

SÓBORS

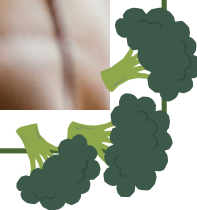
egy csipet öröm

General media offer

Effective as from 6 January 2025 until withdrawal

QP | Quality Placement

**BRAND
SAFETY**



SÓBORS

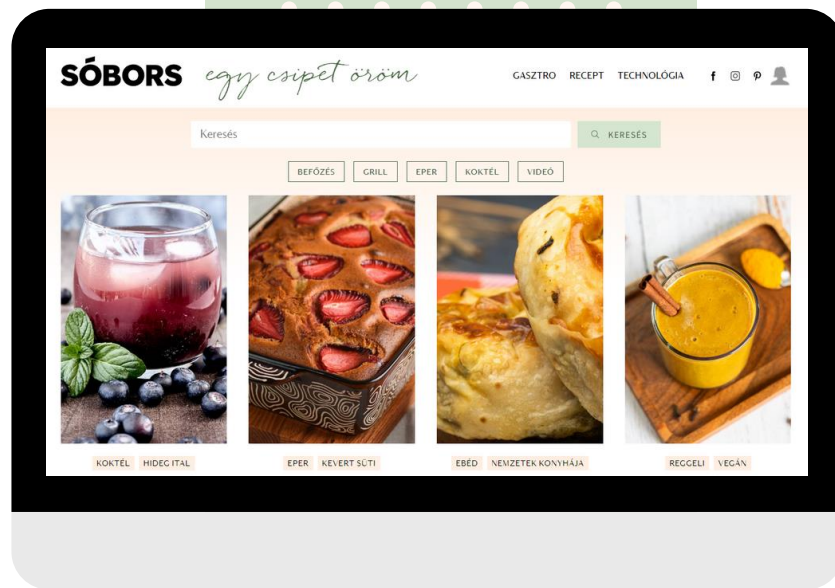
Gastro-conscious
High quality
Hospitable



Colorful content from traditional recipes, kitchen technology tricks to conscious, allergen-free foods

Authentic and quality content

Personal and direct, recipes illustrated with photos of the editorial staff



341.500
real user / week

183.400
social followers

Source: DKT/e.gemius (16+ domestic audience), 2025/04, weekly average real user (RU), all device, brand data. Social statistics (Facebook and Instagram of Sóbors), 15.05.2025.

Audience of **SÓBORS**

75%	Female	aff. 144
88%	30+ year-old	aff. 109
68%	Main shopper	aff. 115
32%	Esomar AB	aff. 118
35%	Graduated	aff. 134



Advertising opportunities

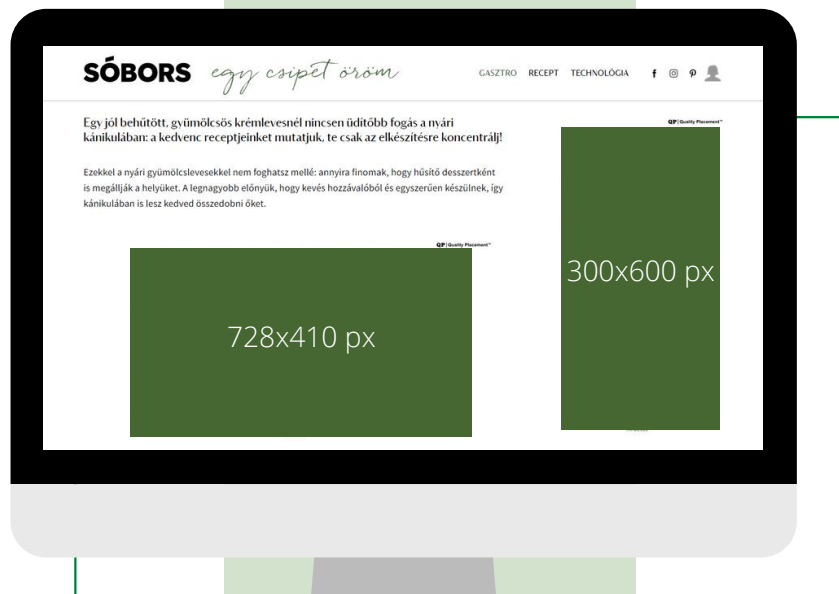


Desktop banner

Site: SóBors full site

Ad format and size: Rate card / day:

