

Dívány

A VILÁG INNEN TÖBB.

General media offer

Effective as from 6 January 2025 until withdrawal



A person with long, dark hair is seen from behind, sitting on a grassy cliff edge. They are looking out over a vast ocean towards a bright, hazy sunset. The sun is low on the horizon, creating a warm, golden glow that fills the sky and reflects on the water. The person is wearing a light-colored, long-sleeved shirt. The overall mood is contemplative and serene.

Dívány

CONSCIOUS

CURIOUS

Daily average reach

TOTAL

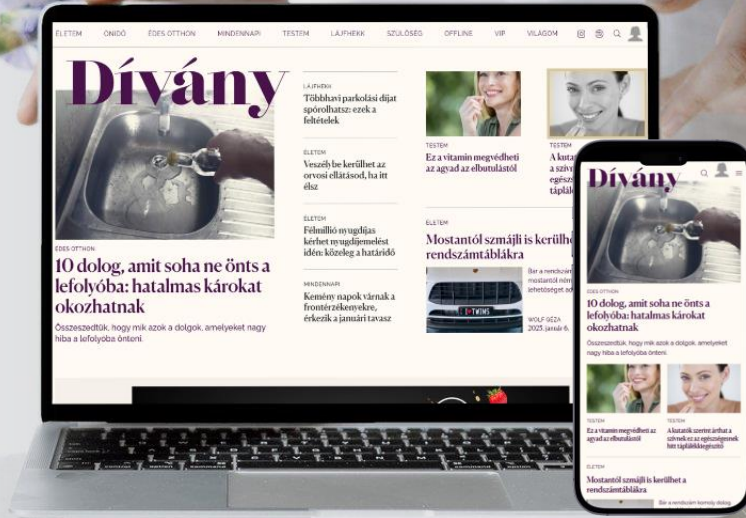
115.500 RU

MOBILE

90.800 RU

DESKTOP

26.800 RU





HÁBORÚ

Egy magyar város is szerepelt a NATO kilövési listáján

MÉZ Aggódnak a magyar méhészek: veszélyben az idei méztermés

FRISS Jégesőt, fagyokat hozhat az érkező hidegfront

SZAKEMBEREK Továbbra is hónapokig kell várni a szakikra: ennyit kérnek most a munkájukért

KVÍZ Fabulon, Kékes, Hóvirág: emlékszel, mi bújik meg a retró márkanevek mögött?

TITANIC Magyarokkal a fedélzetén mentette a Carpathia a Titanic túlélőit

RAZZIA Nagyszabású razziát tart mától a rendőrség: ezt bárhol ellenőrizhetik

EZÉRT NINCS SZEMETESKUKA JAPÁNBAN

KVÍZ Helyesírási kvíz: rövid vagy hosszú magánhangzóval írjuk?

SOK BAJT OKOZ EZ A RÁGCSÁLÓ: MÁR AZ EMBERTŐL SEM FÉL

KERT Azonnal távolítsd el, ha ilyen találsz a kertben

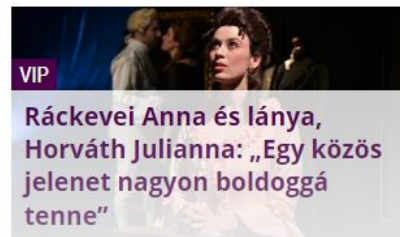
#AZ Így kell figyelni a kerti tevékenység közben

FRISS Így lehet a kerti munkák során a legbiztonságosabb



ÖREGEDÉS

A magyarok egyik kedvenc idényzöldsége védi az agyat az öregedéstől



VIP

Ráckevei Anna és lánya, Horváth Julianna: „Egy közös jelenet nagyon boldoggá tette”



UTAZÁS

Content support

Fix Dívány box on Index's front page

Audience of **Dívány**

47%	30+ female	aff. 110
64%	main shopper	aff. 108
33%	graduated	aff. 125
32%	Esomar AB	aff. 115



