



Digital cjenik 2025.

Prisutan na svim platformama, a okuplja sve dobne i interesne skupine.



Express

Display

FORMAT	DIMENZIJE	PLATFORMA	CIJENA / CPM
Mobile upper NOVO	Custom made	Mobile	90,00 €
Mobile pushdown NOVO	Custom made	Mobile	100,00 €
Incorner expand NOVO	Custom made	Desktop	90,00 €
Hero banner NOVO	1140x136 px, 970x136 px i 375x187 px	Desktop, Mobile	5.000,00 €/dan
Full page takeover	Custom made	Desktop	120,00 €
Carousel	max 400 px	Desktop, Mobile	58,30 €
Dot	90x90 px (png ili gif)	Mobile	66,00 €
Toaster	1:2 omjer, max širina 76px	Mobile	80,00 €
Premium sticky ticker	Custom made	Desktop, Mobile	90,00 €
Upper banner	1180x300/450 px i 970x300/450 px	Desktop	65,00€
Sticky/Premium upper	1180x200 px i 970x200 px	Desktop	70,00 €
Mega billboard	970x500 px	Desktop	58,30 €
Halfpage mobile	300x600 px	Mobile	44,00 €
Interscroller	750x1254 px	Mobile	66,00 €
Rectangle	300x250 px	Mobile	29,15 €

Wallpaper	340x1080 px	Desktop	50,00 €
Takeover	900x600 px	Desktop	80,00 €
Product feed	Full width	Desktop, Mobile, App	58,50 €
Native direct	600x400 px	Desktop, Mobile, App	40,00 €
Incorner desktop	Custom made	Desktop	66,00 €
Incorner mobile	Custom made	Mobile	66,00 €
Full page skin	1920x1080 px	Desktop	80,00 €
Pre-roll	mp4, 16:9 video	Desktop, Mobile, App	25,00 €
Billboard	970x250 px	Desktop	29,15 €
Halfpage	300x600 px	Desktop	16,00 €
Ticker desktop	1680x150 px	Desktop	50,00 €
Ticker mobile	320x100 px	Mobile	50,60€
Mega tandem	340x1050px, 1180x300 do 500px i 1010x300 do 500px	Desktop	80,00€
Ribbon	100% širina, visina 60 px	Desktop, Mobile	22,00€
Background pushdown	16:9 video ili 1920x1080 px	Desktop	120,00€
Top ponuda			
Premium	512x342 px	Desktop, Mobile, App	8.000,00 €
Standard	512x342 px	Desktop, Mobile, App	4.800,00 €
Rubrika	512x342 px	Desktop, Mobile, App	Na upit
miss7 grupa, JoomBoos, Express	512x342 px	Desktop, Mobile, App	Na upit

Native

FORMAT	GARANCIJE	CIJENA
24sata		
Brand native	Na upit	5.000,00 €
Product native	Na upit	5.000,00 €
Brandstory	Na upit	Na upit
miss7		
Brand native	Na upit	2.700,00 €
Product native	Na upit	2.700,00 €
Branded content	Na upit	Na upit
missZDRAVA, missMAMA, missGASTRO		
Premium native	12.000	7.000,00 € bruto
Brand native	Na upit	2.200,00 €
Product native	Na upit	2.200,00 €

Branded content	Na upit	Na upit	
JoomBoos			
Brand native	Na upit	2.700,00 €	
Product native	Na upit	2.700,00 €	
Video			
FORMAT	POZICIJA	GARANCIJE	CIJENA
24sata			
Originalan sadržaj	YouTube, Facebook, videoteka 24sata	100.000 pregleda	Na upit
Native video	YouTube, Facebook, videoteka 24sata	100.000 pregleda	Na upit
Live streaming	YouTube, Facebook	50.000 pregleda	Na upit
Native Shorts video	YouTube, Facebook, Instagram, TikTok	100.000 pregleda	Na upit
Video produkcija A			1.650,00 €
Video produkcija B			990,00 €
miss7			
Native video NOVO	Naslovnica, Social	20.000 pregleda	2.700,00 €
Live streaming NOVO	Naslovnica, Social		Na upit
Native Shorts video NOVO	YouTube, Facebook, Instagram, TikTok	50.000 pregleda	2.700,00 €
missGASTRO			
Native video NOVO	Naslovnica, Social	50.000 pregleda	2.700,00 €
Live streaming NOVO	Naslovnica, Social		Na upit
Native Shorts video NOVO	YouTube, Facebook, Instagram, TikTok	50.000 pregleda	Na upit
missMAMA, missZDRAVA			
Native video NOVO	Naslovnica, Social	10.000 pregleda	2.000,00 €
Live streaming NOVO	Naslovnica, Social		1.380,00 €
Native Shorts video NOVO	YouTube, Facebook, Instagram	20.000 pregleda	2.000,00 €
JoomBoos			
Originalan sadržaj	YouTube	100.000 pregleda	Na upit
Native video	YouTube	70.000 pregleda	3.500,00 €
Native Shorts video paket	YouTube, Instagram, TikTok	100.000 pregleda	3.500,00 €
Facebook video	Facebook	20.000 pregleda	1.650,00 €
YouTube management by JoomBoos	YouTube		Na upit

