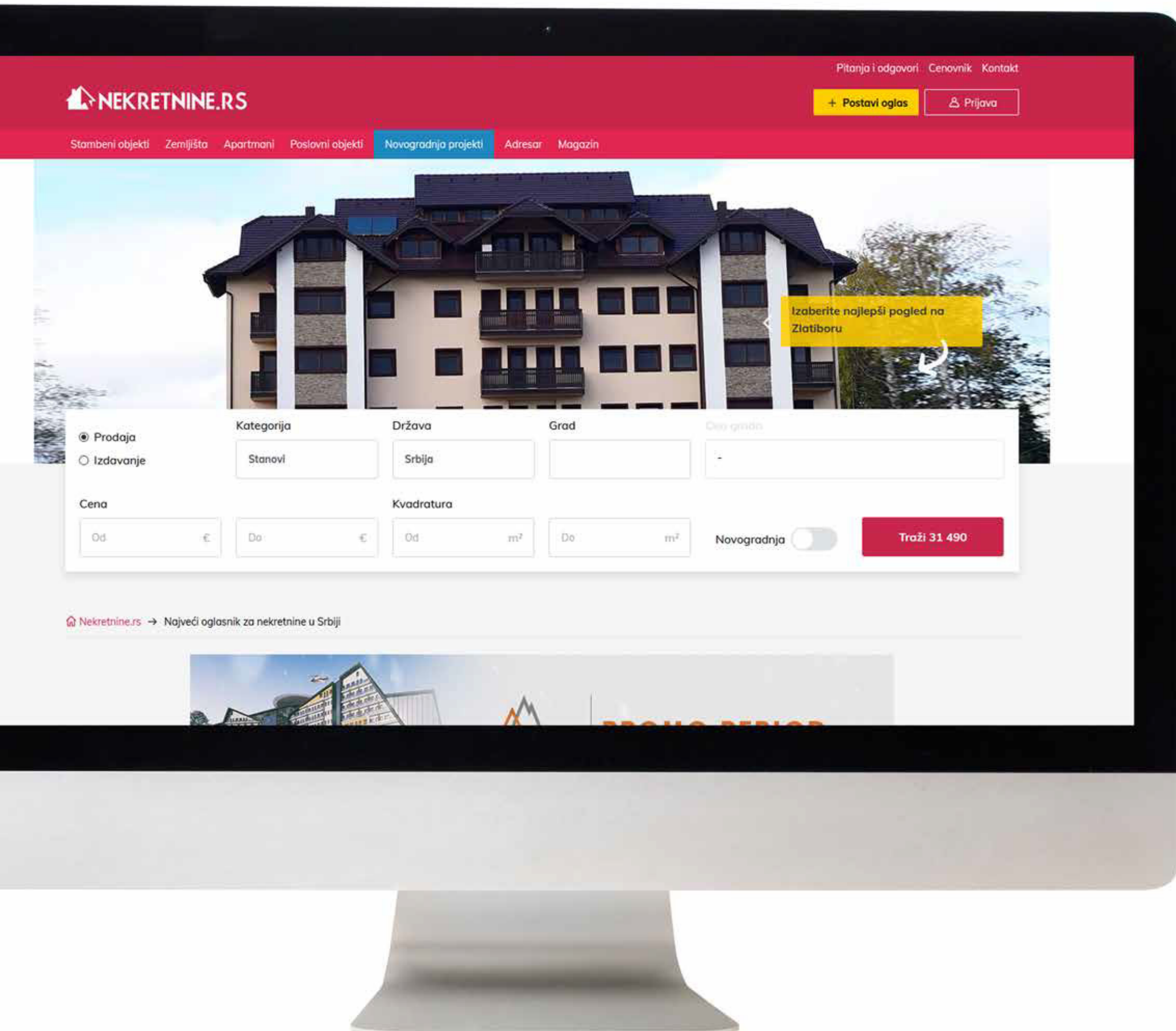


The logo for NEKRETNINE.RS, featuring a red house icon with a white mouse cursor arrow pointing to it, followed by the text "NEKRETNINE.RS" in a bold, white, sans-serif font.

ADVERTISING RATES 2024

www.nekretnine.rs



Nekretnine.rs facts

Nekretnine.rs is the leading portal for real estate advertising both in Serbia and in the region, founded in 2009.



Over **700,000** users visit the site every month and view about **13 million pages** intending to buy, sell, or rent real estate.



