

WWW.BRAVO.RS

Magazine "Bravo" has been the most popular teenage magazine in the region for years. Taking in consideration the fact that the magazine has a rating of 350 000 sold editions per month, the launching of portal seems to be a logical move. Portal Bravo contains all topics from all teenage editions of our publishing house (Bravo, Bravo Girl, MobiTech, ScreenFun, Bravo poster and the latest Bravo Sport) and it is aimed at teenagers who spend a lot of time surfing the internet. On the Bravo portal, the young can find everything that they are interested in – information about celebrities, the latest news from the music, film and fashion world, interesting stories about other people at their age, horoscope, information about mobile phones, games and new gadgets etc. Of course, there is also a whole range of different rewards which are unavoidable parts of every-day fun in our teenage editions. The portal is rich with exclusive photographs that are changed on a daily level, which shall additionally motivate teenagers to visit our portal. Since teenagers are the most interactive when it comes to internet communication, we expect the visitors of Bravo portal to become our followers within a short period of time.

STANDARD FORMATS

COVER PAGE

728 x 90 px

300 x 250 px

300 x 250 px

300 x 250 px

INTERNAL PAGE

728 x 90 px

300 x 250 px

120x600

300 x 250 px

NUMBER OF DISPLAYS	Price (CPM)
0 - 250.000	2,25 CPM
250.001 - 500.000	2 CPM
500.001 - 750.000	1,75 CPM
750.001 - 1.000.000	1,5 CPM
Over 1.000.000	1,25 CPM

TECHNICAL FEATURES

Standard banners up to 40kb	GIF/JPG
Standard banners up to 50kb	FLASH

For all banners that are in the second scroll, the price is multiplied by coefficient 0.9, and for the banners at the bottom of the page by 0.7

The prices are outlined in points, 1 point equals 1 Euro. The payment is to be conducted in RSD counter-value calculated at the middle exchange rate of NBS on the day of payment. The prices do not include VAT.

CPM (Cost per mile) – Price per one thousand displays



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GOOGLE ANALYTICS

SITE USAGE PER MONTH



SPECIAL FORMATS

TAKEOVER	FLOAT	PULL OFF	ROLL DOWN

FORMAT	DIMENSION (px)	PRICE
TAKEOVER	HOMEPAGE	17 CPM
FLOATER	300 x 300 / 500 x 500	3,25 / 3,5 CPM
PULL OFF	500 x 500	3,5 CPM
ROLL DOWN	728 x 90 / 728 x 240 / 300 x 250 / 300 x 500	5,5 CPM
BRANDING	HOMEPAGE	1200 €
BRANDING	TOPIC	850 €

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