

Effective as from 6 January 2025 until withdrawal

**QP** | Quality Placement™

**BRAND  
SAFETY**

# FEMINA

## GENERAL MEDIA OFFER

# FEMINA ME TIME. WITH YOU.

For real and  
inspiring  
women who  
are open to  
the world

Real news,  
not gossip

High quality  
content  
production,  
diverse,  
informative

On the  
Hungarian  
market for  
more than  
15 years



# FEMINA

## Market leader magazine

	FEMINA		nlc.
Monthly RU	1 906 992	>	1 690 208
Daily average RU	243 494	>	214 966
Monthly Views	21 487 438	>	18 077 684



# FEMINA Daily average real user



TOTAL

243.500 RU

MOBIL

205.400 RU

DESKTOP

44.500 RU

The picture is illustrated.

Source: DKT/e.gemius (16-75 domestic), 2025/04, daily real user (RU), all device and data by platforms (desktop, mobile web).





**8 ételmiszer, ami hozzájárul a zsírmáj kialakulásához: kerüld el őket!**

**9 MONDAT, AMIT CSAK A LEGBOLDOGABB KAPCSOLATBAN ÉLŐ PÁROK MONDANAK**

**FEMINA** Stahl Judit műsora kiverte a biztosítékot: villámgyorsan levették a képernyőről

**FEMINA** Bruce Willis lenyúlta Hajdú Péter mellől a gyönyörű barátnőjét

**AZ ÉN KUTYÁM** Designer fajta helyett inkább válaszd ezt a különleges kutyát

**GYORS** Krémes tiramisulád sütés nélkül: tojás sem

**KVÍZ** Tudod, ki volt Süssi, a sárkány magyar hangja? 8 kérdés kedvenc mesehőseinkről

**8 KALÓRIASZEGÉNY, GYORS ÉTELÖTLET, AMIKTŐL GARANTÁLTAN JÓLLAKSZ**

**EGÉSZSÉG** Ezt a kenyeret edd reggelire, hogy sokáig elkerüljön az éhség: segíthet fogyni

**TRÜKK** Itt nyomd meg az arcod, ha fáj a fejed: gyorsan hat az akupresszúra pont

**A VILLÁMGYORS FOKHAGYMAPUCOLÁS TRÜKKJE: EGY BEFŐTTES ÜVEG KELL CSAK**

**!!!** Miről árulkodik a normálistól eltérő laborlelet? Nem kell feltétlenül megijedni

**FONTOS** 8 kérdés, amit mindennap tegyél fel a gyerekeknek - Segít feldolgozni a napját

**TILOS EZT CSINÁLNI, HA MAGÁNYOS MADÁRFIÓKÁT TALÁLSZ!**

**SÓBORS** Pár hozzávalós szalonnás spagetti olasz módra: pillanatok alatt elkészül

**RETIKÜL** Az esküvőn mikor, hogyan és mennyi összeget illik adni az ifjú párnak

**AZ ÉN KUTYÁM** Ilyen gazdáknak egyáltalán nem való a macska



**Molnár Gusztáv jól kigyúrta magát pár hónap alatt**



**Alain Delon 32 éves lánya megmutatta bikinis alakját**



**Tóth Andi a szakítás után ennyire dögös**

Content support

Fix Femina box on Index's front page

# Audience of FEMINA

54% **30+ female**  
aff. 130

64% **main shopper**  
aff. 111

31% **graduated**  
aff. 118



## Hazai sztár

Hot news about well-known Hungarian celebrities.



## Életmód

Healthy and consistent lifestyle, women's health.



## Otthon

Household tips, decorations and renovations.



## Recept

Traditional and modern kitchen recipes with practical and simple instructions.



## Terasz

Curiosities for girls from all over the world: quiz, cuteness, famous pictures and videos.



## Világsztár

Hot news about well-known celebrities from all over the world.