Sections of Dívány

Önidő:
Conscious time
management and
quality time

Lájfhekk:
Practical
advice

Életem:
Physical and
mental health

Szülőség:
Child rearing,
parenthood

Testem:
Training

Offline:
Spare time

Világom:
News

Édes otthon:
Interior design,
home decoration,
gardening

Mindennapi:
Important parts
of our lives

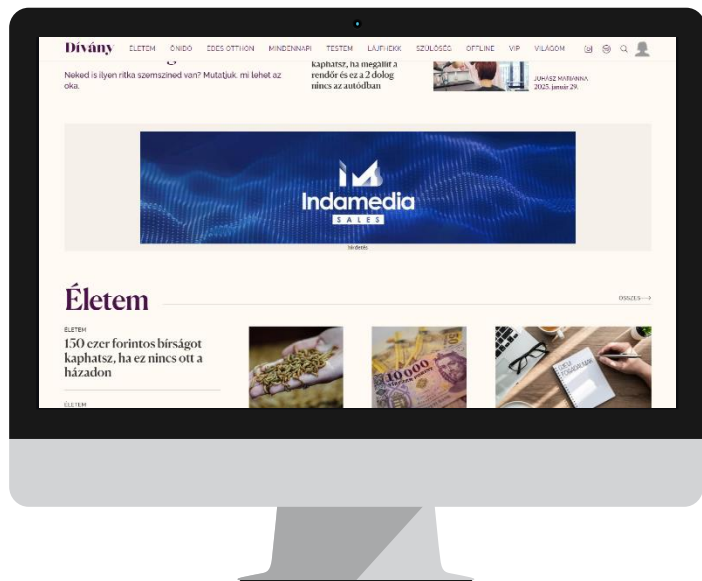
VIP:
Famous
people



Dívány

Advertising opportunities

Desktop banner: Billboard



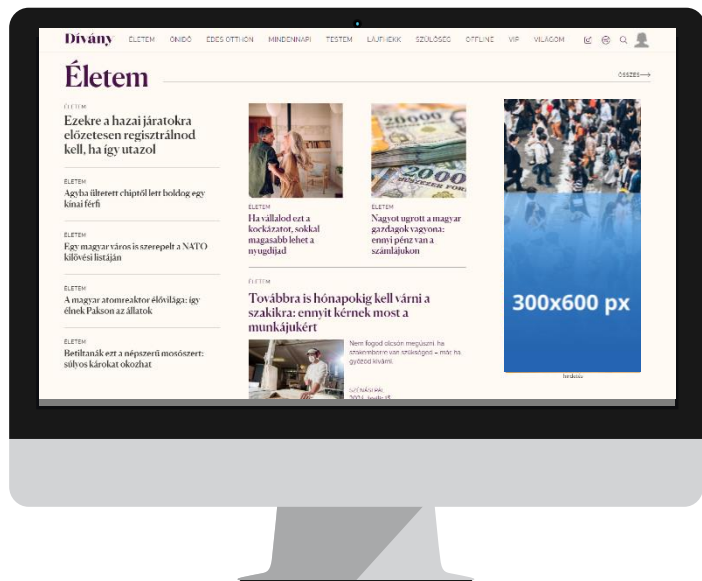
Site: Dívány full site

Size: 970x250 px

Rate card: 3.000.000 HUF/week

It appears below the headline on every page of the publication, except on the front page, where it appears above the fold. Banners will not appear in longform articles. The creative can be submitted at 970x90 px(super leaderboard). Desktop billboard and section sponsorship can not be ordered for the same period.

Desktop banner: Half page and extras



Site: Dívány full site

Size: 300x600 px – XL half page: 350x700 px

Ad format:

Half page

XL half page

Slider half page¹

3D half page²

Atomic half page³

Daily rate card:

500.000 HUF

500.000 HUF

500.000 HUF

500.000 HUF

500.000 HUF

It appears on every page of the site. Half page, 3D half page and atomic half page can not be ordered for same day and site.

¹ Two static pictures appear in a swiping way to present the creatives. The two pictures cover each other and there is a vertical line between them that can be moved in a horizontal way to make the pictures entirely visible

² It appears with 3 static (still) pictures (it can not be animated gif). Automatically it takes round to call attention to the ad, hereafter it can be taken by user.

³ It appears with unique effect, and two static pictures can be delivered. The pictures are located one above the other, and unique effect is used on the assigned picture. The picture is atomized, after eye-catching collapsing/reforming the user can actuate the assigned elements. Atomic banners can not be ordered for same day and site. Atomic banners and rich media solutions can not be ordered for same day and site.

