Digital cjenik 2024.

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

Display

FORMAT	DIMENZIJE	PLATFORMA	CIJENA / CPM
Full page takeover NOVO	Custom made	Desktop	86,50 €
Carousel NOVO	max 400 px	Desktop, Mobile	58,30 €
Dot NOVO	90x90 px (png ili gif)	Mobile	66,00 €
Toaster NOVO	1:2 omjer, max širina 76px	Mobile	120,00 €
Premium sticky ticker NOVO	Custom made	Desktop, Mobile	76,50 €
Upper banner	1180x300/450/200 px 970x300/450/200 px	Desktop	55,00€
Sticky upper	1180x300/450/200 px 970x300/450/200 px	Desktop	60,20 €
Premium upper	1180x300/450/200 px 970x300/450/200 px	Desktop	60,20 €
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	43,00 €
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	40,00 €
Incorner mobile	Custom made	Mobile	66,00 €
Full page skin	1920x1080 px	Desktop	66,00 €
Pre-roll	mp4, 16:9 video	Desktop, Mobile, App	20,00 €
Billboard	970x250 px	Desktop	29,15 €

Halfpage	300x600 px	Desktop	16,00 €
Ticker desktop	1680x150 px	Desktop	39,00 €
Ticker mobile	320x100 px	Mobile	50,60€
Mega tandem	340x1050px, 1180x300 do 500px i 1010x300 do 500px	Desktop	66,00€
Ribbon	100% širina, visina 60 px	Desktop, Mobile	22,00€
Background pushdown	16:9 video ili 1920x1080 px	Desktop	86,50€
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	
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	v

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	Naslovnica, Social	20.000 pregleda	2.400,00 €
Live streaming	Naslovnica, Social		2.400,00 €

missZDRAVA, missMAMA, missGASTRO			
Native video	Naslovnica, Social	10.000 pregleda	1.380,00 €
Live streaming	Naslovnica, Social		1.380,00 €
JoomBoos			
Originalan sadržaj	YouTube	100.000 pregleda	Na upit
Native video	YouTube	70.000 pregleda	3.410,00 €
Native Shorts video	YouTube, Facebook, Instagram, TikTok	70.000 pregleda	2.080,00 €
Product placement video	YouTube	50.000 pregleda	1.460,00 €
Native Shorts video paket	YouTube, Facebook, Instagram, TikTok	100.000 pregleda	3.410,00 €
Angažman dodatnog JoomBoos PREMIUM influencera u YouTube videu	YouTube		465,00 €
Angažman dodatnog JoomBoos influencera u YouTube videu	YouTube		335,00 €
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	Video u trajanju do 90 sek uz originalnu kreativu	1.065,00 €
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	video u trajanju do 90 sek uz originalnu kreativu	800,00 €
JoomBoos		
Instagram objava	1x foto/slika + tag i boja brenda	665,00 €
Instagram Story set	5x foto/video u setu + tag i boja brenda	865,00 €
Instagram Reel	Video u trajanju do 60 sek uz originalnu kreativu	1.385,00 €
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 €

Facebook objava	1x foto/slika: PR/quote/meme + tag i boja brenda	800,00 €
Angažman dodatnog influencera	Za Instagram ili TikTok formate	335,00 €
Zamjena profilnih fotografija	U trajanju 1 dan, na Facebooku, Youtubeu, Instagramu i TikToku	535,00 €
Zamjena cover fotografija	U trajanju 1 dan, na Facebooku, Youtubeu	400,00 €
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 €
YouTube Story	15 sek Story u trajanju od 7 dana	465,00 €

Promo

FORMAT	POZICIJA	CIJENA
	24sata	
Promo članak	Naslovnica top	1.530,00 €
Promo članak	Naslovnica standard	1.070,00 €
Promo članak	Naslovnice rubrika i podrubrika	540,00 €
	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	
Native video na YouTube kanalu influencera PREMIUM		Objava videa	2.660,00 €
Native video na YouTube kanalu influencera		Objava videa	2.390,00 €
Influencer social paket	A+ influencer A influencer	Objava instagram Reela i TikToka s istom originalnom kreativom	3.010,00 € 2.750,00 €
Instagram objava	A+ influencer A influencer B influencer C influencer	Fotografija ili niz fotografija	1.000,00 € 800,00 € 665,00 € 400,00 €
Instagram story set	A+ influencer A influencer B influencer C influencer	5x foto/video u setu	1.000,00 € 865,00 € 730,00 € 535,00 €
Instagram story	A+ influencer A influencer B influencer C influencer	1x foto/video u setu	865,00 € 730,00 € 600,00 € 465,00 €
Instagram paket	A+ influencer A influencer B influencer C influencer	Objava na feedu + promocija posta kroz 1 story	1.065,00 € 865,00 € 730,00 € 465,00 €

Instagram live video	A+ influencer A influencer B influencer C influencer	Trajanje do 30 min, prisutan 24 sata na profilu	1.600,00 € 1.330,00 € 1.065,00 € 535,00 €
Instagram Reel	A+ influencer A influencer Influencer	Vertikalni video u trajanju do 60 sek uz originalnu kreativu	2.080,00 € 1.670,00 € 1.250,00 €
Instagram Reel paket	A+ influencer A influencer Influencer	Vertikalni video u trajanju do 60 sek uz originalnu kreativu + promocija reelsa kroz 1 Story na kanalu influencera	2.145,00 € 1.750,00 € 1.315,00 €
TikTok video	A+ influencer Influencer	Do 60 sek uz originalnu kreativu	2.080,00 € 1.680,00 €
TikTok Story	A+ influencer A influencer	1x foto/video u setu	865,00 € 730,00 €
TikTok Story set	A+ influencer A influencer	5x foto/video u setu	1.000,00 € 865,00 €
Dolazak influencera	A+ influencer A influencer B influencer C influencer	1x Story najave dolaska + 1 Story s eventa	1.460,00 € 1.200,00 € 800,00 € 600,00 €

Client Success & Service
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