## Gyerek

Topics for ladies before childbearing and mothers with young children: expecting, parenting, healthy nutrition.

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## Lélek&Test

Topics about relationships and women's souls - even in a scientific approach.

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## Szépség

Current trends, tips about fashion and beauty.

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## Utazás

Most popular trips at home and abroad, practical travelling tips, special discounts and surprising factors.

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# ADVERTISING OPPORTUNITIES



# Desktop banner: Half page



Felület: Femina full site

Platform: desktop

Listaár: 1.400.000 HUF/day

Optional formats:

- ⊗ Half page (300x600 px)
- ⊗ XL half page (350x700 px)
- ⊗ 3D half page (3 pcs 300x600 px)
- ⊗ Slider half page (2 pcs 300x600 px, still)

An advertisement that appears on every page of a given publication/column. Banners are not displayed in longform articles. Half page/filmstrip and half page extras cannot be ordered for the same day, same publication/column. Atomic banner, 3D banner and rich media cannot be ordered for the same day, same publication/column.

## Buy in combo!

# Femina + Dívány half page

Sites: Femina full site + Dívány full site

Platform: desktop

Ad format:

Daily rate card:

Half page  
(300x600 px)

1.700.000 HUF

XL half page  
(350x700 px)

1.700.000 HUF

3D half page  
(3 pcs 300x600 px)

1.700.000 HUF

Slider half page (2 pcs 300x600 px, static) 1.700.000 HUF

1.700.000 HUF



# Desktop banner: Roadblock



Site: Femina full site - platform: desktop

Daily rate card: 850.000 HUF

Optional formats:

- ⊗ Roadblock (640x360 px)
- ⊗ Landscape (728x410 px)
- ⊗ Adaptive ad: Swipe<sup>1</sup> (640x360 px per pages, min. 3 – max. 9.)
- ⊗ 3D roadblock or landscape<sup>2</sup> (4 pcs of 640x360 px or 728x410 px, static)
- ⊗ Slider landscape<sup>3</sup> (2 pcs of 728x410 px, static)
- ⊗ Adaptive ad: George<sup>4</sup> (748x560 px)

It appears on article pages. Below a screen width of 1245 px, landscape or larger format is not available, instead a 640x360 px roadblock variable size can be used. Banners will not be displayed in longform articles. Roadblock, landscape and adaptive ad and other extras are not available for same day, same publication/column. Atomic banner, 3D banner, curtain and rich media are not available for same day, same publication/column.

<sup>1</sup> It works as a catalog. Maximum 9 pages, you can scroll through the ad by clicking on the arrows, the pages can be enlarged.

<sup>2</sup> 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.

<sup>3</sup> 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.

<sup>4</sup> 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.



# Buy in combo!

## Femina + Dívány roadblock

Sites: Femina full site + Dívány 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: Femina full site

Platform: desktop

Ad format:

XL layer<sup>1</sup>  
(max. 970x550 px, 8 sec)

Interstitial<sup>2</sup>  
(970x550 px, 8 sec)

Daily rate card:

1.600.000 HUF

1.600.000 HUF

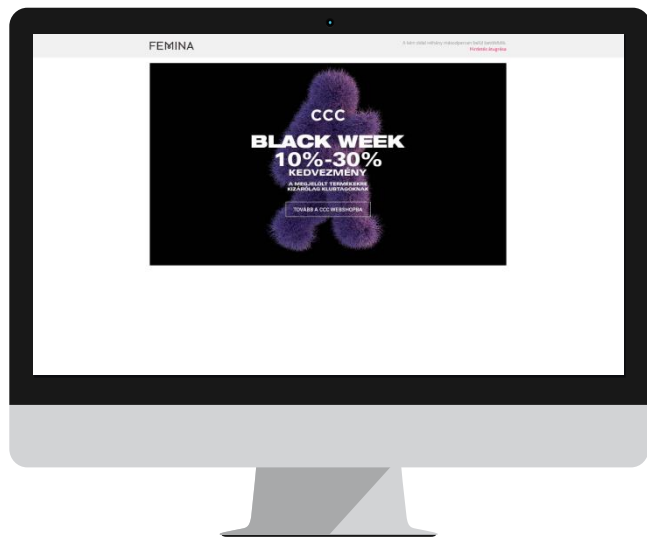


Desktop rich media solutions can not be ordered for same day and site/column.