Billboard	970x250 px	1.000.000 HUF
Half page	300x600 px	1.000.000 HUF
XL half page	300x600 px	1.000.000 HUF
Roadblock	640x360 px	1.000.000 HUF
Landscape	728x410 px	1.000.000 HUF



Mobile web banner

Site: SóBors full site

Ad format and size:

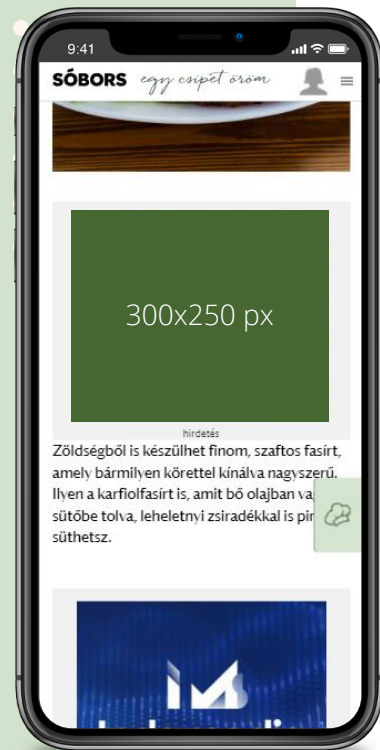
Banner top 300x250 px

Banner middle 300x250 px

Rate card / day:

500.000 HUF

350.000 HUF

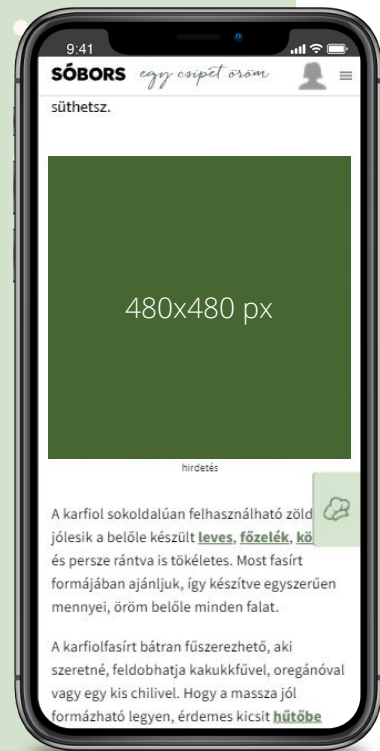


Mobile web rich media

Felület: SóBors teljes site

Daily rate card:

Ad format and size:		Rich media top	Rich media middle
Cube ¹	4 pcs 480x480 px	500.000 HUF	400.000 HUF
Magic ²	480x480 px	500.000 HUF	400.000 HUF
Magnet ³	480x480 px	500.000 HUF	400.000 HUF
Slider ⁴	2 pcs 300x250 px	500.000 HUF	400.000 HUF
Swipe box ⁵	3 pcs 480x480 px	500.000 HUF	400.000 HUF
Swipe gallery ⁶	max. 8 pcs 480x480 px	500.000 HUF	400.000 HUF



Mobile web rich media and multiscreen pr article can not be ordered for same day. Rich media middle and banner middle appear in the same ad zone, can not be ordered for the same period.

¹ Four advertising frames with four static images, for which up to four landing page URLs can be submitted.

² Fixed-placement, two-image, large-format ad that fades on the move. On scrolling, one image becomes 100% transparent, showing the image below.

³ Automatically positions itself in the centre when scrolling down. Serving: fixed ad positioning, with one-time operation for one user. Magnet can not be ordered in rich media middle zone.

⁴ Two ad solutions with two static images, showing two different creatives via swipe. The two images are superimposed and can be viewed by moving a vertical line (slider) horizontally.

