# Digital price list 2026.

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

## Display

| FORMAT | DIMENSIONS | PLATFORM | PRICE/ CPM |
|---|---|---|---|
| **Mobile pushdown** | Custom made | Mobile | 115,00 € |
| **Mobile upper** | Custom made | Mobile | 105,00 € |
| **Hero banner** | 1140x136 px,<br>970x136 px & 375x187 px | Desktop, Mobile | 5.000,00 €/day |
| **Incorner expand** | Custom made | Desktop | 110,00 € |
| **Full page takeover** | Custom made | Desktop | 150,00 € |
| **Carousel** | max 400 px | Desktop, Mobile | 80,00 € |
| **Dot** | 90x90 px | Mobile | 75,00 € |
| **Toaster** | 1:2 ratio, max width 76px | Mobile | 90,00 € |
| **Premium sticky ticker** | Custom made | Desktop, Mobile | 105,00 € |
| **Upper banner** | 1180x300/450 px<br>& 970x300/450 px | Desktop | 80,00€ |
| **Sticky/Premium upper** | 1180x200 px & 970x200 px | Desktop | 85,00 € |
| **Mega billboard** | 970x500 px | Desktop | 70,00 € |
| **Halfpage mobile** | 300x600 px | Mobile | 55,00 € |
| **Interscroller** | 750x1254 px | Mobile | 75,00 € |
| **Rectangle** | 300x250 px | Mobile | 35,00 € |
| **Wallpaper** | 340x1080 px | Desktop | 60,00 € |
| **Takeover** | 900x600 px | Desktop | 100,00 € |
| **Product feed** | Full width | Desktop, Mobile, App | 70,00 € |
| **Native direct** | 600x400 px | Desktop, Mobile, App | 50,00 € |
| **Incorner desktop** | Custom made | Desktop | 80,00 € |

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|---|---|---|---|
| **Incorner mobile** | Custom made | Mobile | 80,00 € |
| **Full page skin** | 1920x1080 px | Desktop | 100,00 € |
| **Pre-roll** | mp4, 16:9 video | Desktop, Mobile, App | 55,00 € |
| **Billboard** | 970x250 px | Desktop | 35,00 € |
| **Halfpage** | 300x600 px | Desktop | 25,00 € |
| **Ticker desktop** | 1680x150 px | Desktop | 60,00 € |
| **Ticker mobile** | 320x100 px | Mobile | 60,00 € |
| **Mega tandem** | 340x1050px, 1180x300 from 500px & 1010x300 to 500px | Desktop | 100,00€ |
| **Ribbon** | 100% width, height 60 px | Desktop, Mobile | 25,00€ |
| **Background pushdown** | 16:9 video or 1920x1080 px | Desktop | 150,00€ |
| **Gallery hero banner** | 300x250 px | Desktop, Mobile | 100,00€ |
| **Story banner** | 300x600 px | Desktop, Mobile | 80,00€ |
| **Herald banner** | 1140x136 px, 970x136 px, 375x187 px | Desktop, Mobile | 5.000,00 €/week |
| **Top offer** | | | |
| **Premium** | | Desktop, Mobile, App | 12.000,00 €/week |
| **Standard** | | Desktop, Mobile, App | 8.000,00 €/week |
| **Rubric** | | Desktop, Mobile, App | On demand |
| **miss7 group, JoomBoos, Express** | | Desktop, Mobile, App | On demand |

! *Geotargeting increases the* ***gross price by 30 %. Timeslot index of 1.50*** for display formats ***between 23:00 and 6:00.***

## Native

| FORMAT | GUARANTEES | PRICE |
|---|---|---|
| | **24sata** | |
| **Brand native + share on 24sata FB** | On demand | 6.000,00 € |
| **Product native + share on 24sata FB** | On demand | 6.000,00 € |
| **Brandstory** | On demand | On demand |
| | **miss7** | |
| **Premium native + social share** | On demand | 7.000,00 € |
| **Brand native + social share** | On demand | 3.000,00 € |
| **Product native + social share** | On demand | 3.000,00 € |
| **Brandstory** | On demand | On demand |
| | **missZDRAVA, missMAMA, missGASTRO** | |
| **Brand native + social share** | On demand | 2.500,00 € |
| **Product native + social share** | On demand | 2.500,00 € |
| **Brandstory** | On demand | On demand |
| | **JoomBoos** | |
| **Quiz** | On demand | 2.700,00 € |
| **Product native** | On demand | 2.700,00 € |
| **Brand native** | On demand | 2.700,00 € |