<sup>1</sup> 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.

<sup>2</sup> 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.

# Sample of desktop rich media



⑦ Interstitial



⑦ XL layer

# Desktop image-text link



**Site:** Femina full site (excl. seasonal sections)

## Ad format:

- Image-text ad appears on right column of every article
- Position of links is rotating

## Technical information:

- Image size and format: 100x100 px, static picture
- Title: max. 17 karakter (with spaces)
- Lead: max. 67 karakter (with spaces)

**Rate card:** 2.500 HUF/CPM<sup>1</sup>



# Mobile web banner



Site: Femina full site

Ad format and size:

Banner top (300x250px)

Banner közép (300x250px)

Daily rate card:

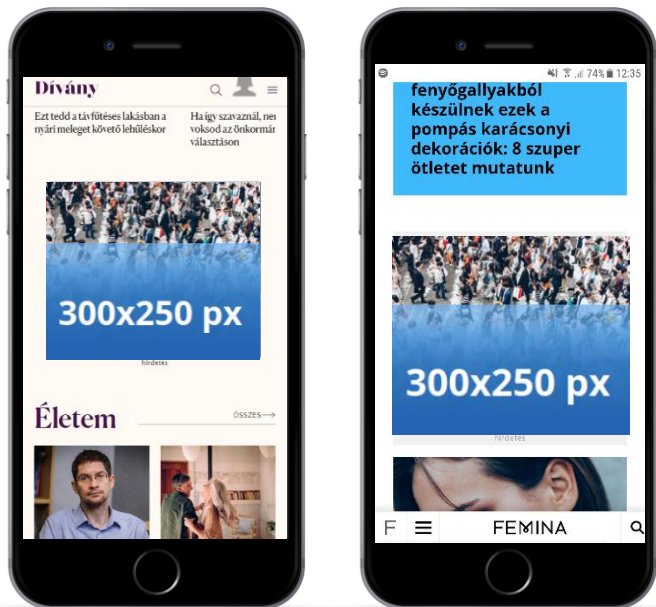
1.600.000 HUF

1.000.000 HUF

Fix mobile banner top appears also on Retikül.hu. 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 appear in the same ad zone, so they can not be ordered for same day and site/column.

# Buy in combo!

## Femina + Dívány mobile web banner



Sites: Femina full site + Dívány 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: Femina full site

Daily rate card:

Ad format	Ad size	Rich media top	Rich media middle
Cube <sup>1</sup>	4 pcs of 480x480 px	1 600 000 HUF	1 200 000 HUF
Slider <sup>2</sup>	2 pcs of 300x250 px	1 600 000 HUF	1 200 000 HUF
Magnet <sup>3</sup>	480x480 px	1 600 000 HUF	-
Magic <sup>4</sup>	480x480 px	1 600 000 HUF	1 200 000 HUF
Swipe Gallery <sup>5</sup>	max. 8 pcs of 480x480 px	1 600 000 HUF	1 200 000 HUF
Swipe Box <sup>6</sup>	3 pcs of 480x480 px	1 600 000 HUF	1 200 000 HUF
Interstitial <sup>7</sup>	480x654 px, 5 sec	1 600 000 HUF	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 appear 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.

<sup>1</sup> 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.

<sup>2</sup> 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.

<sup>3</sup> 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.

<sup>4</sup> 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.

