Digital price list 2024.

Present on all platforms, gathers all age and interest groups.

Display

FORMAT	DIMENSIONS	PLATFORM	PRICE / CPM
Full page takeover NEW	Custom made	Desktop	86,50 €
Carousel NEW	max 400 px	Desktop, Mobile	58,30 €
Dot NEW	90x90 px (png or gif)	Mobile	66,00 €
Toaster NEW	1:2 ratio, max width 76 px	Mobile	120,00 €
Premium sticky ticker NEW	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 to 500px and 1010x300 to 500 px	Desktop	66,00€
Ribbon	100% width, height 60 px	Desktop, Mobile	22,00€
Background pushdown	16:9 video ili 1920x1080 px	Desktop	86,50€
Top offer			
Premium	512x342 px	Desktop, Mobile, App	8.000,00 €
Standard	512x342 px	Desktop, Mobile, App	4.800,00 €
Section / Subsection / Column	512x342 px	Desktop, Mobile, App	On demand
miss7 group, JoomBoos, Express	512x342 px	Desktop, Mobile, App	On demand

Native

FORMAT	GUARANTEES	PRICE
	24sata	
Brand native	On demand	5.000,00 €
Product native	On demand	5.000,00 €
Brandstory	On demand	On demand
	miss7	
Brand native	On demand	2.700,00 €
Product native	On demand	2.700,00 €
Branded content	On demand	On demand
	missZDRAVA, missMAMA, missGASTRO	
Brand native	On demand	2.200,00 €
Product native	On demand	2.200,00 €
Branded content	On demand	On demand
	JoomBoos	
Brand native	On demand	2.700,00 €
Product native	On demand	2.700,00 €

Video

FORMAT	POSITION	GUARANTEES	CIJENA
		24sata	
Original content	YouTube, Facebook, videoteka 24sata	100.000 views	On demand
Native video	YouTube, Facebook, videoteka 24sata	100.000 views	On demand
Live streaming	YouTube, Facebook	50.000 views	On demand
Native Shorts video	YouTube, Facebook, Instagram, TikTok	100.000 views	On demand
Video production A			1.650,00 €
Video production B			990,00 €
		miss7	
Native video	Front page, Social	20.000 views	2.400,00 €
Live streaming	Front page, Social		2.400,00 €

missZDRAVA, missMAMA, missGASTRO			
Native video	Front page, Social	10.000 views	1.380,00 €
Live streaming	Front page, Social		1.380,00 €
JoomBoos			
Original content	YouTube	100.000 views	On demand
Native video	YouTube	70.000 views	3.500,00 €
Native Shorts video package	YouTube, Instagram, TikTok	100.000 views	3.500,00 €
Facebook video	Facebook	20.000 views	1.650,00 €
YouTube management by JoomBoos	YouTube		On demand

Social

FORMAT	SPECIFICATION	PRICE
24sata		
Facebook post	1x photo/picture: PR/quote/meme + tag and brand color	2.660,00 €
Facebook Story set	Up to 3x photos/videos in a set: PR/quote + tag and brand color	On demand
TikTok video	Video lasting up to 90 seconds with original creative	2.080,00 €
Instagram Story set	Up to 3x photos/videos in a set: quote/quiz/ballot + brand tag and color	2.000,00 €
miss7		
TikTok video	Video lasting up to 60 seconds with original creative	2.080,00 €
Facebook post	1x photo/picture: PR/quote/meme + tag and brand color	1.065,00 €
Facebook Story set	Up to 3x photos/videos in a set: PR/quote + tag and brand color	1.065,00 €
Instagram post	1x photo/picture: PR/quote/meme + tag and brand color	1.065,00 €
Instagram Story set	With a guarantee of 6.000 views, up to 3x photos/videos in a set: quote/meme/quiz/ballot + tag and brand color	1.065,00 €
Instagram Reel	Video lasting up to 90 seconds with original creative	1.065,00 €
missZDRAVA, missMAMA, missGASTRO		
Facebook post	1x photo/picture: PR/quote/meme + tag and brand color	800,00 €
Facebook Story set	Up to 3x photos/videos in a set: PR/quote + tag and brand color	800,00 €
Instagram post	1x photo/picture: PR/quote/meme + tag and brand color	800,00 €
Instagram Story set	With a guarantee of 1.000 views, up to 3x photos/videos in a set: quote/meme/quiz/ballot + tag and brand color	800,00 €
Instagram Reel	Viideo lasting up to 90 seconds with original creative	800,00 €
JoomBoos		
Instagram post	1x photo/picture + tag and brand color	850,00 €
Instagram Story set	5x photos/videos in a set + tag and brand color	1.000,00 €
Instagram Reel	Video lasting up to 60 seconds with original creative	1.500,00 €
TikTok video	Video lasting up to 60 seconds with original creative	2.080,00 €
TikTok Story	1x photo/picture + tag and brand color	730,00 €
TikTok Story set	5x photos/videos in a set + tag and brand color	865,00 €
Post on YouTube community wall	1x photo/video/poll + tag and brand color	465,00 €
Post on the YouTube community wall with influencer included	1x photo/video/poll + tag and brand color	665,00 €

Promo

FORMAT	POSITION	PRICE
	24sata	
Promo article	Front page top	1.530,00 €
Promo article	Front page standard	1.070,00 €
Promo article	Front pages of sections and subsections	540,00 €
	miss7	
Promo article	Front page	1.330,00 €
	missZDRAVA, missMAMA, missGASTRO	
Promo article	Front page	600,00 €
	JoomBoos	
Promo article	Front page	600,00 €
	Express	
Promo article	Front page	600,00 €

Influenceri

FORMAT	INFLUENCER	SPECIFICATIONS	PRICE
	JoomBoos		
Instagram post	A influencer B influencer C influencer	Photo or a series of photos	1.200,00 € 1.000,00 € 800,00 €
Instagram Story	A influencer B influencer C influencer	1x photo/video in a set	800,00 € 700,00 € 500,00 €
Instagram Story set	A influencer B influencer C influencer	5x photos/videos in a set	1.000,00 € 800,00 € 600,00 €
Instagram package	A influencer B influencer C influencer	Post on a feed + post promotion through 1 story	1.300,00 € 1.100,00 € 900,00 €
Instagram Reel	Influencer	Vertical video lasting up to 60 seconds with original creative	1.500,00 €
Instagram Reel package	Influencer	Vertical video lasting up to 60 seconds with original creative + reels promotion through 1 Story on influencers channel	1.600,00 €
TikTok video	A+ influencer Influencer	Video lasting up to 60 seconds with original creative	2.080,00 € 1.680,00 €
TikTok Story	A+ influencer A influencer	1x photo/video in a set	865,00 € 730,00 €
TikTok Story set	A+ influencer A influencer	5x photos/videos in a set	1.000,00 € 865,00 €
Influencers arrival	A+ influencer A influencer B influencer C influencer	1x Story announcement of the arrival + 1 Story from the event	1.460,00 € 1.200,00 € 800,00 € 600,00 €
Influencer social package	A influencer	Instagram Reel and a TikTok video with the same original creative	2.750,00 €

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