



# AD RATES 2025.



www.blic.rs



BLIC.RS

For 25 years, **Blic.rs** has been the leading portal in Serbia, thanks to the variety of content, speed of news publication, and reliability of information sources. This is confirmed by the fact that they are Blic's exclusive news on more than one occasion reported by leading world media. Portal supports the most modern forms of online advertising, which, along with parameters related to the visit, is a requirement to maintain a leading position in the market.



# 78%

of visitors are aged from 15-49, of which 30% are highly educated

# 7 million

million video views per month on the video platform

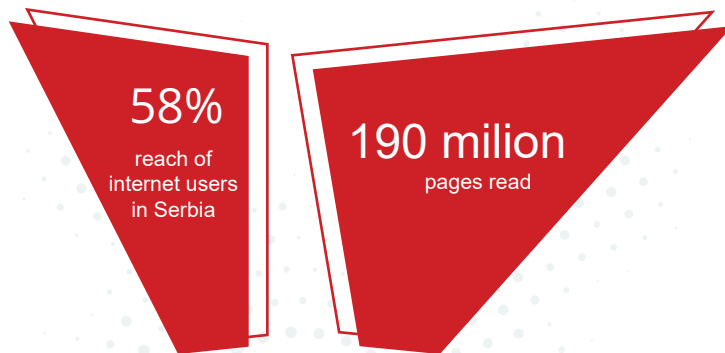


# 371 million

million viewed pages on applications

# 63%

of visitors are medium and high incomes (25% high income)



# BLIC



The goal with which we were guided by the new strategy of the advertising model on Blic is before the better performance of the advertiser's campaign. In this regard, we offer some very specific models that can help to achieve that goal.



### Geotarget

All campaigns will be geotargeted to Serbia. Lease positions abroad are possible at special prices that depend on the countries where the campaign is served, and they are available on request.



### Viewable impressions

All banner positions, except for party branding, are delivered by IAB standard for Visible Impressions, i.e. we charge only the impressions that were visible to the user.



### Audience

For display campaigns, if the advertiser wants it, we enable it free targeting of users according to 25 interest groups.



branding

**Billboard**

**Premium 300x250 300x600**

**Standard 300x250 300x600**

**Footer billboard**

branding

BANNER	LEASE MODEL	PRICE
Billboard 970x250	CPM	6
Premium 300x250	CPM	3
Premium 300x600	CPM	4,5
Standard 300x250	CPM	2
Standard 300x600	CPM	3
Branding	100%	2.100
Footer billboard	CPM	6

CPM - Cost per mile - price per 1000 impressions



[illegible]

## WORLD NEWS

BANNER	LEASE MODEL	PRICE
Bilboard 970x250	CPD	100
Premium 300x250	CPD	55
Premium 300x600	CPD	80
Standard 300x250	CPD	50
Standard 300x600	CPD	55
Branding	100%	150
Footer billboard	CPM	4

**Billboard**

**PORAZAVAJUĆA STVARNOST** Radnik na minimalcu u Luksemburgu za sat zaradi koliko njegov srpski "kolega" za DAN

**Premium 300x250 300x600**

**Standard 300x250 300x600**

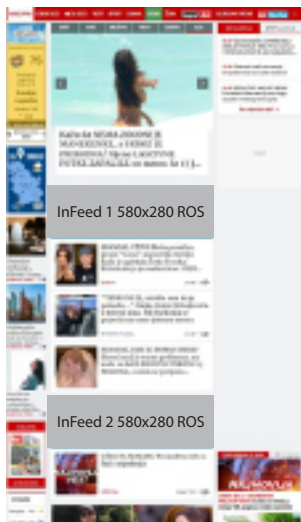
**Footer billboard**

ENTERTAINMENT

FREE-TIME PACK (Free time, IT, Culture, Treasury)

BANNER	LEASE MODEL	PRICE
Billboard 970x250	CPD	180
Premium 300x250	CPD	100
Premium 300x600	CPD	150
Standard 300x250	CPD	70
Standard 300x600	CPD	105
Branding	100%	600
Footer billboard	CPM	5

BANNER	LEASE MODEL	PRICE
Billboard 970x250	CPD	120
Premium 300x250	CPD	100
Premium 300x600	CPD	150
Standard 300x250	CPD	70
Standard 300x600	CPD	105
Branding	100%	350
Footer billboard	CPM	5