⁵ Displays three creatives side by side in a curtain-like overlay.

⁶ It displays up to 8 images in a row, similar to a gallery.

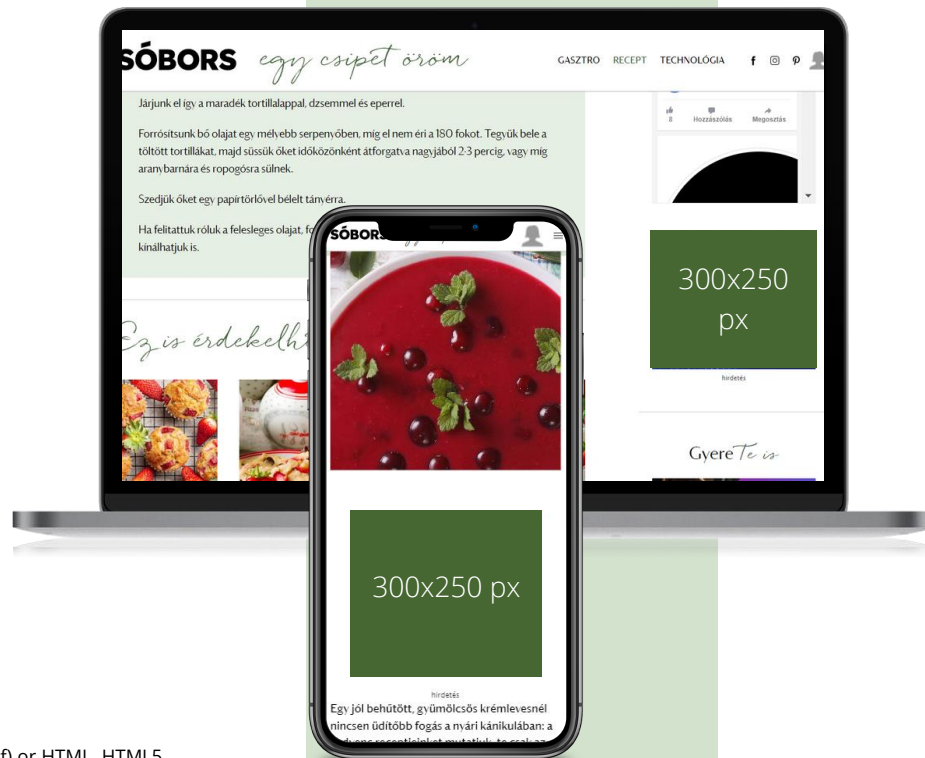
Multiscreen medium rectangle

Site: SóBors full site

Ad format: multiscreen medium rectangle (300x250 px)

It appears in medium rectangle B zone on desktop, on mobile web the banner appears in banner middle zone. It does not appear on tablet.

Rate card / week: 1.150.000 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. Multiscreen medium rectangle, fix half page and fix banner middle zone can not be ordered for same day and site.

Multiscreen sponsorship

Ad format: multiscreen sponsorship
It appears on all three platforms in a different form.