Buy in combo!

Dívány + Femina half page

Sites: Dívány full site + Femina full site

Size: 300x600 px – XL half page: 350x700 px

Platform: desktop

Ad format:

Half page

XL half page

Daily rate card:

1.700.000 HUF

1.700.000 HUF



Desktop banner: Roadblock and extras

Ad format	Dívány full site Daily rate card
Roadblock (640x360 px)	750 000 HUF
3D roadblock ¹ (4 pcs of 640x360 px, static)	750 000 HUF
Landscape static (728x410 px, static)	750 000 HUF
Landscape (728x410 px)	750 000 HUF
3D landscape ¹ (4 pcs of 728x410 px, static)	750 000 HUF

Ad format	Dívány full site Daily rate card
Slider landscape ² (2 pcs of 728x410 px, static)	750 000 HUF
Atomic landscape ³ (728x410 px)	750 000 HUF
Adaptive ad: George ⁴ (748x560 px)	750 000 HUF
George Flyer ⁵ (9 pcs of 880x1242 px)	750 000 HUF

It appears on article pages only . Landscape or bigger ad format does not appear under 1245 px screen width, instead of it 640x360 px can be reached. Roadblock, landscape, adaptive ad and other extras can not be ordered for same day and site. Atomic banner, 3D banner and rich media can not be ordered for same day and site.

¹ It appears with 4 static (still) pictures (it can not be animated gif). Automatically it takes round to call attention to the ad, hereafter it can be taken by user.

² Two static pictures appear in a swiping way to present the creatives. The two pictures cover each other and there is a vertical line between them that can be moved in a horizontal way to make the pictures entirely visible.

³ It appears with unique effect, and two static pictures can be delivered. The pictures are located one above the other, and unique effect is used on the assigned picture.

The picture is atomized, after eye-catching collapsing/reforming the user can actuate the assigned elements. Atomic banners can not be ordered for same day and site.

⁴ Big sized, static (png, jpg) creative. Operation: scrolling down the creative stops at the top of the screen and the content scrolls over the ad.

⁵ It appears as a catalog. 9 pages in total, and the ad can be paged by clicking on arrows. It also can be zoomable.

Buy in combo!

Dívány + Femina roadblock

Sites: Dívány full site + Femina full site

Platform: desktop

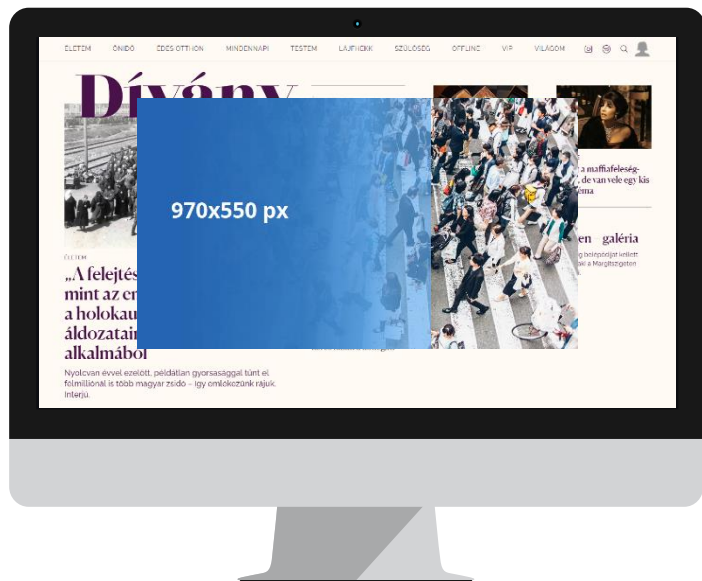
Daily rate card: 1.400.000 HUF

Available formats and sizes:
as on the previous page.



It appears on article pages only . Landscape or bigger ad format does not appear under 1245 px screen width, instead of it 640x360 px can be reached. Roadblock, landscape, adaptive ad and other extras can not be ordered for same day and site. Atomic banner, 3D banner and rich media can not be ordered for same day and site.