Social

FORMAT	SPECIFIKACIJA	CIJENA
24sata		
Facebook objava	1x foto/slika: PR/quote + tag i boja brenda	2.660,00 €
Facebook Story set	Do 3x foto/video u setu: PR/quote + tag i boja brenda	Na upit
TikTok video	Video do 90 sek uz originalnu kreativu	2.080,00 €
Instagram Story set	Do 3x foto/video u setu: quote/kviz/glasalica + tag i boja brenda	2.000,00 €
miss7		
TikTok video	Video u trajanju do 60 sek uz originalnu kreativu	2.080,00 €
Facebook objava	1x foto/slika: PR/quote/meme + tag i boja brenda	1.065,00 €
Facebook Story set	Do 3x foto/video u setu, quote/meme + tag i boja brenda	1.065,00 €
Instagram objava	1x foto/video: PR/quote/meme + tag i boja brenda	1.065,00 €
Instagram Story set	Uz garanciju 6.000 pregleda, do 3x foto/video u setu: quote/meme/kviz/glasalica + tag i boja brenda	1.065,00 €
Instagram Reel NOVO	Video u trajanju do 90 sek uz originalnu kreativu	2.080,00 €
missZDRAVA, missMAMA, missGASTRO		
Facebook objava	1x foto/slika: PR/quote/meme + tag i boja brenda	800,00 €
Facebook Story set	do 3x foto/video u setu, quote/meme + tag i boja brenda	800,00 €
Instagram objava	1x foto/video: PR/quote/meme + tag i boja brenda	800,00 €
Instagram Story set	uz garanciju 1.000 pregleda, do 3x foto/video u setu: quote/meme/kviz/glasalica + tag i boja brenda	800,00 €
Instagram Reel NOVO	video u trajanju do 90 sek uz originalnu kreativu	2.080,00 €
JoomBoos		
Instagram objava	1x foto/slika + tag i boja brenda	850,00 €
Instagram Story set	5x foto/video u setu + tag i boja brenda	1.000,00 €
Instagram Reel	Video u trajanju do 60 sek uz originalnu kreativu	1.500,00 €
TikTok video	Video u trajanju do 60 sek uz originalnu kreativu	2.080,00 €
TikTok Story	1x foto/video + tag i boja brenda	730,00 €
TikTok Story set	5x foto/video u setu + tag i boja brenda	865,00 €
Objava na YouTube community wallu	1x foto/video/anketa + tag i boja branda	465,00 €
Objava na YouTube community wallu s uključenim influencerom	1x foto/video/anketa + tag i boja branda	665,00 €

Promo

FORMAT	POZICIJA	CIJENA
24sata		
Promo članak	Naslovnica top	1.800,00 €
Promo članak	Naslovnica standard	1.250,00 €
Promo članak	Naslovnice rubrika i podrubrika	600,00 €
miss7		
Promo članak	Naslovnica	1.330,00 €
missZDRAVA, missMAMA, missGASTRO		
Promo članak	Naslovnica	600,00 €
JoomBoos		
Promo članak	Naslovnica	600,00 €
Express		
Promo članak	Naslovnica	600,00 €

Influenceri

FORMAT	INFLUENCER	SPECIFIKACIJE	CIJENA
JoomBoos			
Instagram objava	A influencer	Fotografija ili niz fotografija	1.200,00 €
	B influencer		1.000,00 €
	C influencer		800,00 €
Instagram Story	A influencer	1x foto/video u setu	800,00 €
	B influencer		700,00 €
	C influencer		500,00 €
Instagram Story set	A influencer	5x foto/video u setu	1.000,00 €
	B influencer		800,00 €
	C influencer		600,00 €
Instagram paket	A influencer	Objava na feedu + promocija posta kroz 1 Story	1.300,00 €
	B influencer		1.100,00 €
	C influencer		900,00 €
Instagram Reel	Influencer	Vertikalni video u trajanju do 60 sek uz originalnu kreativu	1.500,00 €
Instagram Reel paket	Influencer	Vertikalni video u trajanju do 60 sek uz originalnu kreativu + promocija reelsa kroz 1 Story na kanalu influencera	1.600,00 €
TikTok video	A+ influencer	Do 60 sek uz originalnu kreativu	2.080,00 €
	Influencer		1.680,00 €
TikTok Story	A+ influencer	1x foto/video u setu	865,00 €
	A influencer		730,00 €

TikTok Story set	A+ influencer	5x foto/video u setu	1.000,00 €
	A influencer		865,00 €
Dolazak influencera	A+ influencer		1.460,00 €
	A influencer	1x Story najave	1.200,00 €
	B influencer	dolaska + 1 Story	800,00 €
	C influencer	s eventa	600,00 €
Influencer social paket	A influencer	Objava Instagram Reela i TikToka s istom originalnom kreativom	2.750,00 €