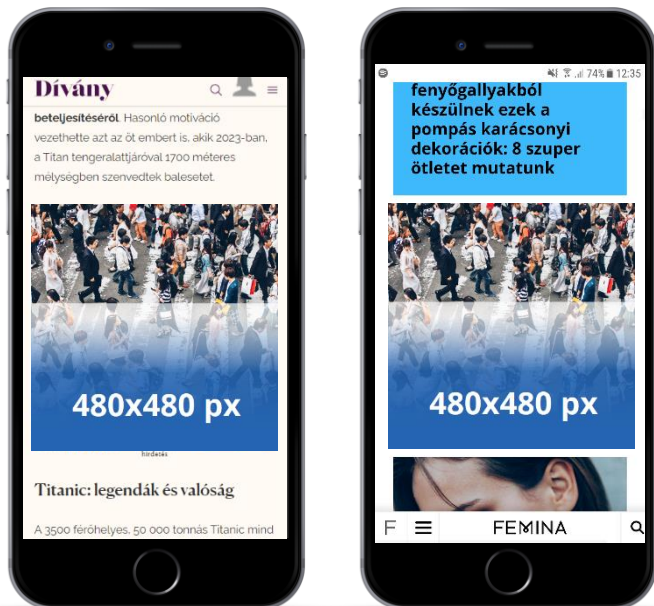
<sup>5</sup> Fix rich media solution which makes even 8 pictures appear side by side like galleries do.

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

<sup>7</sup> Frequency capping: 1 user/day. Supported formats: static image (.jpg., .png).

Buy in combo!

# Femina + Dívány mobile web rich media



Sites: Femina full site + Dívány 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

Femina's section	Weekly rate card
Hazai sztár	3 200 000 HUF
Világsztár	2 000 000 HUF
Életmód	1 500 000 HUF
Gyerek	900 000 HUF
Lélek&Test	1 000 000 HUF
Otthon	1 100 000 HUF

Femina's section	Weekly rate card
Recept	1 500 000 HUF
Szépség	1 000 000 HUF
Terasz	1 500 000 HUF
Utazás	800 000 HUF
<b>Buy in combo!</b> Femina Recept + SóBors	3 500 000 HUF

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

Elements of sponsorship as platforms:

- On desktop: gate sponsorship. About more information please ask your sales person. Billboard and sponsorship can not be ordered for same day and section.
- On tablet: super leaderboard.
- On mobile web: sponsored header logo in max. 300x50 px size. It does not appear on AMP article pages.

# Sample of multiscreen sponsorship



Buy in combo!

## Femina + Dívány multiscreen sponsorship

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

# Multiscreen advertorial

Site: chosen section of Femina\*

Weekly rate card: 1.000.000 HUF / week / section

Ad format:

- ① Fix text and image ad can be ordered for given section
- ② Advertorial is highlighted on front page of Femina (on multiscreen) for a day (position of pr leads is rotating), on front page of the section (on multiscreen) for a week, and on every article page of Femina and in „Ez is érdekelhet” box (only on desktop and table) for a week.
- ③ Links to the advertiser's website can be placed in the article (6-8 pieces)

Technical information:

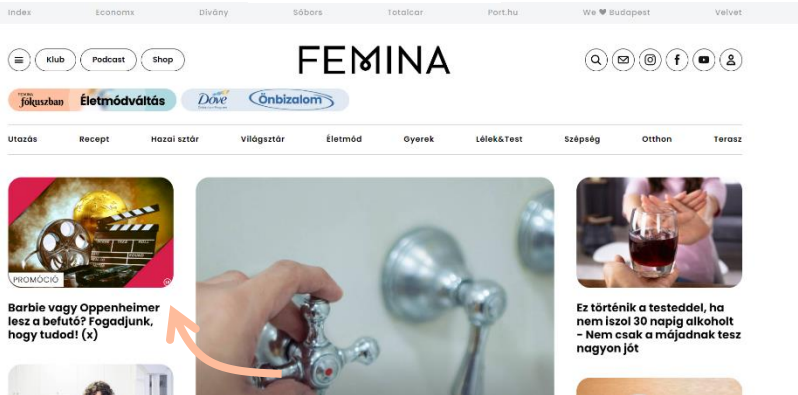
- ① PR title and lead: 35+150 characters with spaces
- ② PR article: max. 3000 characters with spaces, 3 images in 840x560 px with landscape view (can not be on white or grey background). If you may have a portrait format, then 840x1260 px (can not be on white or grey background)
- ③ Cover image: 2100x1400 px, static (in which it is recommended not to use directly promotion / advertising / brand name)



