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# General media offer

Effective as from 6 January 2025 until withdrawal

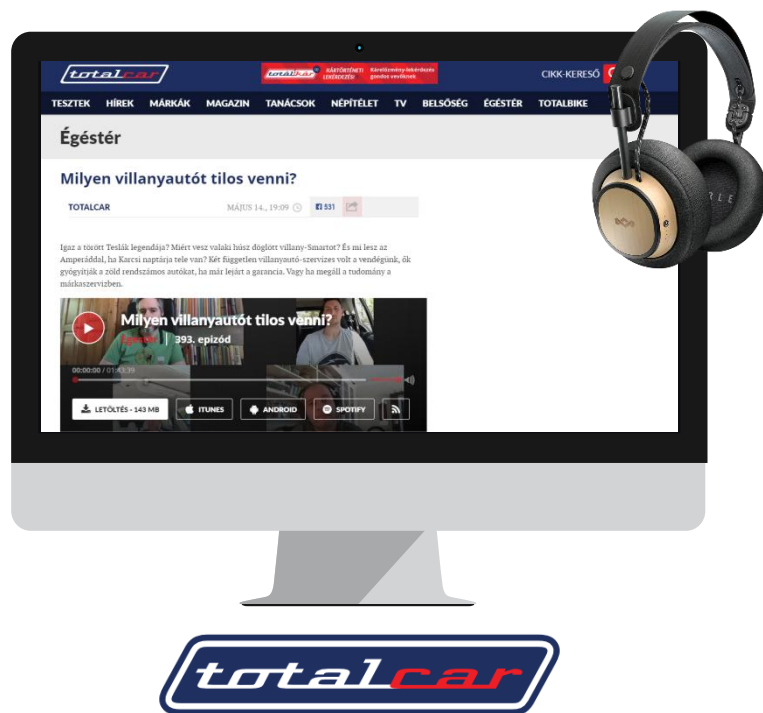




## Automobile, experience interestingly

- ① One of the leading hungarian car magazines
- ① Established in 2000 as Index's supplement
- ① Already existed as TV and radio show, published book, and newspaper
- ① Several unique features are available, for example Népítélet, Gumidoktor, Hiteldoktor etc.
- ① Follows the events of public life, helps its readers with fact-finding articles on abuses and consumer protection cases

# Égéstér – Car and lifestyle podcast



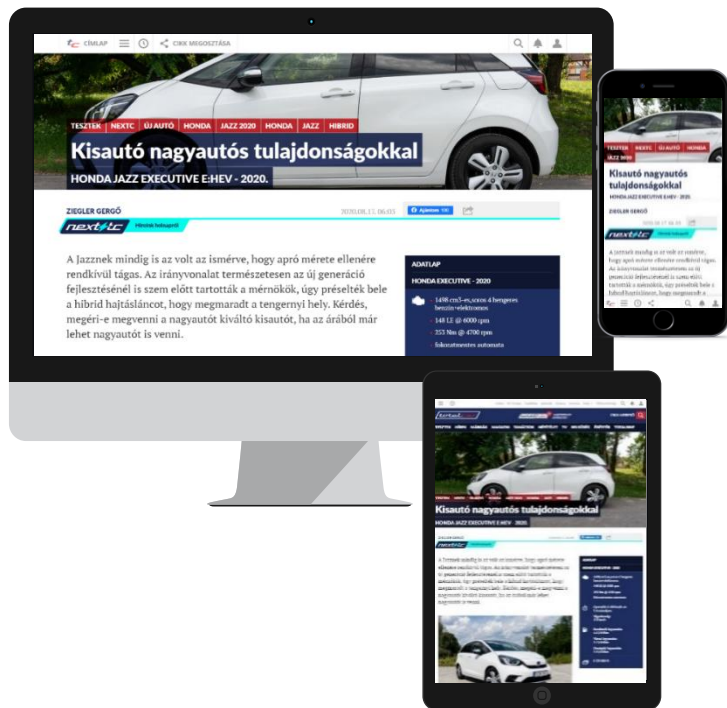
Podcast is a regular, digital talk show. It is available anywhere, anytime on the internet. The advertiser may appear as a sponsor of podcast(s).

About Égéstér:

- ① Casual themed car and lifestyle podcast, in an hour, in Totalcar's tone.
- ① Car and motorcycle themes once a week (Thursday or Friday).

About our offer please ask your sales person.

