



ADVERTISING PRICES 2024.

www.zena.rs

 Ringier



ZENA.RS

Portal **Žena** is the most-read portal in Serbia. We are gaining bigger and bigger readers' trust by creating content based on topics that women find most interesting. It's fashion news, beauty, show business, health, and the stories they cover family, and health topics and dilemmas. Women are always interested in how they can look as beautiful as possible, how they put on make-up, dress in fashion, and manage to do so preparations and some practical recipes in the kitchen. That is why our portal is visited daily by more than 600,000 readers, mostly women, who are our readers faithful to us, just as we are to them. These are the main reasons your ads are welcome on our portal Žena.rs. It is not difficult to recognize the place where your products will be best marketed.

We are waiting for you, we offer you good cooperation and trust, the team of the Women's portal.



Over

25.000.000

pages read



1.442.277

number of
unique visitors



The average stay per visit is
over 3 minutes (PC)

visitors are predominantly middle
and higher-education



Portal for the most
part attracts the
female population,
83% aged 25-49 years


WWW.ZENA.RS




žena

LEPOTA MODA LIFESTYLE PULS POZNATHI BLOGERKE KOLUMNNA ZDRAVLJE BEBE **PODRŽI MAME** PORODICA **SUPER RECEPT** INFO Q


Billboard




PULS POZNATHI
Elen Bedženeris pravi bum na Instagramu: Najvažniji detalji o ženi koja menja tok svetske televizije



„Blic žena“ slavi 14. rođendan: Poklanjamo tri vantelesne oplodnje i još 14/0 darova



ZDRAVLJE
Kad čujete koja se LJIGAVA MATERIJIA krije u glavi i crevu tuša, odmah ćete poleketi da se MANJE TUŠIRATE! A naučnici tvrde da je to i ZDRAVIJE



PULS POZNATHI
Tragedija koja je pre osam godina potresla region: Ksenija bi danas napunila 41 godinu i ovako je publika pamti

[f](#) [t](#) [i](#)

NAJČITANIJE / NAJNOVIJE

Dali smo ćerkama zaborsivjena srpska imena i ljudi ne prestaju da se čude kada čuju kako se zovu. I to baš ovde, u Srbiji

Ona je prelepa, pametna i duhovita: Njen muž je van sebe od sreće jer stvarno ima ŽENU DŽEKPOT

Nepisani dres kod na Bajaginom koncertu: Poznate ličnosti nosile istu boju i evo šta je ISPALO NA KRAJU

Sloboda retko objavljuje slike ćerica: Ovom je razmežila sve, tu su ona, bliznakinje i kul tetka

ALL PAGES

BANNER	ROTATION	PRICE
Billboard 970x250 ROS	20% (CPD*)	155
Footer Billboard desk ROS**	CPM	4,5

* CPD - price per day

** CPM - price per 1000 impressions

branding

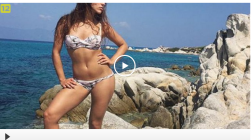
zena 100% WEB TV

LEPOTA MODA LIFESTYLE PRAK POZNATIH BLOGERKE KOLUMNA ZNAMUJE BESE **PODRIŠI MARKI** **PERIODICA** **SUPER RECIPI** **INFO** **Q**

Billboard

Za njih se kaže da su najpoželjnije devojke u Srbiji: Toliko su lepe da pariraju SVETSKIM LEPOTICAMA


Najlepše poznate devojke u Srbiji su one. Odavno lepu listu nismo imali!



300x600 P1

branding

Pevezane vesti




Jedna je od NAPOZNAVATIH VOJTEKLI u Srbiji. Evo kako Ana Penick izgleda u stvarnosti

OVAKVE PETE imamo mnogo žena u Srbiji. A predom moga da one uz poneki DVA SASTORA IZ KUPINE

Za fovanu se kaže da je najpoželjnija mama u Srbiji. Povek ovog velikim to se STRAHOTTO MENA

Web preporuke




Bavertina lista je premla u devojku

LAJAK BI NAI BILI DA SMO IZVUKLI SRBIJU? BILAKO SRBIJU? jeste Javka. Dakl mora da savet! Upravo da je ovaj! preovrhiti baht!

Fotografije je ovu ova da polake kako se ideal legat manjan lance isoriju

NAČOTANJE **NAPOZNAV**



PREKOGATA LEPTOGICA koja sa naprat FENSI POTELI. Ali BAKNOI PRICATI u opitnoj nomen. TERA STRAJI U NOSTI. Voda je u SPOBNI DETALJ!

Uta sa **NAKABAKTINIJNE** BISTEJE na ovu. Za njima plometa. Naše NOLI u dva puta - svaki put

Kad praznicije

300x250 P2

FAMILY / BABIES / HEALTH ASTRO / TIPS / RECIPES

BANNER	ROTATION	PRICE
300x600 P1	33%	105
300x250 P1	33%	70
300x250 P2	33%	50
300x250 P3	33%	40

HOME / BEAUTY / FASHION LIFESTYLE / SEX / CELEBRITIES

BANNER	ROTATION	PRICE
300x600 P1	33%	105
300x250 P1	33%	70
300x250 P2	33%	50
300x250 P3	33%	40



NATIVE/PR
article



GALERIJA



Elen Dedženeris pravi bum na Instagramu: Najvažniji detalji o ženi koja menja tok svetske televizije



NATIVE I PR

POSITION	PRICE
Native article minimum 5.000 reads	1.200
Native article minimum 7.000 reads	1.300
Native article minimum 10.000 reads	1.400
Native article minimum 15.000 reads	1.500
PR article	600
Highlighting PR text for 1 hour	200



MOBILE

BANNER	ROTATION	PRICE
320x50 Premium	20% (ROS)	60
320x100 Premium	20% (ROS)	90
300x250 Premium	20% (ROS)	130
320x50 Standard	20% (ROS)	25
320x100 Standard	20% (ROS)	45
300x250 P2	20% (ROS)	65
320x100 Sticky	20% (ROS)	140

TECHNICAL REQUIREMENTS OF CREATIVE SOLUTIONS

Banners are delivered in one of the following formats: jpg, gif, png, or HTML 5

The recommended weight of the banner is up to 40 kb

The potential sound and video elements of the banner must be initially turned off with the option to play

New and special formats will be priced based on agreement with the customer

The prices are expressed without VAT, which amounts to 20%.

Invoicing is done in dinar equivalent at the middle exchange rate of the NBS at day of invoicing.

The political content of the banner is +100%.

Ringier reserves the right to refuse ad solutions that do not comply with editorial policy of the house.

Reservations are accepted exclusively in writing no later than 7 days before the start of the campaign.

Creative solutions are delivered at least 48 hours before the planned start campaigns.

CONTACT
oglas@ringier.rs
(011) 3334-526