Desktop rich media



Site: Dívány full site

Size: 970x550 px, 8 sec

Ad format:

XL layer¹

Interstitial²

Daily rate card:

1.000.000 HUF

1.000.000 HUF

¹ It appears on a layer above the site. Frequency capping: 1/user/day, up to 8 seconds. The format can be closed manually during the whole appearance.

² After loading the site, the creative appears on a separate layer which covers the whole content. Frequency capping: 1/user/day. After 8 sec, user is automatically redirected to the site.

Desktop rich media solutions can not be ordered for same day and site/column.

Mobile web banner



Site: Dívány full site

Size: 300x250 px

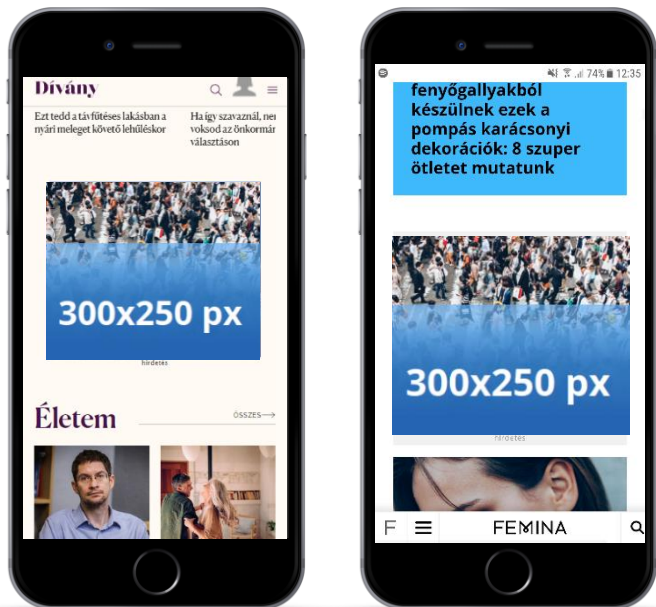
Ad format and daily rate card:

- Banner top: 850.000 HUF
- Banner middle: 500.000 HUF

Supported formats: static and animated image (.jpg., .png., .gif) or HTML, HTML5 creatives, and similar creative formats behind third-party (foreign adserver) display scripts. 480x480 or 480x240 px sized creative also can be appeared in banner top zone. Rich media formats and banner top appears in the same ad zone, so they can not be ordered for same day and site/column.

Buy in combo!

Dívány + Femina mobile web banner



Sites: Dívány full site + Femina full site

Size: 300x250

Ad format and daily rate card:

- ⌚ Banner top: 2.200.000 HUF
- ⌚ Banner middle: 1.200.000 HUF

Supported formats: static and animated image (.jpg., .png., .gif) or HTML, HTML5 creatives, and similar creative formats behind third-party (foreign adserver) display scripts. 480x480 or 480x240 px sized creative also can be appeared in banner top zone. Rich media formats and banner top appears in the same ad zone, so they can not be ordered for same day and site/column.

Mobile web rich media



Site: Dívány full site

Daily rate card:

Format	Size	Rich media top	Rich media middle
Cube ¹	4 pcs of 480x480 px	850 000 HUF	600 000 HUF
Slider ²	2 pcs of 300x250 px	850 000 HUF	600 000 HUF
Magnet ³	480x480 px	850 000 HUF	-
Magic ⁴	480x480 px	850 000 HUF	600 000 HUF
Swipe Gallery ⁵	max. 8 pcs of 480x480 px	850 000 HUF	600 000 HUF
Swipe Box ⁶	3 pcs of 480x480 px	850 000 HUF	600 000 HUF

Supported formats: static and animated image (.jpg., .png., .gif) or HTML, HTML5 creatives, and similar creative formats behind third-party (foreign adserver) display scripts. 480x480 or 480x240 px sized creative also can be appeared in banner top zone. Rich media formats and banner top appears in the same ad zone, so they can not be ordered for same day and site/column. Rich media middle and banner middle appear in the same ad zone, can not be ordered for the same period.

¹ A static cube which appears with 4 static pictures, even with 4 landing pages. It can be available on iOS and Android new (4) versions. It can not be available on Windows Phone platform. Supported formats: static image (.jpg., .png)

² Two static pictures appear in a swiping way to present the creatives. The two pictures cover each other and there is a vertical line between them that can be moved in a horizontal way to make the pictures entirely visible.