# Focus on environmental awareness: NexTC on



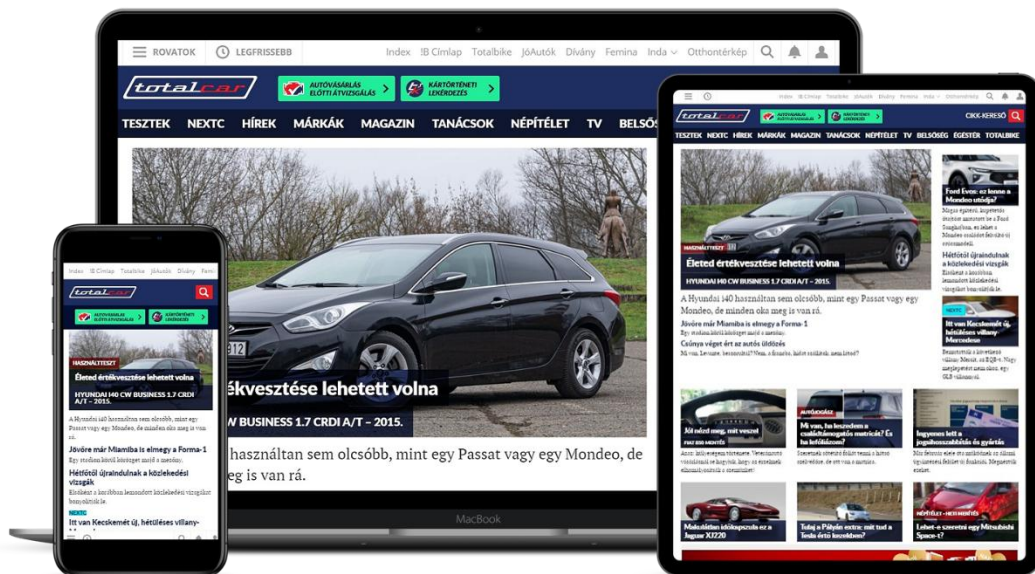
## About NexTC?

- ⌚ Topics: electricity and other alternative propulsion vehicles, cycling and public transport, sustainability
- ⌚ Category based independent folder, across sections
- ⌚ Own label and common page of NexTC
- ⌚ Monthly 50 editorial articles
- ⌚ Featured advertising places on the articles pages of environmentally conscious transport

About our offer please ask your sales person.



# Daily average reach on Totalcar



total

77.580 RU

desktop

20.260 RU

mobile web

58.680 RU

The picture is illustrated.

Source: DKT/e.gemius (15+ domestic audience), 2025/04, daily average real user, multiplatform data and data by platforms (desktop, mobile web, tablet).



NÉPÍTÉLET TOTALCHECK AUTÓÁTVIZSGÁLÁS TOTÁLKÁR-LEKÉRDEZÉS NEXTC



NEXTC

### MOTOGP Új Márquez született

A király visszatért, bár egyelőre csak riogatott, azt azért tisztába tette, fél kézzel is odaérhet az elejébe.

### Ingyenes lett a jogsihosszabbítás és gyártás

Már február eleje óta működnek az állami ügyintézési felület új funkciói. Megnéztük ezeket.

### BELSŐSÉG Jól nézd meg, mit veszel

Azaz: hülyeségem története. Veteránautó vásárlásnál se hagyjuk, hogy az érzelmek elhomályosítsák a szemünket!

### Kínának még a Ducati Panigale V4 sem szent

Elkészítették a saját Panigaléjuket, 48 lóerővel.

### Tulai a Pálván extra: mit tud a Tesla értő

ma-1

Egy stadion körül körözget majd a mezőny.

### NÉPÍTÉLET - HETI MERÍTÉS Lehet szeretni egy Mitsubishi Space-t?

A félvezetők hiánya után a gumihiány lehet az autóipar nagy baja

Visszatértem a színpadra, de nem a színpadra

Tovább a Totalcarra



Ford Ecos: ez lenne a Mondeo utódja?



Makulátlan időkapszula ez a Jaguar XJ220



Support:

Fix Totalcar box on Index's front page

### HASZNÁLTESZT HYUNDAI I40 CW Életed értékvesztése lehetett volna

A Hyundai i40 használtan sem olcsóbb, mint egy Passat vagy egy Mondeo, de minden oka meg is van rá.

