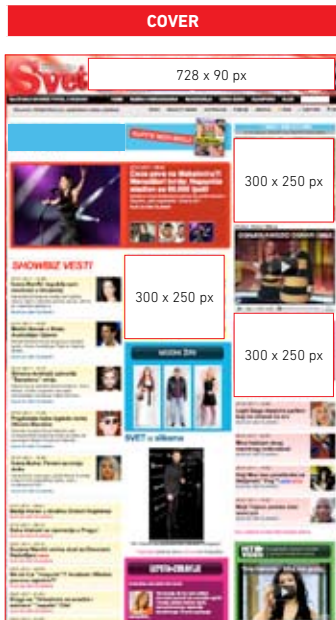


In October 2008, online edition of Svet magazine (www.svet.rs) was turned into an interactive showbiz portal, which soon became the most visited entertainment portal in the region. Today, svet.rs has 80,000 individual visitors on an average day, more than 2,000,000 visits and 13,000,000 viewed pages! Readers of Svet magazine may be classified in five age groups. The greatest group are the readers aged 20-29, with a total readership share of 29%. They are followed by readers between 15 and 19 years of age, with 25% share. The next category are readers aged 30-39 (21%), followed by 40-49 age group (15%), and finally, a group of readers over 50 (10%). Readers have the following educational profile: primary and secondary education (29%), college and ongoing university education (45%), readers with a university degree (26%).

## STANDARD FORMATS



NUMBER OF DISPLAYS:	PRICE (CPM)
0 - 250.000	2,4 CPM
250.001 - 500.000	1,9 CPM
500.001 - 1.000.000	1,4 CPM
Over 1.000.000	0,9 CPM

TECHNICAL FEATURES	
standard banners up to 40 kB	GIF/JPG
standard banners up to 50 kB	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

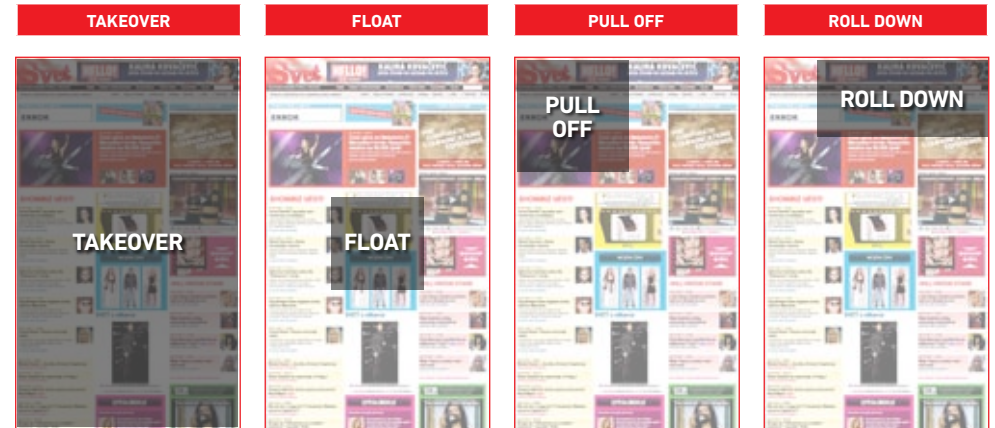


## GOOGLE ANALYTICS

### SITE USAGE PER MONTH



## SPECIAL FORMATS



FORMAT	DIMENSION (px)	PRICE
TAKEOVER	HOMEPAGE	19 CPM
FLOATER	300 x 300 / 500 x 500	4 / 4,2 CPM
PULL OFF	500 x 500	4 CPM
ROLL DOWN	728 x 90 / 728 x 240 / 300 x 250 / 300 x 500	6,5 CPM
BRANDING	HOMEPAGE	1800 €
BRANDING	TOPIC	1200 €

## INFO: WWW.PORTALI.RS

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