BANNER	LEASE MODEL	PRICE
InFeed 1-580x280 ROS	CPM	4,5
InFeed 2-580x280 ROS	CPM	3
InFeed PLUS 740X300	CPM	4,5
InFeed PLUS 740X500	CPM	6



## Native/PR articles

### PR ARTICLE

### PRICE

PR article

800

Highlighting on the front page and Android application for 1h

300

(Maximum of 2 hours of highlighting)

### NATIVE ARTICLES

### PRICE

Minimum of 7.000 visits

1.300

Minimum of 10.000 visits

1.500

Minimum of 15.000 visits

1.700

Minimum of 20.000 visits

2.000

Minimum of 30.000 visits

2.500

- Reading results are measured after 7 working days
- There is a possibility of video production with placement and creation of native content. The price of video production can vary depending on the complexity requirements and needs of the client and the price is formed upon inquiry.





## BLIC.RS

BANNER	LEASE MODEL	PRICE
Premium 320x50	CPD	100
Premium 320x100	CPD	150
Premium 300x250	CPD	200
Standard 320x50	CPD	70
Standard 320x100	CPD	105
Standard 300x250	CPD	140
Sticky 320x100	CPD	250



## Blic ANDROID

BANNER	LEASE MODEL	PRICE
Premium 320x50	CPD	195
Premium 320x100	CPD	290
Premium 300x250	CPD	390
Standard 320x50	CPD	135
Standard 320x100	CPD	200
Standard 300x250	CPD	270
320x100 Sticky	CPD	380

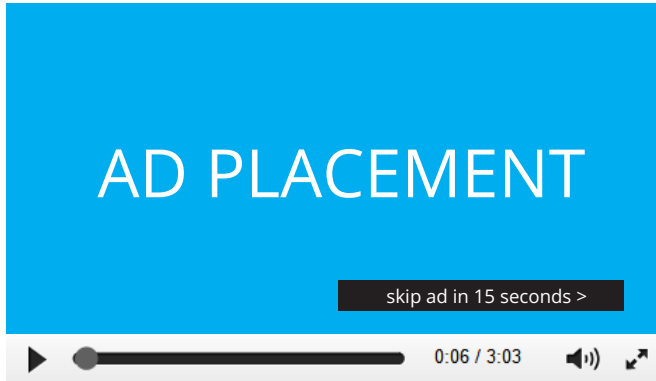
## Blic iOS

BANNER	LEASE MODEL	PRICE
Premium 320x50	CPD	100
Premium 320x100	CPD	150
Premium 300x250	CPD	200
Standard 320x50	CPD	70
Standard 320x100	CPD	105
Standard 300x250	CPD	140
320x100 Sticky	CPD	220

## ANDROID CPD 10%+ IOS 20%

BANNER	LEASE MODEL	PRICE
Premium 320x50	CPD	236
Premium 320x100	CPD	352
Premium 300x250	CPD	472

CPM - price per one thousand impressions



## PRE-ROLL VIDEO AD:

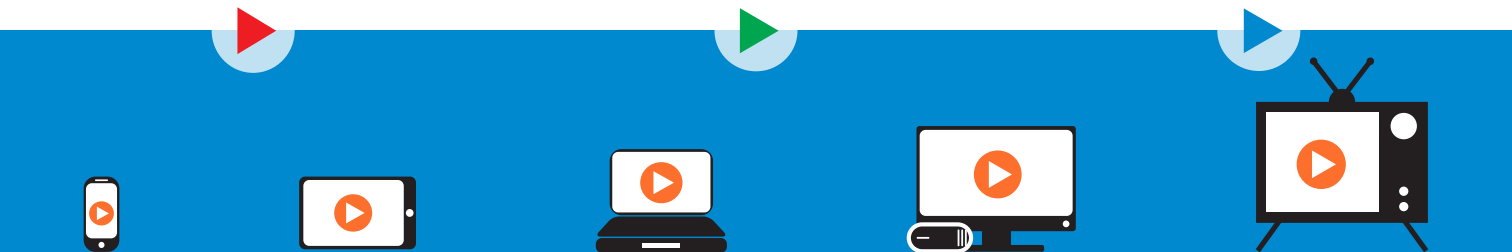
- » Advertising video spot before the video content
- » "Skip" button after 15 seconds
- » Marketed through the Ringier Serbia network
- » Displayed on desktop and mobile devices
- » By clicking the preroll video, a new window opens in the browser on the link provided advertisement

## SAFE CONTENTS:

Represents content that does not have any negative context and the right choice of advertisers who want to "play it safe" and within corporate boundaries.