PROTECTOR és van, ha tekeredez a meg a tőrtől kezdve

# Audience of Totalcar

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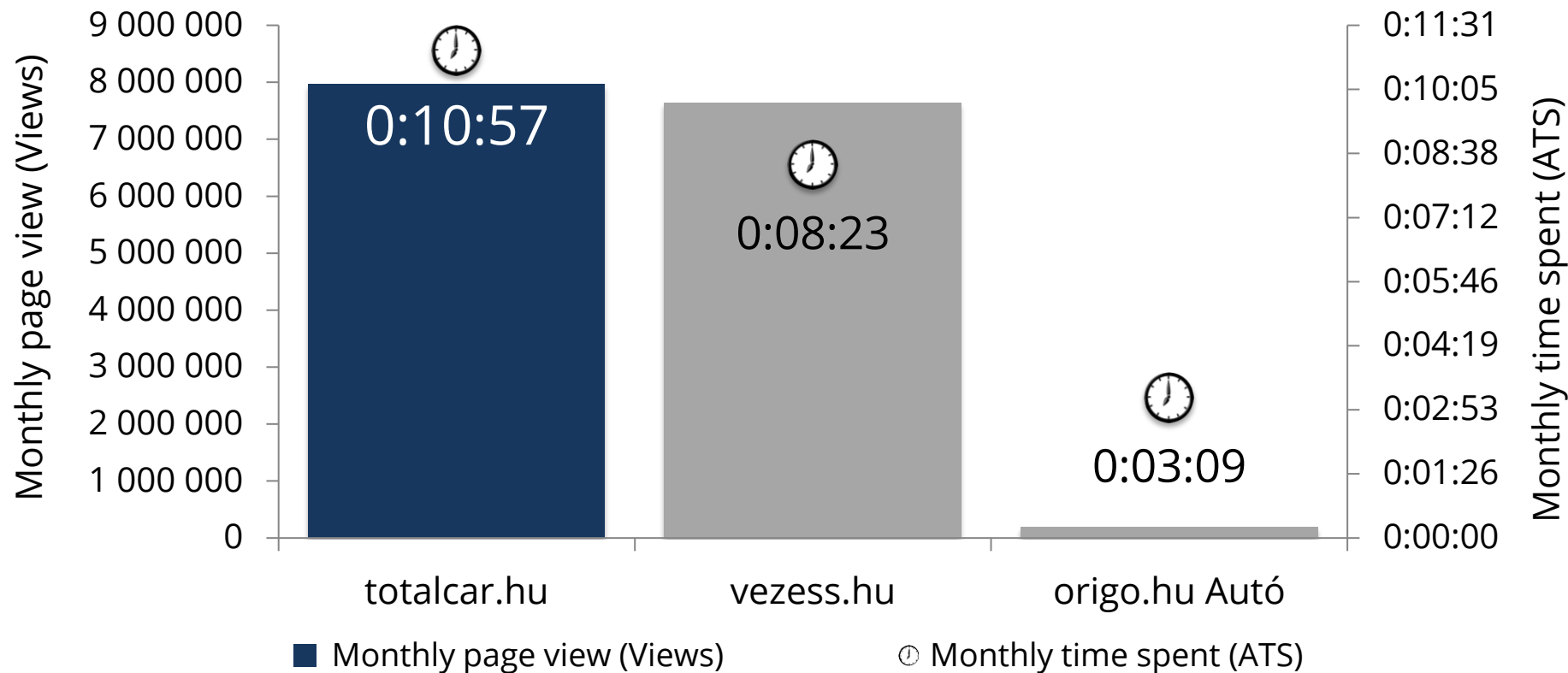
81%	Man	aff. 168
65%	25-55 year-old	aff. 110
68%	main income earner	aff. 125
39%	urban <sup>1</sup>	aff. 107
32%	graduated	aff. 123
42%	Esomar ABC1	aff. 118

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Source: DKT/e.gemius (15+ domestic audience), 2025/04  
audience composition, all device (excl. app).

<sup>1</sup> Budapest or county seat

# The most engaged readers on Totalcar







in social media



200.000  
followers



50.900  
followers



293.000  
subscribers



Source: social statistics  
(Totalcar Facebook and Instagram, Youtube), 24.04.2025

# Video series on Totalcar's Youtube channel

new episodes every week

## TC-Híradó

- News and interesting facts about cars, presented by Bazsó Gábor Karotta.

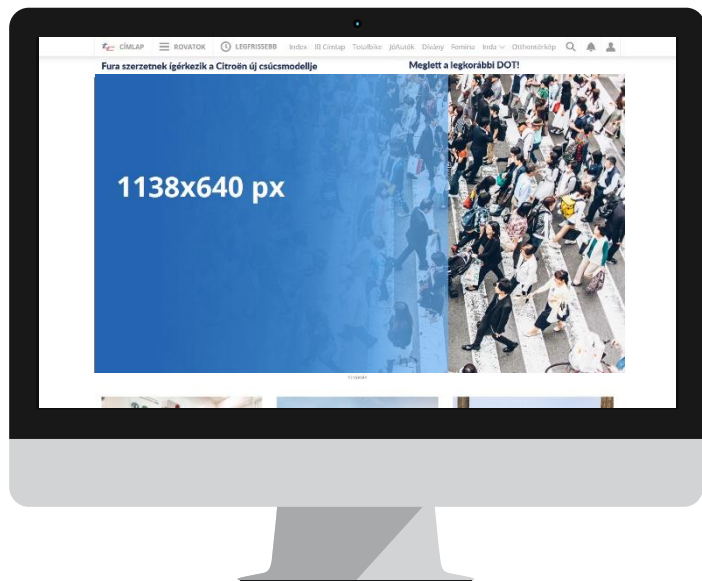
## Totalcar MűhelyPRN

- Testing the technical condition of used-cars by computer diagnostics with the help of professional experts
- The goal is to improve the culture of buying used-cars
- Clear information about repairing and maintenance