The portal **Nekretnine.rs** is the first association of portals for real estate for **69%** of natural persons.



As a specialized real estate advertiser, **Nekretnine.rs** takes the convincing **first place** by popularity and attendance in Serbia.*

* according to the results of the SmartPlusResearch agency in December 2020

The average time spent on site per one visit is over 5 minutes and for that time user views 8 pages.



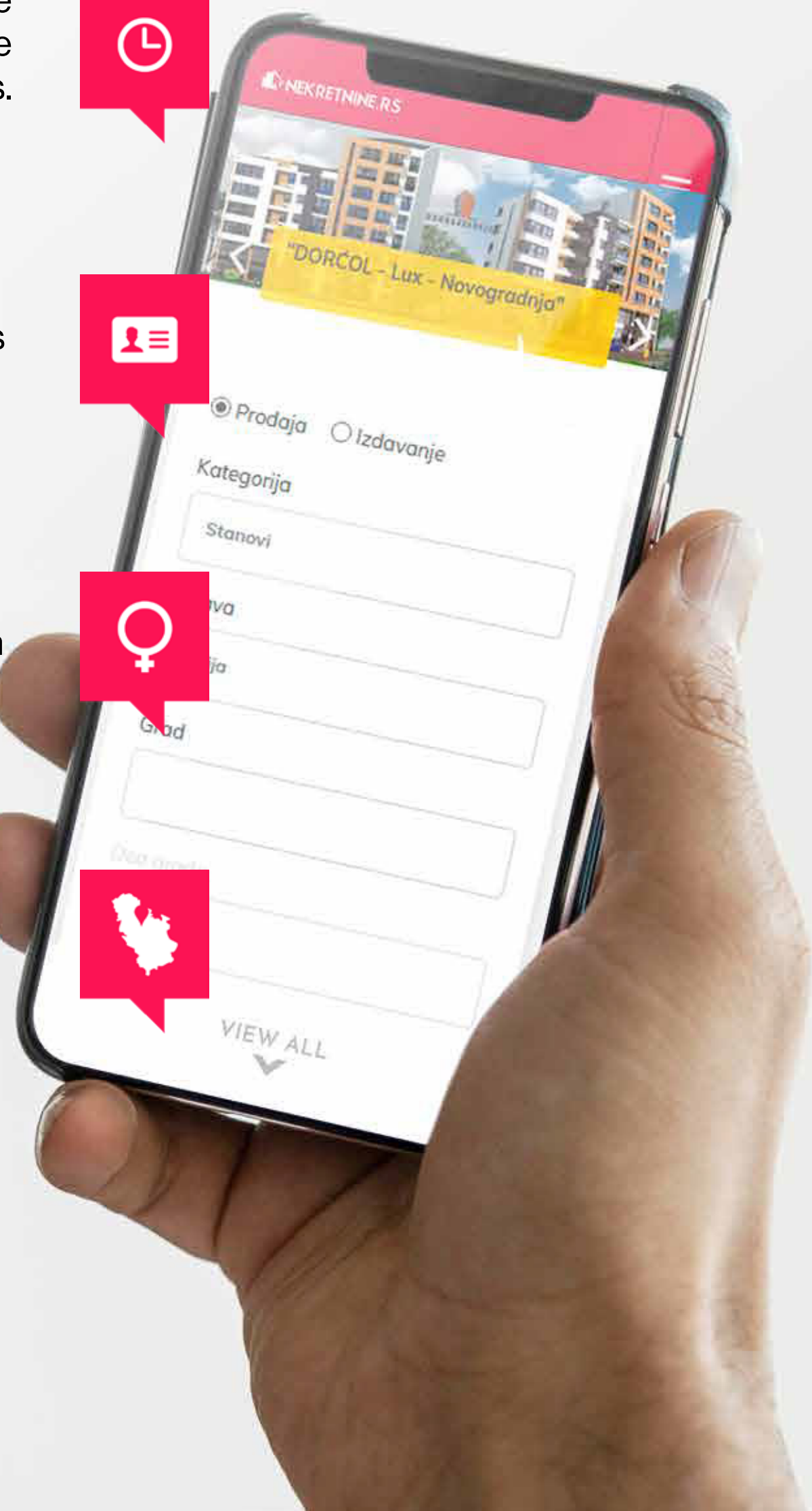
77% of users are aged 25-64 years



58% of users are women



Users of the website are from all over Serbia, mostly from Belgrade 64%, 20% from Novi Sad, Niš and Kragujevac