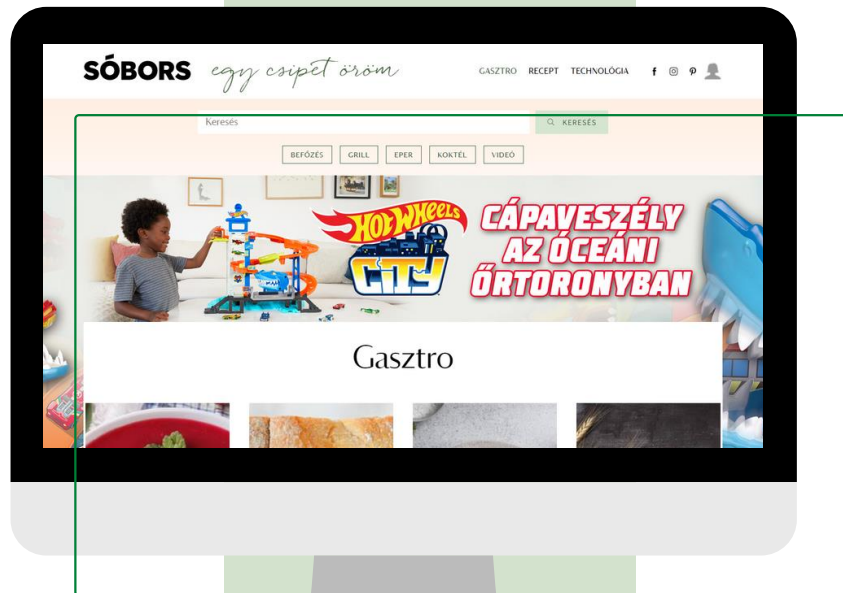
Site: SóBors full site

Rate card / week: 2.500.000 HUF

Buy in combo!

Sites: SóBors full site + Femina Recept

Rate card / week: 3.500.000 HUF



NEW

Recipe card sponsorship

Ad format and platform: different appearance per platform

- roadblock B (desktop, 728x410 px),
- banner middle (mobile web, 300x250 px)

Site: SóBors / recipe card pages, above the „Elkészítés” section. It can be targeted by tag.

Pleaser ask your sales contact for sponsorship prices.



NEW

Ingredient sponsorship

Sponsorship of a selected ingredient for a period of time.

Ad format and platform: Ingredient sponsorship

- advertiser's logo (multiscreen)
- text in bubble (only desktop)

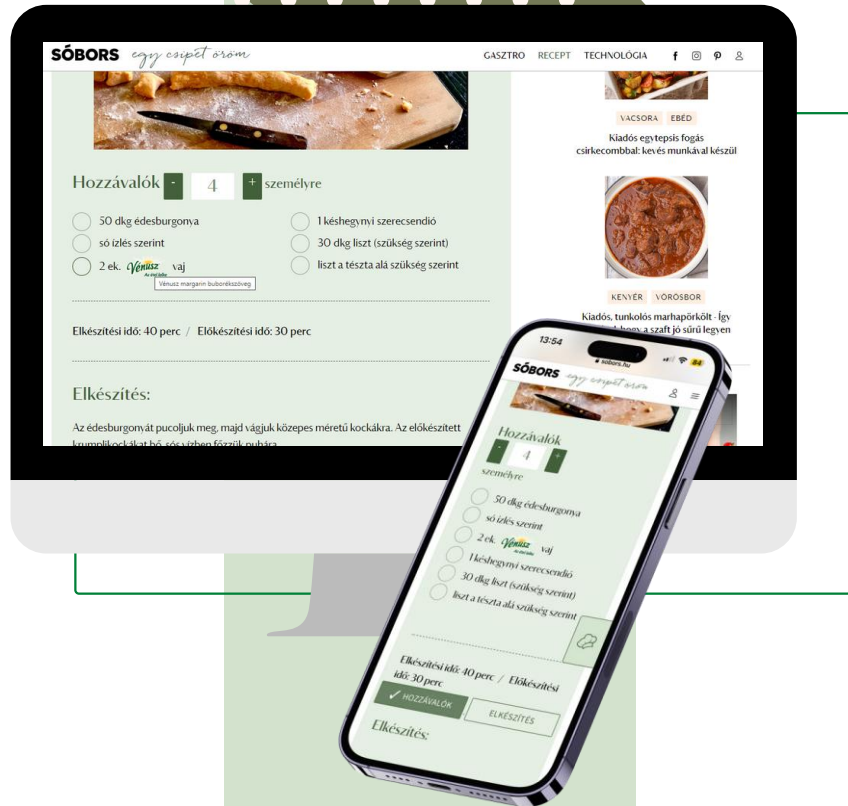
Site: SóBors / recipe card pages, in the „Hozzávalók” section

Pleaser ask your sales contact for sponsorable ingredients, sponsorship prices.

Technical specification:

- logo (min. 55 px height .jpeg or .png),
- text in bubble (only desktop, max. 30 characters with spaces).