Advertising opportunities

# Desktop banner on front page of Totalcar: Adaptive ad: Just-One



Site: front page of Totalcar

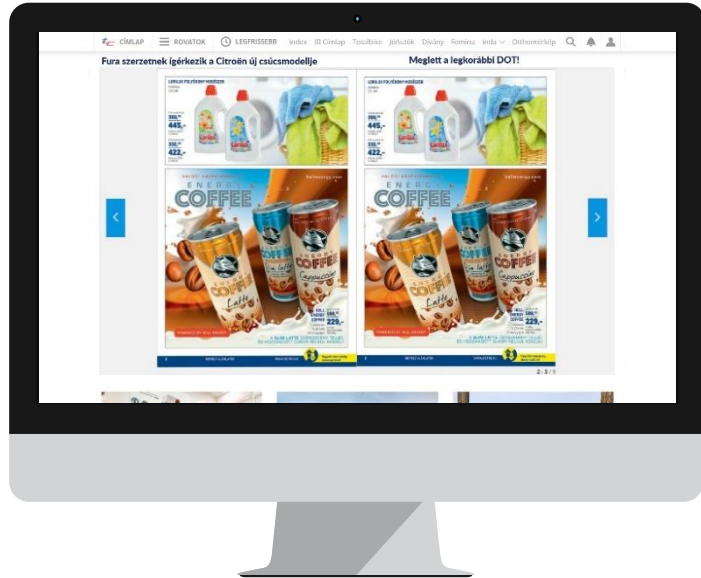
Ad format: Adaptive Ad Just-One (1138x640 px, static)

Operation: scrolling down the creative stops at the top of the screen and the content scrolls over the ad.

Rate card: 2.500.000 HUF/week



# Desktop banner on front page of Totalcar: Just-One Flyer



Site: front page of Totalcar

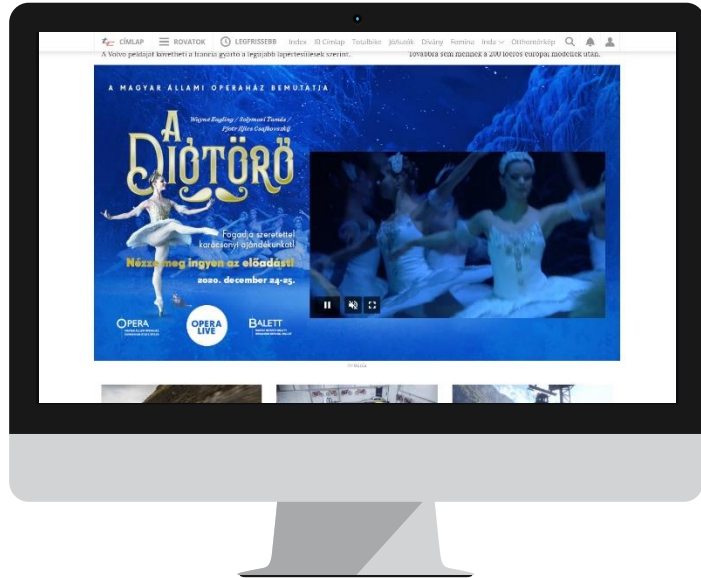
Ad format: Just-One Flyer (9 pcs of 880x1320 px, static, anim gif is not allowed)

Operation:

- ⌚ A pageable ad format which appears on Index front page in Just-One ad zone
- ⌚ Maximum 9 pages with page numbers
- ⌚ 4 paging which is indicated by arrows, and on the top there is an extra movement also
- ⌚ The pages can be zoomable

Rate card: 2.500.000 HUF/week

# Desktop banner on front page of Totalcar: Just-One Motion



Site: front page of Totalcar

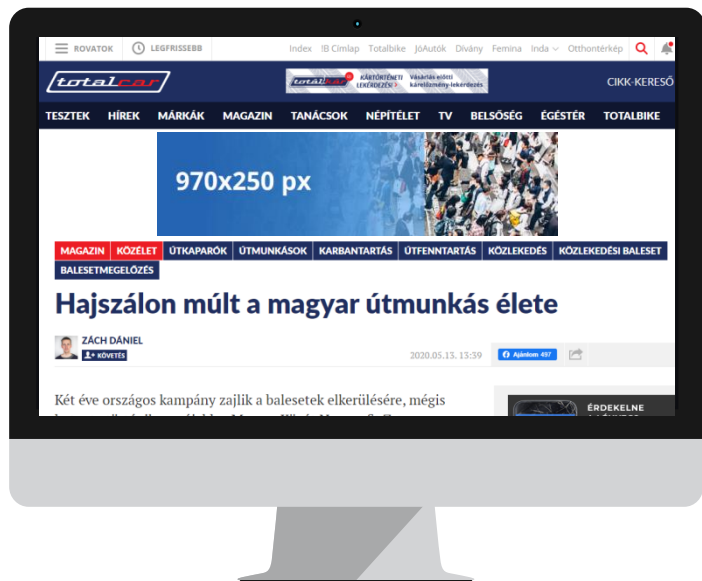
Ad format: Just-One Motion (1138x640 px, static)