Family people who are interested in investing money and financial products

They are interested in shopping cars, real estate, furniture

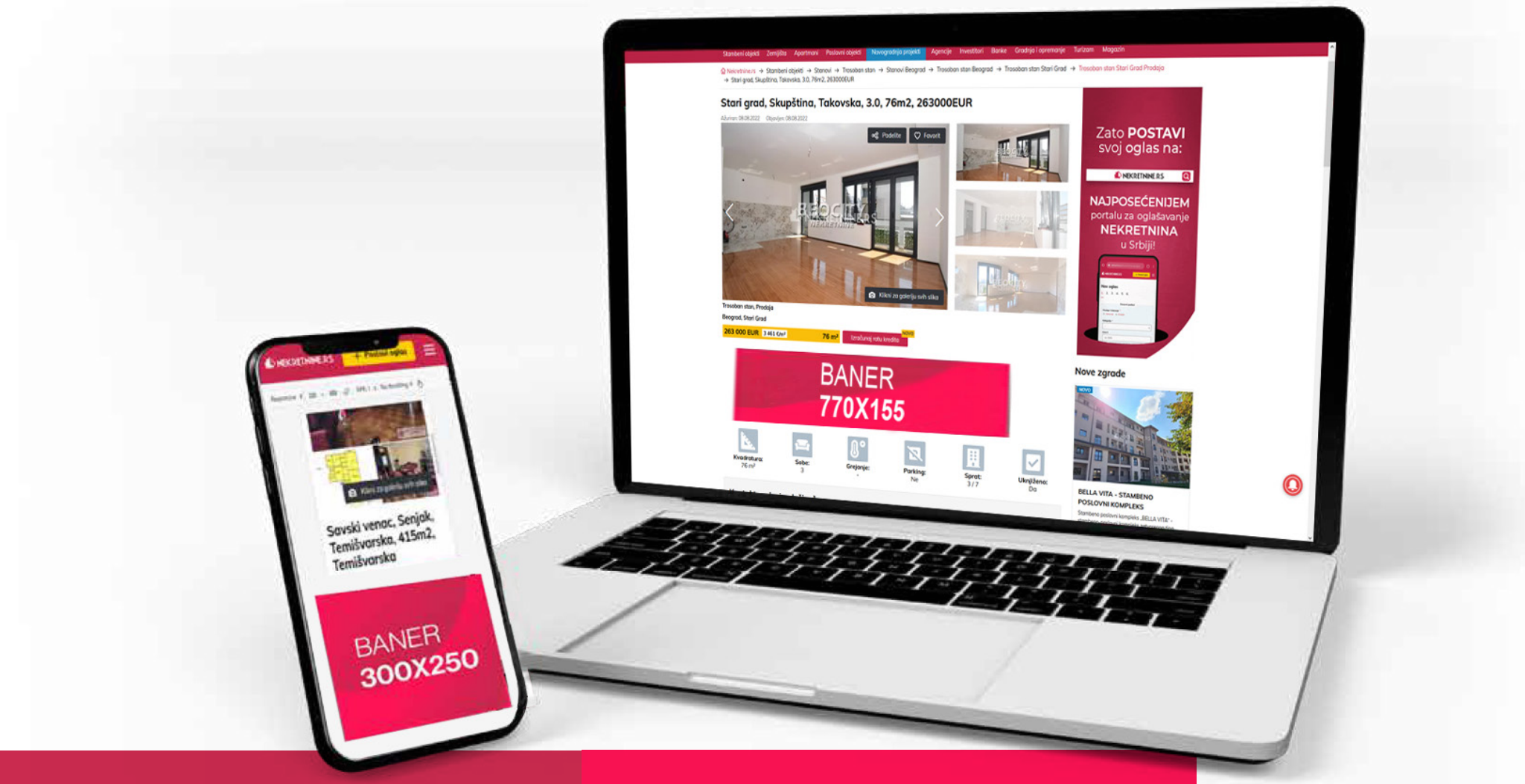
They travel often, mostly across Europe; they like to spend time outside the house