The picture is illustrated, we reserve the right to make changes.
Max. one ingredient sponsorship can be appeared in the same period.



NEW

Floating button sponsorship

Sponsorship of the floating button from the right.

Format: floating button sponsorship

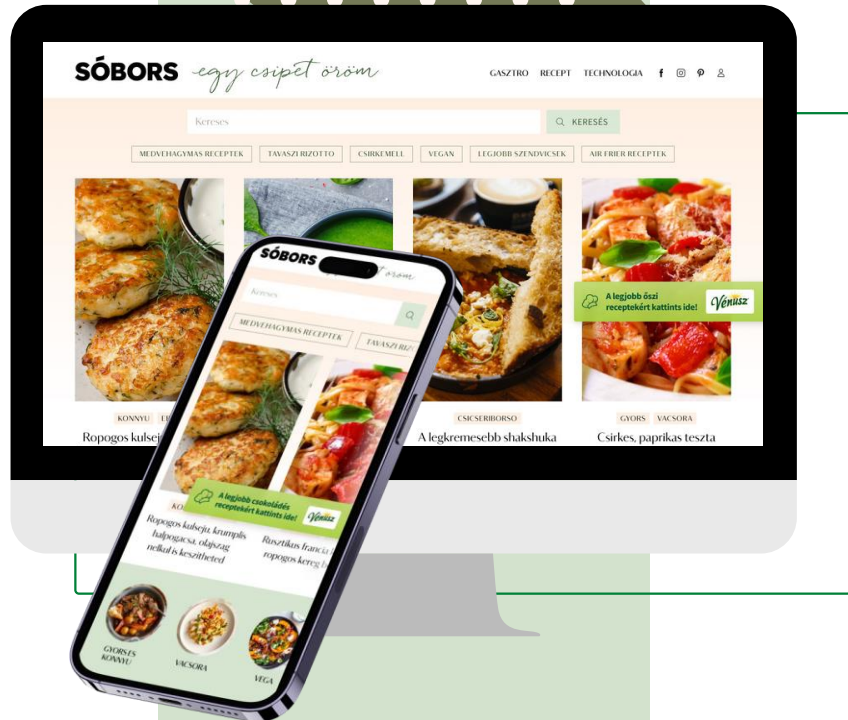
- Appearance: background color, advertiser's logo
- The button points to SóBors's content. So using this sponsorship is recommended as an additional element of thematic offers.

Site and platform: SóBors full site (multiscreen)

Tematikus ajánlatainkról és szponzorációs árainkról érdeklődjön sales kapcsolattartójától.
Pleaser ask your sales contact for thematic offers and sponsorship prices.

Technical specification:

- background color,
- advertiser's logo.



The picture is illustrated, we reserve the right to make changes.

Multiscreen advertorial

Site: SóBors full site

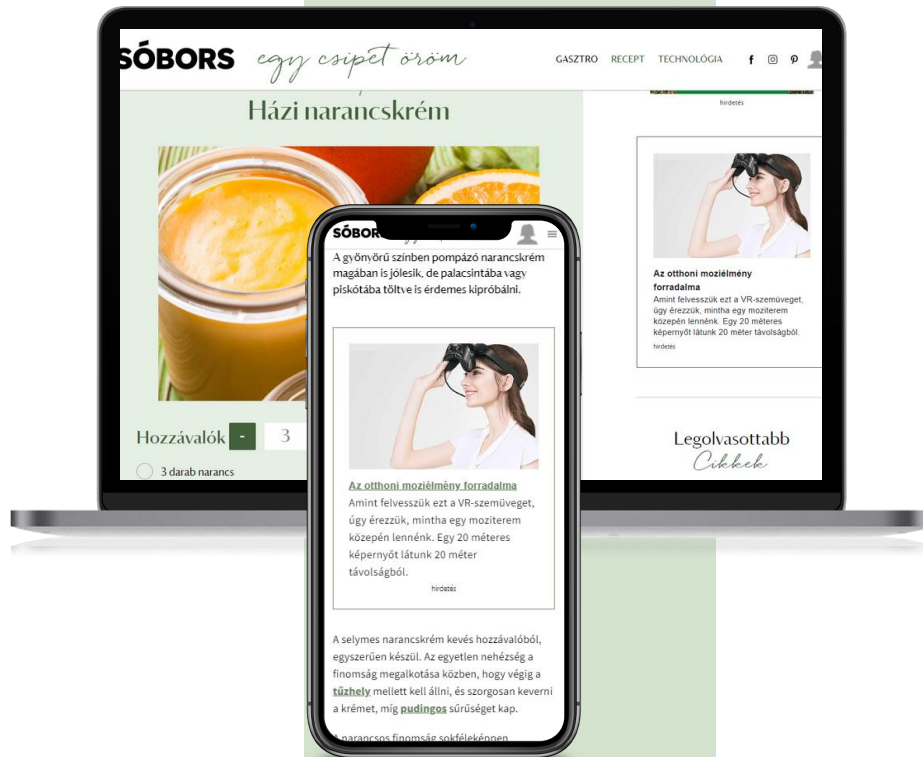
Ad format:

