

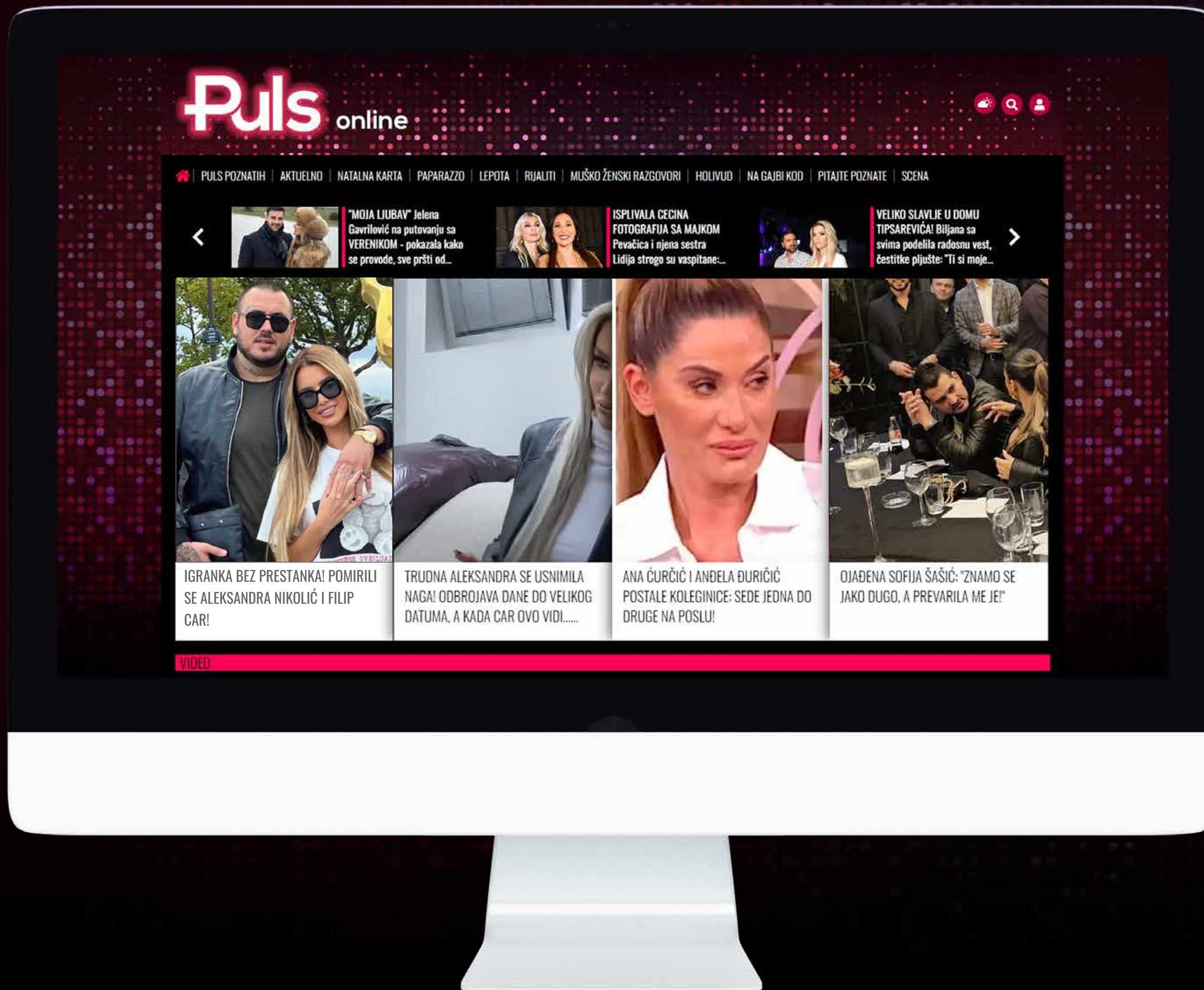
Puls online

ADVERTISING PRICE 2024.

www.pulsonline.rs

OOO Ringier





Puls online

Pulsonline.rs is the most visited site dedicated to celebrities and show business in our country. It covers all current events in this sphere both in Serbia and in the world. The portal can also be accessed from the Blic.rs platform, the most-read portal not only in Serbia but also in the entire region. Pulsonline.rs gathers readers of all ages and levels of education.



1.558.896
number of unique visitors



Over **10 miliona**
page viewed

Puls online

The average time spent per visit is
3,5 minuta



The portal mostly attracts the female population aged

20-45 godina

55%

visitors are employed, with
medium or high-income



Branding 470x1080

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Billboard 970x250

Footer 750x200

RAĐOST U DOMU TIPSAREVIĆA: OBJAVILI SLIKU SA NJOM U NARUČJU, NJIHOVOJ SREĆI NEMA KRAJA (FOTO)

Modna kreatorka Biljana Tipsarević i Janko Tipsarević imaju veliki povod za slavlje, a kreatorka se odmah oglasila na Instagramu i sa svima podijela zahvalnost.

300x250
336x280

ALL PAGES (ROS)

Position	Rotation	Price
Billboard 970x250, Desk + Billboard 320x100 Mobile	25%	60 €
300x250/336x280 P1 Desk + 300x250 P1 Mobile	25%	50 €
300x250/336x280 P2 Desk + 300x250 P2 Mobile	25%	45 €
300x250/336x280 P3 Desk + 300x250 P3 Mobile	25%	45 €
Footer Billboard 750x200*	CPM	3.5 €
Sticky 320x100*	CPM	1.5 €
Branding 470x1080*	CPM	4 €

*Minimum 100.000 views
**CPM - price for 1000 impressions



NATIVE/PR ARTICLES

Format	Price
Native article - minimum 5.000 reads	600 €
PR article	350 €
Highlighting PR article in 1 hour	100 €

TECHNICAL REQUIREMENTS OF CREATIVE SOLUTIONS

Banners are delivered in one of the following formats: jpg, gif, png or HTML5

The recommended weight of the banner is up to 40 kb.

Potential audio and video elements of the banner must be initially muted with playability.

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



The prices are expressed without included VAT.

Invoicing is done in dinars on the day of invoicing.

The political content of the banner is +100%.

Ringier reserves the right to reject advertising solutions that do not comply with the house's editorial policy.

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 of the campaign.

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