³ When scrolling down it automatically positions itself to the center of the screen. Service: fix placed advertisement, frequency capping: 1 positioning/user/article page. Magnet can not be ordered in rich media middle zone.

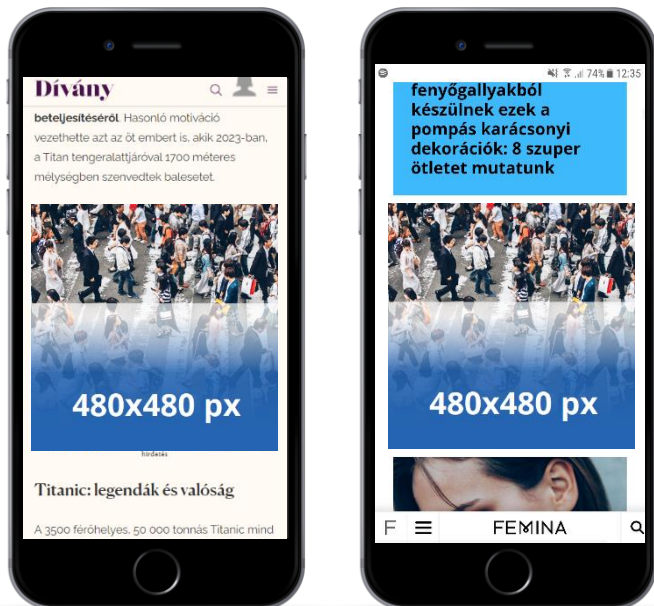
⁴ A fix, big sized ad format containing two pictures, which transforms when scrolling. Function: one image will be 100% transparent on scroll, showing the picture at the bottom.

⁵ Fix rich media solution which makes even 8 pictures appear side by side like galleries do.

⁶ Fix rich media solution which makes 3 creatives appear side by side as a curtain covering each other.

Buy in combo!

Dívány + Femina mobile web rich media



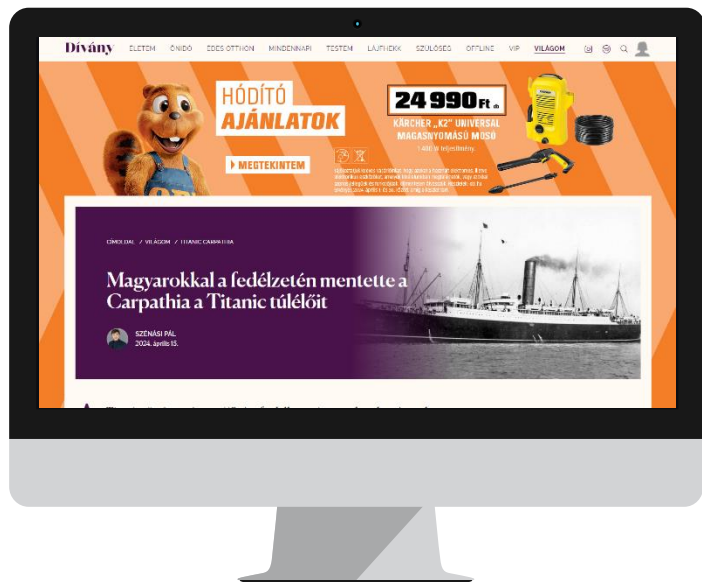
Sites: Dívány full site + Femina full site

Ad zone and daily rate card:

- ⤵ Rich media top: 2.200.000 HUF
- ⤵ Rich media middle: 1.200.000 HUF

Available formats and sizes:
as on the previous page.

Multiscreen sponsorship on Dívány's section



Sponsorship can be ordered with extra (framed ad). Please ask your sales person about more information.

Format: different appearance by platforms

Section:	Rate card / week:
Physical and mental health (Életem)	1.100.000 HUF
Every day (Mindennapi)	1.000.000 HUF
Spare time (Offline)	1.000.000 HUF
Practical advice (Lájfhekk)	450.000 HUF
Parenthood (Szülőség)	500.000 HUF
Me time (Önidő)	450.000 HUF
News (Világom)	450.000 HUF
Training (Testem)	450.000 HUF
Sweet home (Édes otthon)	350.000 HUF
Physical and mental health, Training, Me time (Életem, Testem, Önidő)	1.700.000 HUF

Buy in combo!