- It appears all pages of the site: pr lead appears in the right column on desktop, and under every article page on multiscreen.
- Pr article (advertorial) is highlighted for 2 days on front page.

Rate card / day: 500.000 HUF

Technical specification:

- Title+lead: 90+150 characters with spaces
- Advertorial: max. 3000 characters with spaces, 2 pcs min.
1280 px width, landscape formatted picture



Multiscreen joker

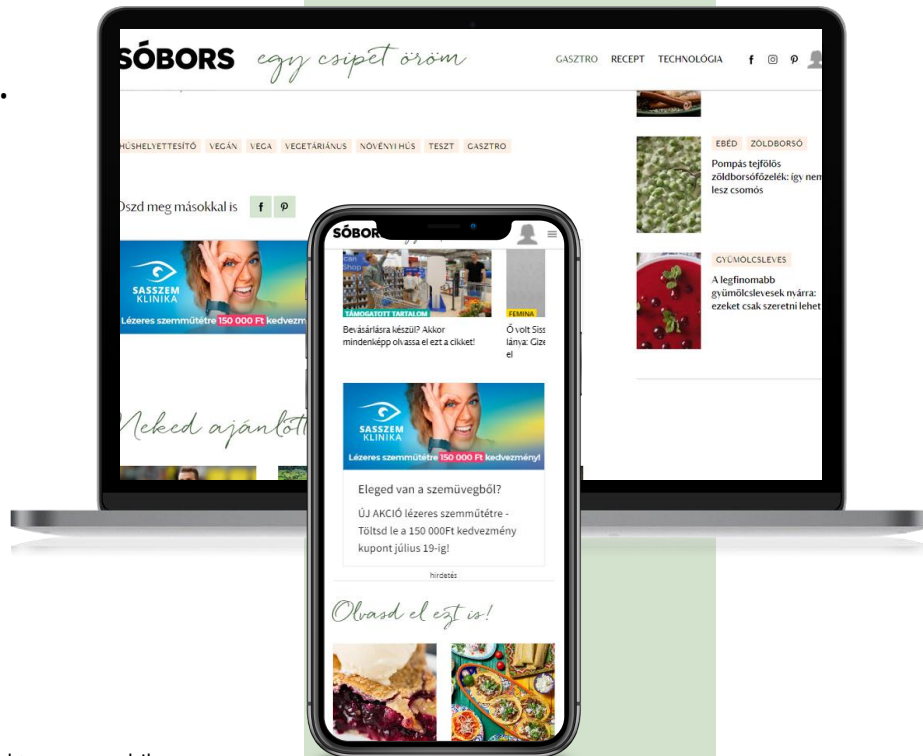
The Joker will impress by image and text for visitors at the end of the article.

Site: SóBors full site

Rate card: 3.000 HUF/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.



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).

Please ask your sales person about native options

Longform	Questionnaire	Gallery
Scroll-to-land	Podcast	Article
Video	Blog post	Report, interview
Live video	Infographic	Quiz, voting
Microsite		





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

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