# Digital cjenik 2026.

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

## Display

| FORMAT | DIMENZIJE | PLATFORMA | CIJENA / CPM |
|---|---|---|---|
| **Mobile pushdown** | Custom made | Mobile | 115,00 € |
| **Mobile upper** | Custom made | Mobile | 105,00 € |
| **Hero banner** | 1140x136 px,<br>970x136 px i 375x187 px | Desktop, Mobile | 5.000,00 €/dan |
| **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 omjer, max širina 76px | Mobile | 90,00 € |
| **Premium sticky ticker** | Custom made | Desktop, Mobile | 105,00 € |
| **Upper banner** | 1180x300/450 px i<br>970x300/450 px | Desktop | 80,00€ |
| **Sticky/Premium upper** | 1180x200 px i 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 € |
| **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 do 500px i 1010x300 do 500px | Desktop | 100,00€ |
| **Ribbon** | 100% širina, visina 60 px | Desktop, Mobile | 25,00€ |
| **Background pushdown** | 16:9 video ili 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 €/tjedan |

! *Geotargetiranje uvećava* ***bruto cijenu za 30 %****. Za isporuku display formata u razdoblju* ***od 23:00 do 6:00*** *obračunava se* ***timeslot indeks 1,50****.*

**Top ponuda**

| | | |
|---|---|---|
| **Premium** | Desktop, Mobile, App | 12.000,00 €/tjedan |
| **Standard** | Desktop, Mobile, App | 8.000,00 €/tjedan |
| **Rubrika** | Desktop, Mobile, App | Na upit |
| **miss7 grupa, JoomBoos, Express** | Desktop, Mobile, App | Na upit |

## Native

| FORMAT | GARANCIJE | CIJENA |
|---|---|---|
| | **24sata** | |
| **Brand native + share na 24sata FB** | Na upit | 6.000,00 € |
| **Product native + share na 24sata FB** | Na upit | 6.000,00 € |
| **Brandstory** | Na upit | Na upit |
| | **miss7** | |
| **Premium native + social share** | Na upit | 7.000,00 € |
| **Brand native + social share** | Na upit | 3.000,00 € |
| **Product native + social share** | Na upit | 3.000,00 € |
| **Brandstory** | Na upit | Na upit |
| | **missZDRAVA, missMAMA, missGASTRO** | |
| **Brand native + social share** | Na upit | 2.500,00 € |
| **Product native + social share** | Na upit | 2.500,00 € |
| **Brandstory** | Na upit | Na upit |
| | **JoomBoos** | |
| **Kviz** | Na upit | 2.700,00 € |
| **Product native** | Na upit | 2.700,00 € |
| **Brand native** | Na upit | 2.700,00 € |

# Video

| FORMAT | POZICIJA | GARANCIJE | CIJENA |
|---|---|---|---|
| **24sata** | | | |
| **Native video** | YouTube, Facebook, videoteka 24sata | 100.000 pregleda | 9.000,00 € |
| **Native Shorts video** | YouTube, Facebook, Instagram, TikTok | | 9.000,00 € |
| **TikTok native video** | TikTok | | 5.000,00 € |
| **Instagram reels native video** | Instagram | | 5.000,00 € |
| **Video produkcija** | | | 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 pregleda | 3.000,00 € |
| **TikTok native video** | TikTok | | 2.200,00 € |
| **Native Shorts video** | YouTube, Facebook, Instagram, TikTok | 50.000 pregleda | 3.500,00 € |
| **Instagram reels native video** | Instagram | | 2.200,00 € |
| **missMAMA, missZDRAVA** | | | |
| **Native video** | YouTube, Facebook | 10.000 pregleda | 2.000,00 € |
| **Native Shorts video** | YouTube, Facebook, Instagram | 50.000 pregleda | 2.300,00 € |
| **JoomBoos** | | | |
| **Native Shorts video** | YouTube, Facebook, Instagram TikTok | 100.000 pregleda | 3.500,00 € |
| **Native video** | YouTube, Facebook, videoteka 24sata | 100.000 pregleda | 3.500,00 € |
| **Native shorts video na profilu influencera** | YouTube, Instagram, TikTok | | 3.500,00 € |
| **TikTok native video** | TikTok | | 2.200,00 € |
| **Instagram reels native video na profilu influencera** | Instagram | | 2.200,00 € |
| **TikTok native video na profilu influencera** | Facebook, TikTok | | 2.200,00 € |
| **Instagram reels native video** | Instagram | | 2.200,00 € |

# Social

| FORMAT | SPECIFIKACIJA | CIJENA |
|---|---|---|
| **24sata** | | |
| **Instagram Story set** | Do 3x foto/video u setu: quote/kviz/glasalica + tag i boja brenda | 2.000,00 € |

| | | |
|---|---|---|
| **Facebook objava** | 1x foto/slika: PR/quote + tag i boja brenda | 2.700,00 € |
| **Facebook Story set** | Do 3x foto/video u setu: PR/quote + tag i boja brenda | Na upit |
| | **miss7** | |
| **Facebook objava** | 1x foto/slika: PR/quote/meme + tag i boja brenda | 1.200,00 € |
| **Facebook Story set** | Do 3x foto/video u setu, quote/meme + tag i boja brenda | 1.200,00 € |
| **Instagram objava** | 1x foto/video: PR/quote/meme + tag i boja brenda | 1.200,00 € |
| **Instagram Story set** | Uz garanciju 6.000 pregleda, do 3x foto/video u setu: quote/meme/kviz/glasalica + tag i boja brenda | 1.200,00 € |
| **Instagram reel** | Video u trajanju do 90 sek uz originalnu kreativu | 2.100,00 € |
| **TikTok slider** | Sedam slideova na TikToku | 1.200,00 € |
| | **missZDRAVA, missMAMA, missGASTRO** | |
| **Facebook objava** | 1x foto/slika: PR/quote/meme + tag i boja brenda | 900,00 € |
| **Facebook Story set** | do 3x foto/video u setu, quote/meme + tag i boja brenda | 900,00 € |
| **Instagram objava** | 1x foto/video: PR/quote/meme + tag i boja brenda | 900,00 € |
| **Instagram Story set** | uz garanciju 1.000 pregleda, do 3x foto/video u setu: quote/meme/kviz/glasalica + tag i boja brenda | 900,00 € |
| | **JoomBoos** | |
| **Instagram objava** | 1x foto/slika + tag i boja brenda | 1.000,00 € |
| **Instagram Story set** | 5x foto/video u setu + tag i boja brenda | 1.200,00 € |
| **Giveaway Instagram post** | IG post + share IG posta kroz story | 1.300,00 € |
| **Angažman dodatnog influencera** | | Na upit |
| **Instagram objava na kanalu influencera** | 1x foto/slika + tag i boja brenda | 1.500,00 € |
| **Instagram story set na kanalu influencera** | 3x foto/video u setu + tag i boja brenda | 1.200,00 € |
| **TikTok Story** | 1x foto/video + tag i boja brenda | Na upit |
| **TikTok Story set** | 5x foto/video u setu + tag i boja brenda | Na upit |

## Promo

| FORMAT | POZICIJA | CIJENA |
|---|---|---|
| | **24sata** | |
| **Promo članak** | Naslovnica top | 2.000,00 € |
| **Promo članak** | Naslovnica standard | 1.500,00 € |
| **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 € |