Operation:

- ① Multifunctional display format.
- ① Opening view: full-width video starting automatically without sound. After 5 sec the video will be minimized and resumed. After resizing, the advertiser's creative appears in the background..
- ① Two buttons can be added to the creative with two url links.
- ① [Watch our video here.](#)

Rate card: 2.500.000 HUF/week

# Desktop banner: Billboard and extras



Site: Totalcar full site

Size: 970x250 px

Ad format:

Billboard

Slider billboard<sup>1</sup>

3D billboard<sup>2</sup>

Atomic billboard<sup>3</sup>

Daily rate card:

700.000 HUF

700.000 HUF

700.000 HUF

700.000 HUF

It appears on every page of the site (exc. Népiélet) under the heading, except the front page where it appears above the fold. 970x90 px sized creative also can appear in this zone (super leaderboard). Billboard and billboard extras can not be ordered for same day and site. Atomic banners, 3D banners and rich media solutions can not be ordered for same day and site.

<sup>1</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>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> 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.

# Desktop banner: Half page and extras



Site: Totalcar full site

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

Ad format:

Daily rate card:

Half page

700.000 HUF

Slider half page<sup>1</sup>

700.000 HUF

XL half page

700.000 HUF

3D half page<sup>2</sup>

700.000 HUF

Atomic half page<sup>3</sup>

700.000 HUF

It appears on every page of the site (exc. Népipélet). Half page and half page extras can not be ordered for same day and site. Atomic banners, 3D banners and rich media solutions can not be ordered for same day and site.

<sup>1</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>2</sup> 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.

<sup>3</sup> 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.



# Desktop banner: Roadblock and extras

Ad format	Rate card / day	Ad format	Rate card / day
Roadblock (640x360 px)	700 000 HUF	Atomic landscape <sup>3</sup> (2 pcs of 728x410 px, static)	700 000 HUF
Landscape, still creative (728x410 px, static)	700 000 HUF	Adaptive ad: George <sup>4</sup> (748x560 px)	700 000 HUF
Landscape (728x410 px)	700 000 HUF	Curtain <sup>5</sup> (3 pcs of 350x700 px, static)	700 000 HUF
Slider landscape <sup>1</sup> (2 pcs of 728x410 px, static)	700 000 HUF	George Flyer <sup>6</sup> (9 pcs of 880x1242 px)	700 000 HUF
3D landscape <sup>2</sup> (4 pcs of 728x410 px, static)	700 000 HUF		

It appears on article pages only (exc. Népitélet). Landscape or bigger ad format does not appear under 1245 px screen width, instead of it 640x360 px can be reached. Roadblock and roadblock extras can not be ordered for same day and site. Atomic banners, 3D banners and rich media solutions can not be ordered for same day and site.

<sup>1</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>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> 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.

<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.

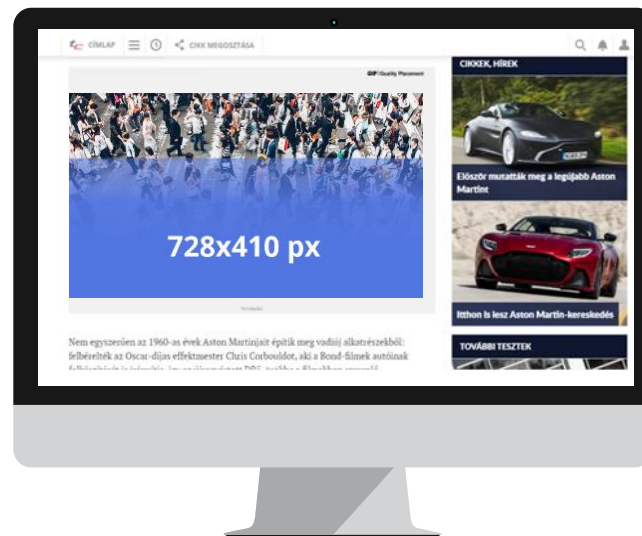
<sup>5</sup> It appears with 3 static (still) pictures (it can not be animated gif). Creatives appear as a bunch, and on screen it separates automatically showing all three of creatives.

<sup>6</sup> It appears as a catalog. 9 pages in total, and the ad can be paged by clicking on arrows. It also can be zoomable.

