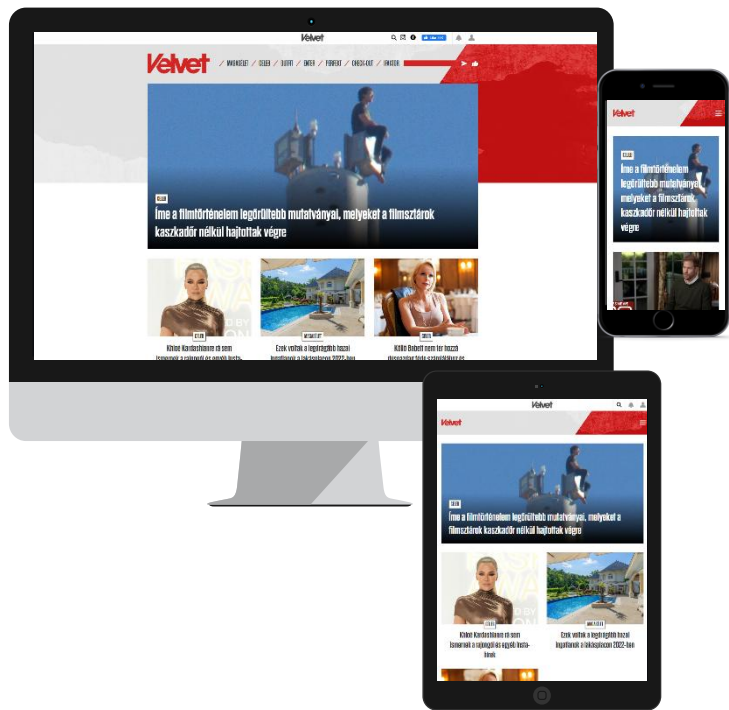# Velvet

General media offer

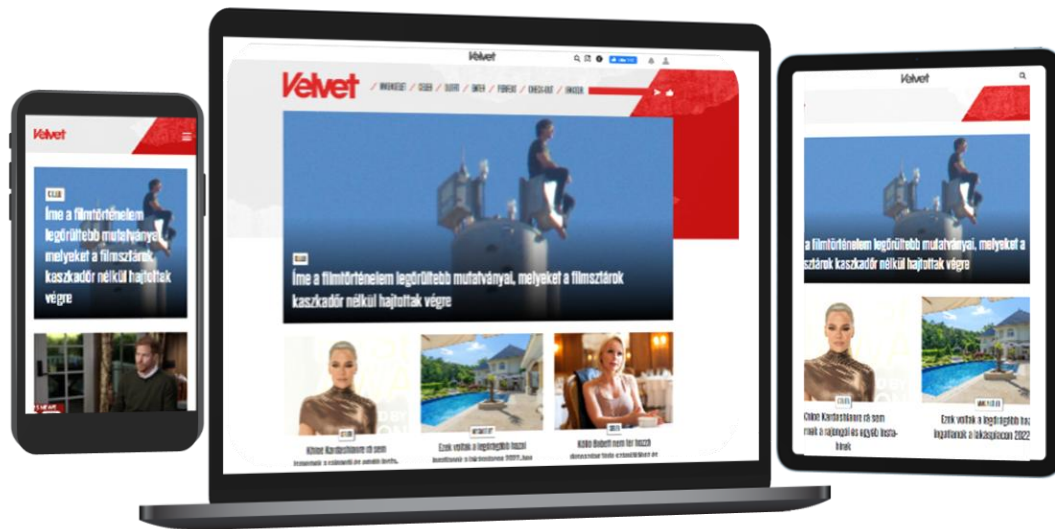Effective as from 6 January 2025 until withdrawal

Velvet

FRESH

ENTERTAINING

About Velvet

- Velvet is a fun tabloid magazine. We write about what's really interesting.
- Index's fixed front page highlighting and our active social media presence continue to colour our visitor palette
- We reach an average of 30.000 real visitors per day

Source: DKT-e.Gemius (16+ domestic audience), 2025/03, daily average real visitors (RU), multiplatform data.

Average daily reach on Velvet

total

30.000 RU

Audience of **Velvet**

97% **30+ year-old** (aff. 120)
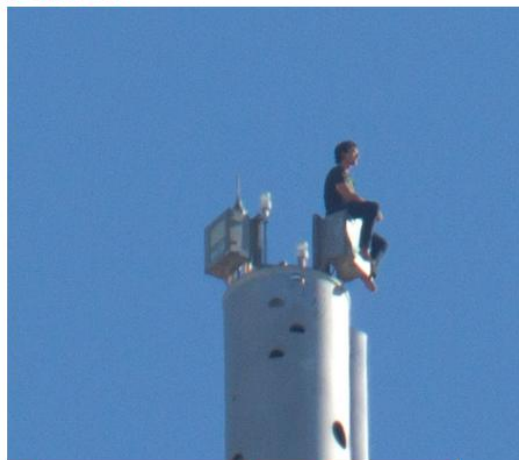
40% **urban**[1] (aff. 106)

35% **graduated** (aff. 135)

65% **main shopper** (aff. 109)

35% **Esomar AB** (aff. 127)