# Video

| FORMAT | POSITION | GUARANTEES | PRICE |
|---|---|---|---|
| **24sata** | | | |
| **Native video** | YouTube, Facebook, video library 24sata | 100.000 views | 9.000,00 € |
| **Native Shorts video** | YouTube, Facebook, Instagram, TikTok | 100.000 views | 9.000,00 € |
| **TikTok native video** | TikTok | | 5.000,00 € |
| **Instagram reels native video** | Instagram | | 5.000,00 € |
| **Video production** | | | 1.800,00 € |
| **miss7** | | | |
| **Native video** | YouTube, Facebook | | 3.000,00 € |
| **TikTok native video** | TikTok | | 2.200,00 € |
| **Native Shorts video** | YouTube, Facebook, Instagram, TikTok | | 3.500,00 € |
| **Instagram reels native video** | Instagram | | 2.200,00 € |
| **missGASTRO** | | | |
| **Native video** | YouTube, Facebook | 10.000 views | 3.000,00 € |
| **TikTok native video** | TikTok | | 2.200,00 € |
| **Native Shorts video** | YouTube, Facebook, Instagram, TikTok | 50.000 views | 3.500,00 € |
| **Instagram reels native video** | Instagram | | 2.200,00 € |
| **missMAMA, missZDRAVA** | | | |
| **Native video** | YouTube, Facebook | 10.000 views | 2.000,00 € |
| **Native Shorts video** | YouTube, Facebook, Instagram | 50.000 views | 2.300,00 € |
| **JoomBoos** | | | |
| **Native Shorts video** | YouTube, Facebook, Instagram TikTok | 100.000 views | 3.500,00 € |
| **Native video** | YouTube, Facebook, video library 24sata | 100.000 views | 3.500,00 € |
| **Native shorts video on influencer profile** | YouTube, Instagram, TikTok | | 3.500,00 € |
| **TikTok native video** | TikTok | | 2.200,00 € |
| **Instagram reels native video on influencer profile** | Instagram | | 2.200,00 € |
| **TikTok native video on influencer profile** | Facebook, TikTok | | 2.200,00 € |
| **Instagram reels native video** | Instagram | | 2.200,00 € |

# Social

| FORMAT | SPECIFICATION | PRICE |
|---|---|---|
| **24sata** | | |
| **Instagram Story set** | Up to 3 photos/videos in a set: quote/quiz/ voting + tag and brand color | 2.000,00 € |
| **Facebook post** | 1x photo/picture: PR/quote/meme + tag and brand color | 2.700,00 € |

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|---|---|---|
| **Facebook Story set** | Up to 3x photos/videos in a set: PR/quote + tag and brand color | On demand |
| **miss7** | | |
| **Facebook post** | 1x photo/picture: PR/quote/meme + tag and brand color | 1.200,00 € |
| **Facebook Story set** | Up to 3x photos/videos in a set: PR/quote + tag and brand color | 1.200,00 € |
| **Instagram post** | 1x photo/picture: PR/quote/meme + tag and brand color | 1.200,00 € |
| **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 | 1.200,00 € |
| **Instagram reel** | Video up to 90 seconds long with original creative | 2.100,00 € |
| **TikTok slider** | Seven slides on TikTok | 1.200,00 € |
| **missZDRAVA, missMAMA, missGASTRO** | | |
| **Facebook post** | 1x photo/picture: PR/quote/meme + tag and brand color | 900,00 € |
| **Facebook Story set** | Up to 3x photos/videos in a set: PR/quote + tag and brand color | 900,00 € |
| **Instagram post** | 1x photo/picture: PR/quote/meme + tag and brand color | 900,00 € |
| **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 | 900,00 € |
| **JoomBoos** | | |
| **Instagram post** | 1x photo/picture + tag and brand color | 1.000,00 € |
| **Instagram Story set** | 5x photos/videos in a set + tag and brand color | 1.200,00 € |
| **Giveaway Instagram post** | IG post + share IG post through story | 1.300,00 € |
| **Engagement of an additional influencer** | | On demand |
| **Instagram post on influencer profile** | 1x photo/picture + tag and brand color | 1.500,00 € |
| **Instagram story set on influencer profile** | 3x photos/videos in a set + tag and brand color | 1.200,00 € |
| **TikTok Story** | 1x foto/video + tag and brand color | On demand |
| **TikTok Story set** | 5x photo/picture + tag and brand color | On demand |

## Promo

| FORMAT | POSITION | PRICE |
|---|---|---|
| **24sata** | | |
| **Promo article** | Front page top | 2,000,00 € |
| **Promo article** | Front page standard | 1.500,00 € |
| **Promo article** | Front pages of sections and subsections | 600,00 € |
| **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 € |