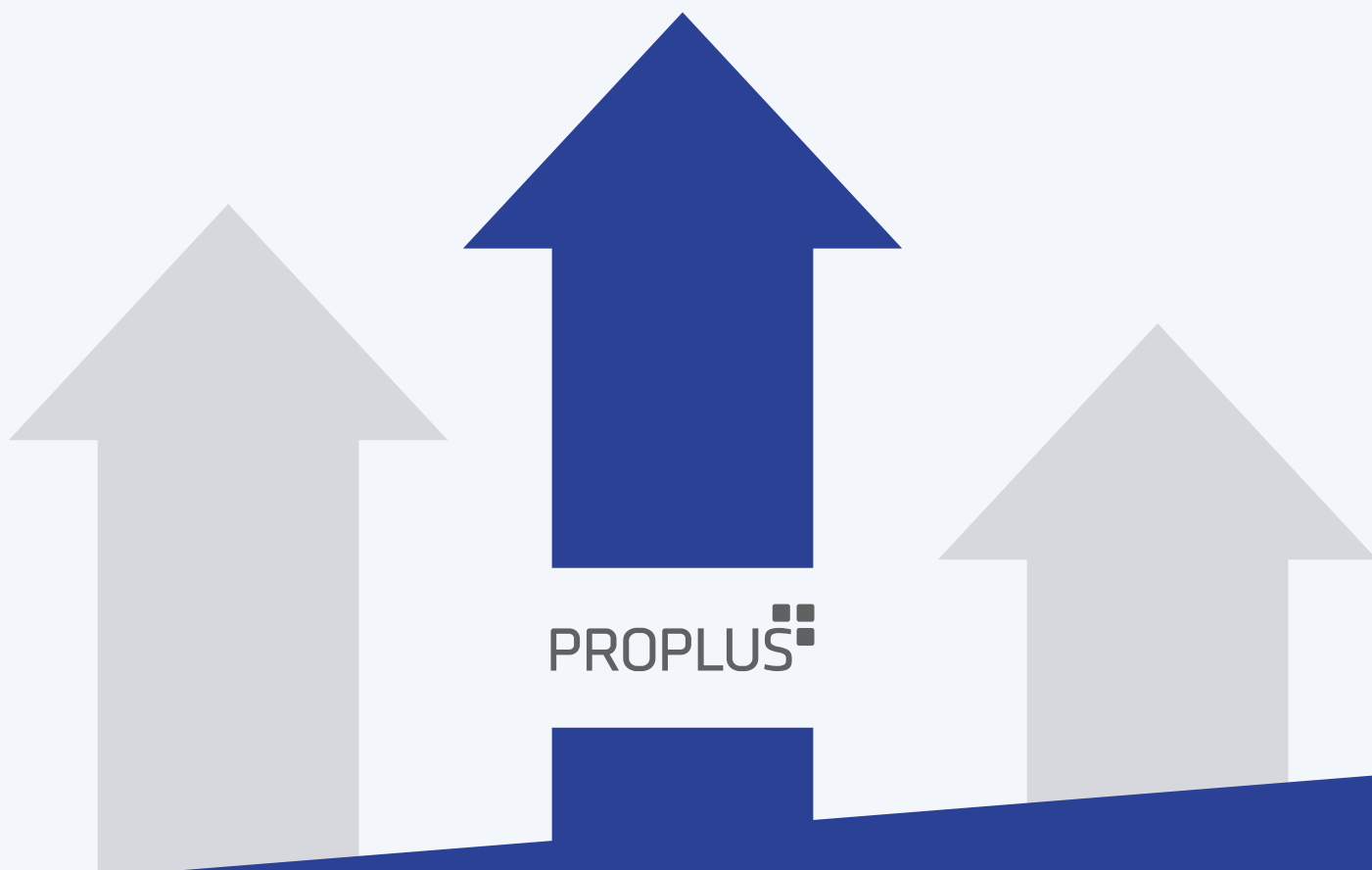


Innovative products
Branded content
Creative solutions
Digital network

We are CREATIVE, we love INNOVATIONS,
we are **TREND CREATORS**
on the Slovenian media market.



We rely on
EFFICIENCY.



PROPLUS