Dívány + Femina multiscreen sponsorship

Rovat	Rate card / week
Dívány Életem + Femina Életmód	2 400 000 HUF
Dívány Testem + Femina Életmód	1 500 000 HUF
Dívány Szülőség + Femina Gyerek	1 300 000 HUF

Multiscreen advertorial

Site: Dívány full site (except of gallery article pages)

Advertorial (PR article):

- ① max. 2.000 characters with spaces
- ② 2-3 static pictures

Technical information:

Highlighting of PR lead (text+picture):

- ① title: max. 80 characters with spaces
- ② lead: max. 90 characters with spaces
- ③ picture: 348x196 px static picture (max. 100 KB)

Daily rate card: 850.000 HUF

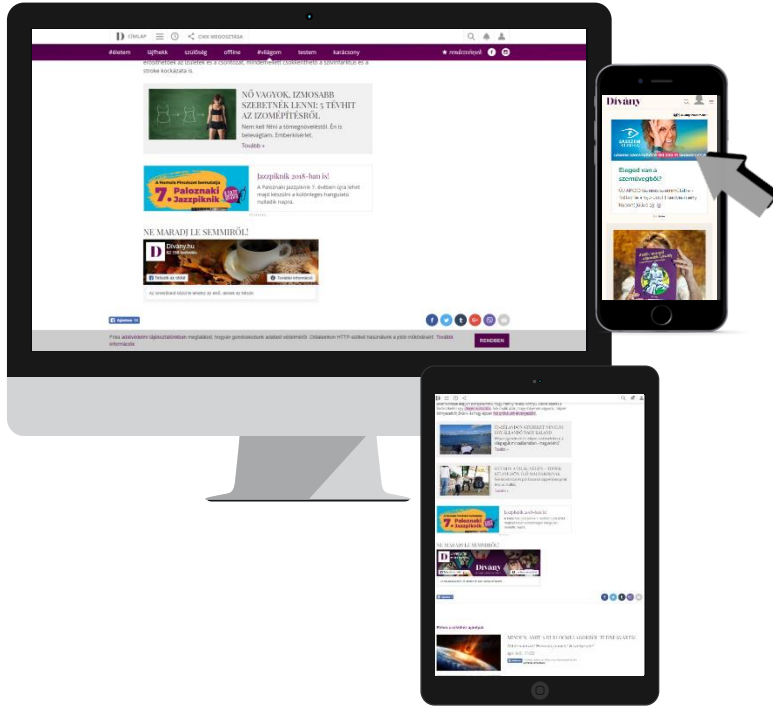


The picture is illustrated.

¹ It appears on front page under Most pörög box, and on article pages under half page zone.

It appears in banner middle zone on mobile web, multiscreen advertorial and mobile banner middle can not be ordered for same day and site.

Multiscreen Joker



The Joker will impress by image and text for visitors at the end of the article.

Platform: Dívány full site

Rate card: 3.000 Ft/CPM¹

Technical information:

- ⌚ image: 300x130 px, but 640x277 px static image is requested to be submitted due to responsive appearance,
- ⌚ title: max. 30 characters with spaces,
- ⌚ lead: max. 90 characters with spaces.

The picture is illustrated.

Joker appears under article in the text link zone on desktop, on mobile web in banner middle zone.

¹ Cost per mille ad views (AV).

About our native solutions please
ask your sales person!





Prices do not include appearance on seasonal sections of publications. VAT not included.

Indamedia Sales reserves the right of changing rate cards. The pictures in the offer are illustrated. The estimated datas in this offer was determined by results of DKT/e.gemius and Gemius AdOcean. The informations included in the offer are the property of Indamedia Sales Kft., Index.hu Zrt. and Indamedia Network Zrt. This offer may contain strictly confidential and/or privileged information and/or data which was delivered to the addressee only in order to make an offer. Addressee shall undertake that any form of publication, disclosure, or providing access to third parties to such information and/or data is strictly prohibited. Otherwise the recipient of the offer acknowledges the fact that Indamedia Sales Kft. or any member of the Indamedia Group has the right to ask restitution from them or the third party, in case of unauthorizedly sending or using the informations.

Gemius AdOcean is the ad serving partner of Indamedia Sales.