# Sample of desktop banners



🕒 George



🕒 Landscape

# Desktop rich media

Site: Totalcar full site

Size: max. 970x550 px, 8 mp

Ad format:

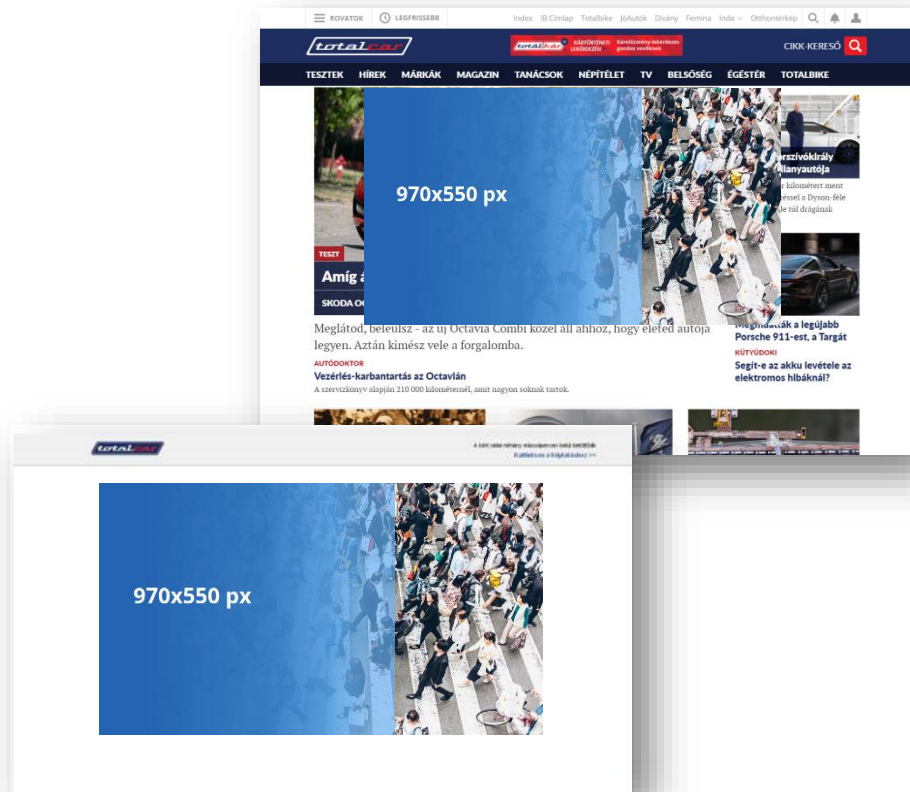
Daily rate card:

XL layer<sup>1</sup>

700.000 HUF

Interstitial<sup>2</sup>

700.000 HUF

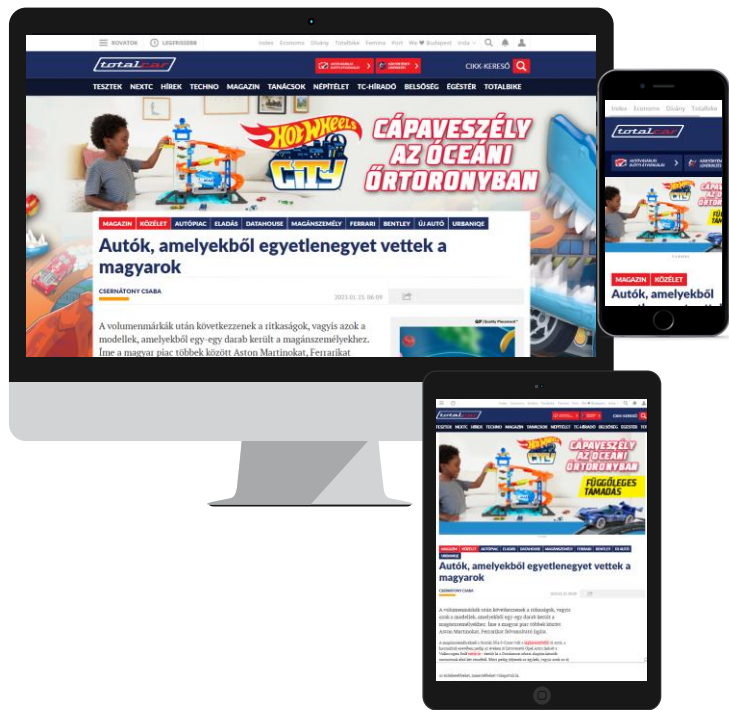


Rich media solutions can not be ordered for the same site/column.

<sup>1</sup> It appears above the content. Frequency capping: 1/user/day. It does not appear in longform articles.

<sup>2</sup> It appears before the content is loaded. Frequency capping: 1/user/day 3 The ad appears at the upper left corner of the screen in a semicircle shaped player. The moving, mute video does not cover the content. There is no set frequency, the semicircle player appears in a fix position

# Desktop gate sponsorship



## Appearance:

- ① Totalcar full site (except: sponsorship on Népítélet, Belsőség blog, and supplements cover and article pages).<sup>1</sup>

## Elements:

- ① The sponsorship appears around the content
- ① Gate sponsorship and billboard can not be ordered for the same site/column.