## PRICES:

- » Brand safe content: 5 EUR CPM



## 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.

Potential audio and video elements banners must be initially excluded from with the possibility of release.

Floating, Takeover, and Engagement formats must contain a visible button for closure.

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

**The prices are expressed without included VAT which is 20%.**

Invoicing is done in dinars equivalents at the middle exchange rate of the NBS the day of invoicing.

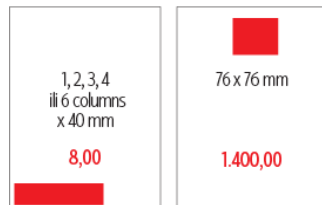
**Political content of the banner +100%.**

Ringier reserves the right to refuse advertisements and solutions that do not follow the editorial and the politics of the house.

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

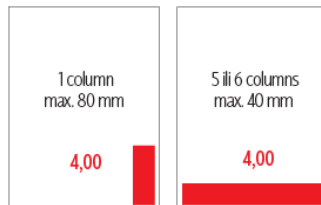
Creative solutions are delivered a minimum of 48 hours before the planned start of campaigns.

## COVER



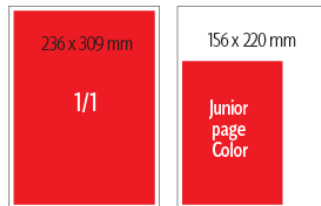
\*price per millimeter

## BACK COVER

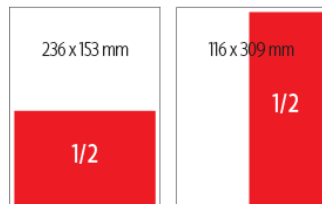
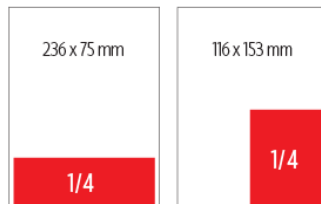


\*price per millimeter

## CENTERFOLD

c/b 1.015,00  
col 1.545,00

col 1.420,00

c/b 520,00  
col 805,00c/b 265,00  
col 405,00

## COLUMN PRICES

IN SERBIA	PRICE B/W	COLOR PRICE
mm/price	1,15	1,80
1/4 page	525,00	810,00
1/2 page	1.045,00	1.615,00
1/1 page	2.030,00	3.085,00
Junior page	-	2.845,00
Centerfold	-	6.785,00

## ANNUAL DISCOUNT

COLUMN	ANNUAL QTY	AGENCY DISCOUNT
Tourism	2.200,00 - 4.499,00	2,0%
Work	4.500,00 - 7.499,00	3,0%
Education	7.500,00 - 11.499,00	4,0%
Services	11.500,00 - 20.499,00	5,0%
Real estate	20.500,00 - 40.499,00	6,0%
Tech	40.500,00 - 60.999,00	7,0%
Automotive	61.000,00 - 77.499,00	8,0%
All else	77.500,00 - 125.999,00	9,0%
Tenders	Preko 126.000,00	10,0%

1 column = 36 mm

2 columns = 76 mm

3 columns = 116 mm

4 columns = 156 mm

5 columns = 196 mm

6 columns = 236 mm

SPECIAL DEMANDS*	PRICE
Increased circulation on Fridays	+20,0%
Extra charge for additional color	+15,0%
Special requests	+30,0%
Editorial page	+50,0%
PR articles	+100,0%
PR articles	+30,0%
Ad production	+10,0%
Work and education - monday	-15,0%
Work and education - monday to friday	-25,0%
Tenders and Auction sales**	-30,0%

\*Price increases and decreases apply to both b/w as well as color prices.

\*\* Note: a uniform discount of 30% is applied.

INSERTING	REGION	SERBIA
up to 20 grams	0,019	0,017
20 to 40 grams	0,022	0,020
40 to 60 grams	0,026	0,024
60 to 80 grams	0,029	0,026
80 to 100 grams	0,033	0,029

## TECHNICAL CONDITIONS:

The minimum ad size is 10 mm.

An order for the publication and preparation of advertisements needs to be delivered within TWO WORKING DAYS previously in the format: EPS, TIF, JPG (at 300 dpi).

Size deviations are +-3 mm conditioned by technique and are not the basis for complaints.

\*All listed prices are without VAT.





## **CONTACT**

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