They are informed through the Internet and TV



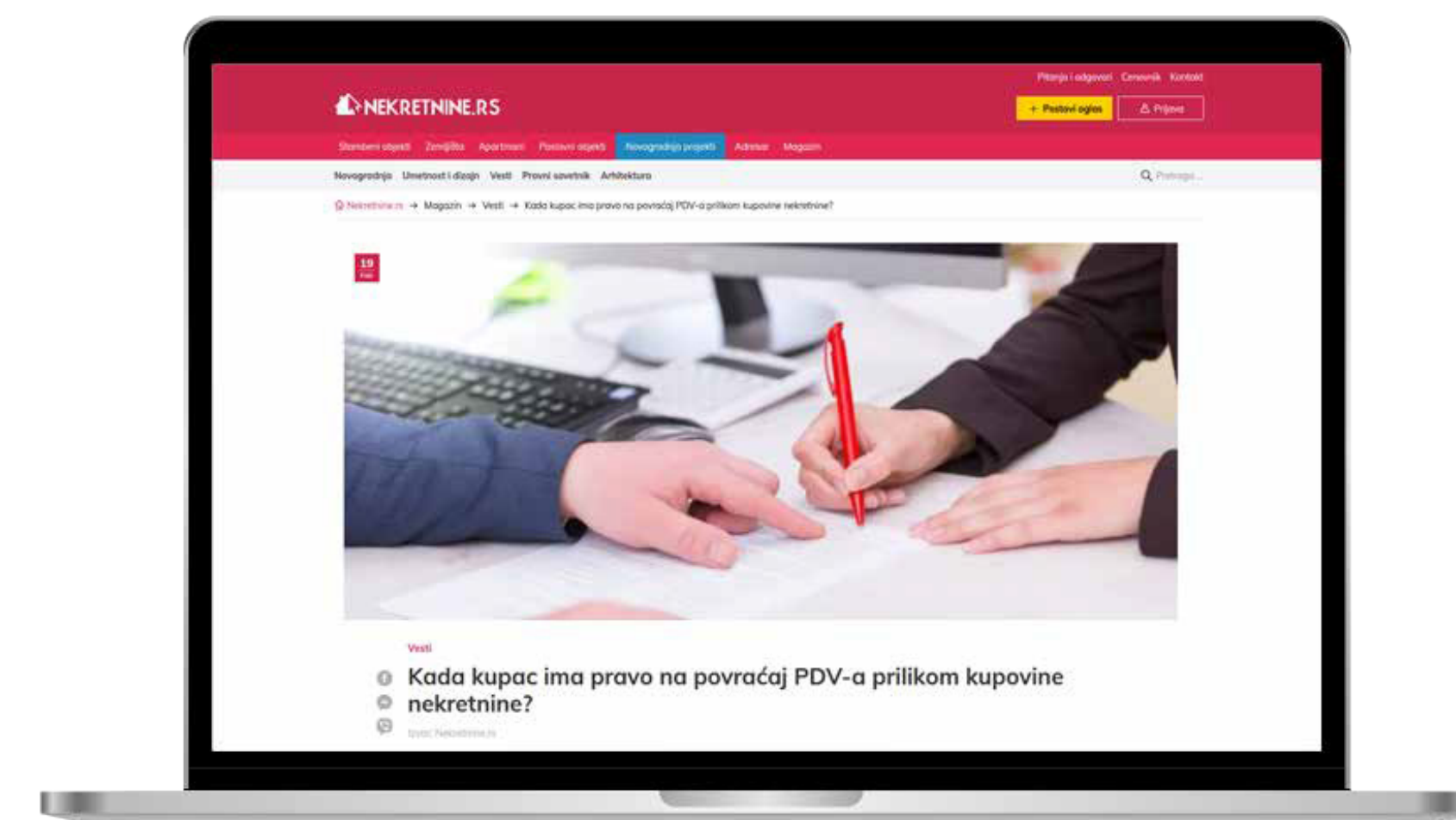
POSITION	LEASE MODEL	PRICE
Premium banner Combo P1 300x600 desktop + P1 320x100 mobile	CPD / 25%	100 €
Premium banner Combo P2 300x600 desktop + P2 300x250 mobile	CPD / 25%	100 €
Side branding desktop	CPM	6 €
Standard banner 300x250 desktop	CPM	1 €
Standard banner 300x600 desktop	CPM	1,3 €
Standard banner 320x100 mobile	CPM	0,7 €
Standard banner 300x250 mobile	CPM	1 €

Credit calculator



PERIOD	PLATFORM	POSITION	PRICE
1 month	desktop + mobile	300x250 with the price of the property	3.200 €

FORMAT	PRICE
PR publishing	500 €



Contact

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