## Technical details:

- ① Creative is made by advertiser
  - The following three pictures are needed:
  - Desktop: 1920x800 px mute background picture (static), without logo. Appearance is not guaranteed for every resolution.
  - 1140 px x max. 160 px content picture (static), with logo, label, message feature.
  - Mobil: 480x160 pixel (static).

Rate card: 3.600.000 HUF/week

The picture is illustrated.

<sup>1</sup> Only the 1140x160 px sized element appears on Totalcar blogs with unique background (this is the connecting element between the sides).



# Mobile web banner



Site: Totalcar full site

Ad format and daily rate card:

- 🕒 Banner top (300x250 px): 700.000 HUF
- 🕒 Banner middle (300x250 px): 400.000 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: Totalcar full site

Ad format	Size	Daily rate card
Cube <sup>1</sup>	4 pcs of 480x480 px	700 000 HUF
Slider <sup>2</sup>	2 pcs of 300x250 px	700 000 HUF
Magnet <sup>3</sup>	480x480 px	700 000 HUF
Magic <sup>4</sup>	480x480 px	700 000 HUF
Swipe Gallery <sup>5</sup>	max. 8 pcs of 480x480 px	700 000 HUF
Swipe Box <sup>6</sup>	3 pcs of 480x480 px	700 000 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.

<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. Supported formats: static image (.jpg, .png)

<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.

<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.

# Mobile web rich media middle



Site: Totalcar full site

Ad format	Size	Daily rate card
Cube <sup>1</sup>	4 pcs of 480x480 px	450 000 HUF
Slider <sup>2</sup>	2 pcs of 300x250 px	450 000 HUF
Magic <sup>3</sup>	480x480 px	450 000 HUF
Swipe Gallery <sup>4</sup>	max. 8 pcs of 480x480 px	450 000 HUF
Swipe Box <sup>5</sup>	3 pcs of 480x480 px	450 000 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.

<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. Supported formats: static image (.jpg, .png)

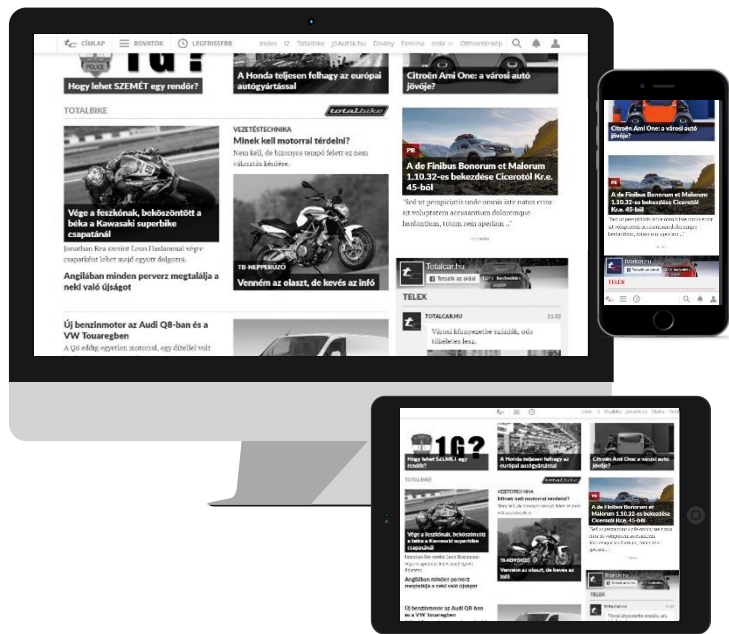
<sup>2</sup> Two static pictures appear in a swiping way to present the creatives. The two pictures cover each other and there is a vertical line between them that can be moved in a horizontal way to make the pictures entirely visible.

<sup>3</sup> 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>4</sup> Fix rich media solution which makes even 8 pictures appear side by side like galleries do.

<sup>5</sup> Fix rich media solution which makes 3 creatives appear side by side as a curtain covering each other.

# Multiscreen/desktop advertorial



Appearance: Totalcar full site (except own blogs and Népítelet)

Platform and placement:

- ⌚ Multiscreen<sup>1</sup> on front page: under Telex box
- ⌚ Desktop on article pages: under 1st banner zone, in right column

Advertorial:

- ⌚ Max. 2.000 characters with spaces, 2-3 static picture (not white and not gray background, 727x394 px size)
- ⌚ Cover picture: 1920 px width, 11:5 ratio, not white and not gray background, static. It can't include promotion/brand name

PR highlight (lead):

- ⌚ Title+lead: max. 75+120 characters with spaces
- ⌚ Image of lead: 16:9 ratio, 348x196 or 759x428, static. It can't include text, the title of the article is placed above this as transparent layer