A vele töltött pillanatok mindig tökéletesek lesznek! (x)



Az 55 éves Kylie Minogue eszméletlenül fest friss képein: éveket letagadhatja a korából



# Multiscreen joker



Ad format:

- ⌚ The Joker will impress by image and text for visitors at the end of every article (excl. seasonal sections)
- ⌚ Position of links is rotating

Platform: Femina full site

Rate card: 3.000 Ft/CPM<sup>1</sup>

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.

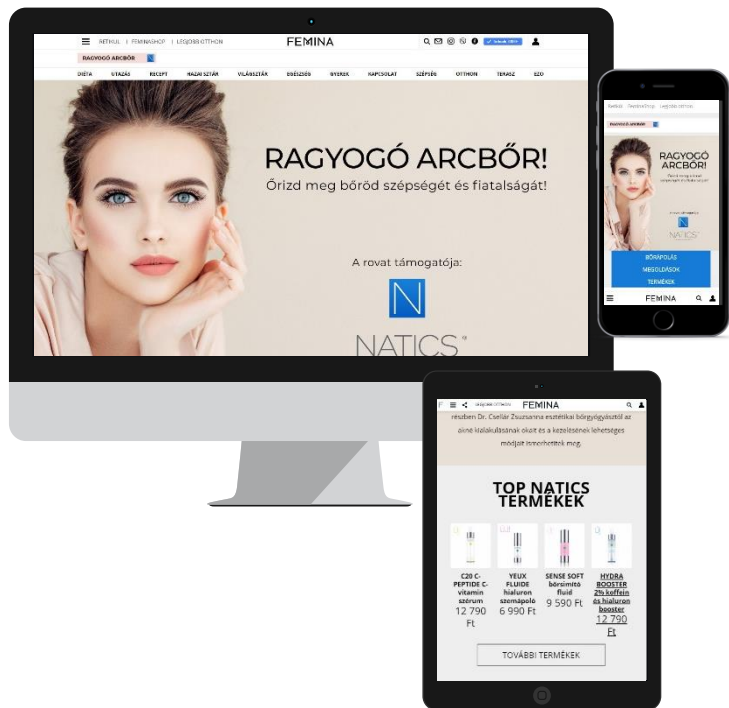
The picture is illustrated.

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

<sup>1</sup> Cost per mille ad views (AV).

# Other advertising opportunities on FEMINA

## Femina longform with extras



Period: minimum 2 weeks, arranged in advance

The elements of the basic package:

- ① Co-branded multiscreen menu button on Femina full site (co-branded elements, the button points to the longform page)
- ② Branded multiscreen longform site
  - Cover picture: supporter appearance (co-branded elements, not clickable)
  - Tag-based article box: framed advertisement<sup>1</sup> or static banner (900x500 px, AV/CT can only be measured)
  - Product or PR box: maximum 4 products – or PR recommender (500x500 px static picture, 50 character text, url)
  - Giant advertisement at the bottom of the longform (static, desktop: 1200x400 px, mobile: 900x500 px)
- ③ Extra megjelenés:
  - Co-branded Femina box on Index's front page (advertiser's elements, links to longform page)

Please contact your sales contact for prices.

<sup>1</sup> We can't guarantee sector exclusivity for ads in the materials.

<sup>2</sup> If you do not reach the estimated appearance within 2 weeks, the longform page and articles will continue to run until completed (except for the menu button).



# 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.

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