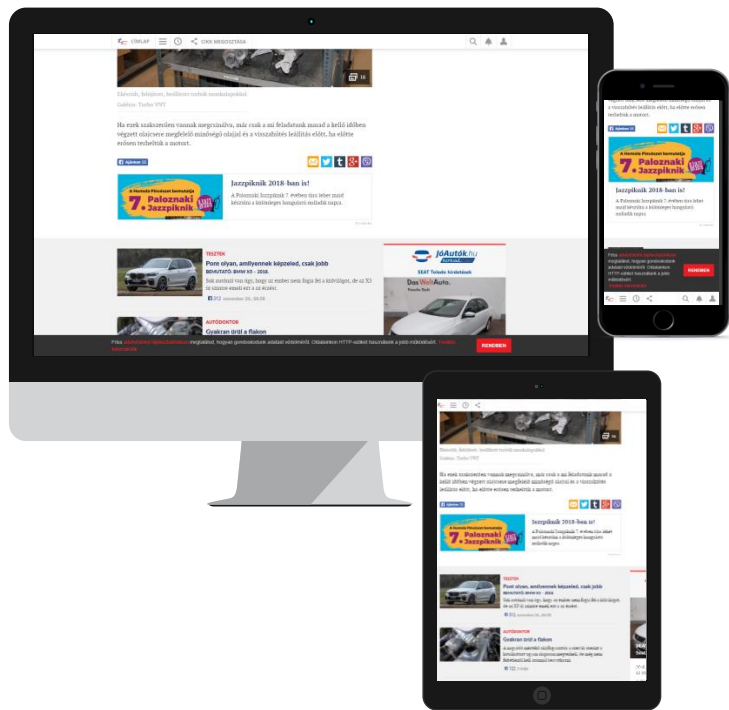
Rate card (text+image): 700.000 HUF/day

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

<sup>1</sup> It appears also on tablet in landscape view.

Source (AV): Gemius AdOcean 2023/12, daily average ad view, desktop/multiplatform.

# Multiscreen joker



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

**Platform:** Totalcar+Totalbike full site (multiscreen)

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

## Technical information:

- ⌚ image: 300x130 px, de 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).



# Multiscreen section sponsorship

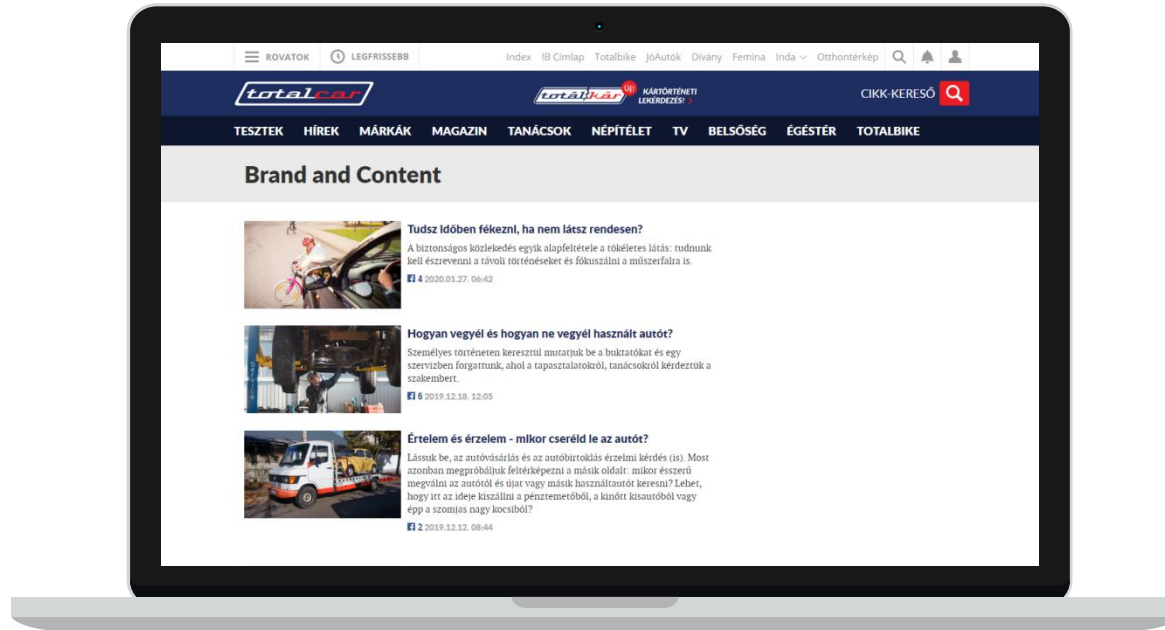
Available subsections in Tanácsok section:

- ⌚ Autódoktor
- ⌚ Autójogász
- ⌚ Gumidoktor
- ⌚ Kütyüdoktor
- ⌚ LPG Doktor
- ⌚ Nepperűző
- ⌚ Olajdoktor

For rate card please contact your sales account!

Inside the stripe there is max. 288x70 px space available, in which only logo and text can be placed (picture not). Background colour is optional, but can't be white or similar to white. Appears on column pages and article pages. Sponsorship is made by Indamedia based on advertiser's design elements. Under the stripe advertiser's url can be placed.

# 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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