Velvet

MAGASÉLET   OUTFIT   IFAKTOR   CHECKOUT   ENTER   PERFEKT   CELEB

Tovább a Velvetre

TÜCSIT A SÍRÁS KERÜLGETI, HA BŐRÖNDÖT LÁT

REKORD **A világ leghidegebb kávézójában a székek is jégből vannak**

MAGAS ÉLET **Fényűző luxus várja a világ legdrágább hotelszobájában**

CSALÁD **Singh Viki hat év után ölelhette át újra az édesanyját**

PAPARAZZI **Luxus síparadicsomban kezdik a sztárok az újévet**

JÖVENDÖLÉS **Ez vár ránk 2023-ban a magyar jósnő jövendölése szerint**

LOL **Petícióban kérik a sztárfocistát, hogy rúgja ki a barátnőjét**

ÍME A FILMTÖRTÉNELEM LEGŐRÜLTEBB MUTATVÁNYAI, MELYEKET FILMSZTÁROK KASZKADŐR NÉLKÜL

ÍGY NÉZ KI ELLEN DEGENERES KÖZEL 8 MILLIÁRD FORINTOS

...sztián megráló őszinteséggel vallott a drogpokolról

VALLOMÁS Gáspár Győző vallomása: „Van két fiam"

HÍRÖSSZEFOGLALÓ
KÖLLŐ BABETT NEM FÉR HOZZÁ DÚSGAZDAG

INSTAHÍRADÓ
Khloé Kardashianre rá sem ismernek a rajongói és egyéb Insta-hírek

MEGLEPETÉS
Ifj. Schobert Norbi több százezres ajándékkal lepte meg kisöccsét

FUTBALL
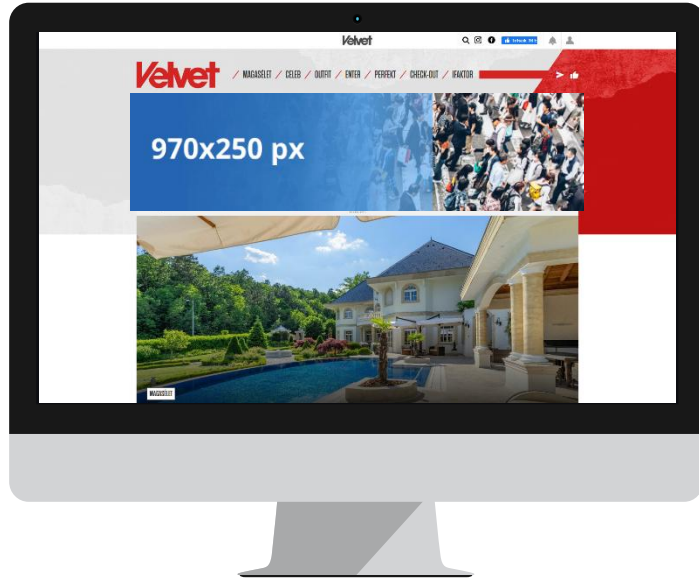**Cristiano Ronaldo össztűz alatt: volt csapattársai alkottak róla véleményt**

#SUPPORT:
Fix Velvet box on Index's front page

Desktop banner: Billboard and extras

Site: Velvet full site
Size: 970x250 px

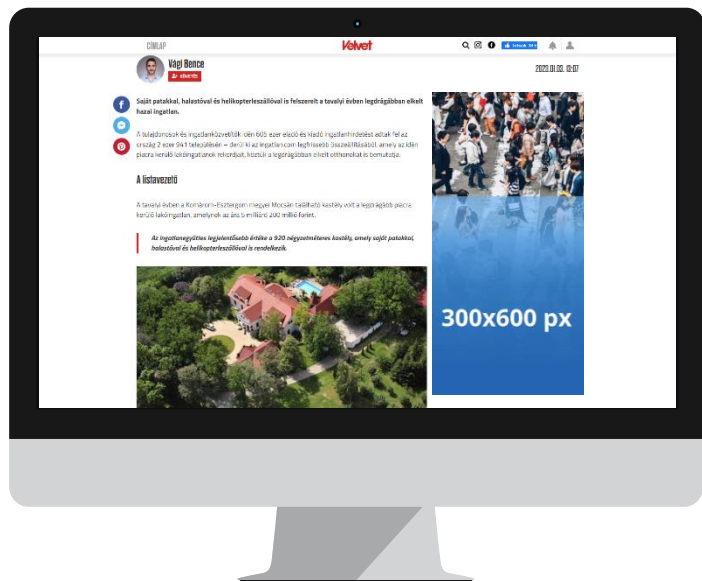| Ad format:	Weekly rate card:
Billboard	800.000 HUF
Slider billboard[1]	800.000 HUF
3D billboard[2]	800.000 HUF
Atomic billboard[3]	800.000 HUF

It appears on every page of the site 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.
[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 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.
[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.

Desktop banner: Half page and extras

Site: Velvet full site
Size: 300x600 px - XL half page: 350x700 px

Ad format:	Weekly rate card:
Half page	1.200.000 HUF
Slider half page[1]	1.200.000 HUF
XL half page	1.200.000 HUF
3D half page[2]	1.200.000 HUF
Atomic half page[3]	1.200.000 HUF

It appears on every page of the site. 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.
[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.

Desktop banner: Roadblock and extras

Ad format	Rate card / week
Roadblock (640x360 px)	800 000 HUF
Landscap, still creative (728x410 px, static)	800 000 HUF
Landscape (728x410 px)	800 000 HUF
Slider landscape[1] (2 pcs of 728x410 px, static)	800 000 HUF

Ad format	Rate card / week
3D landscape[2] (4 pcs of 728x410 px, static)	800 000 HUF
Atomic landscape[3] (2 pcs of 728x410 px, static)	800 000 HUF
Adaptive ad: George[4] (748x560 px)	800 000 HUF
Curtain[5] (3 pcs of 350x700 px, static)	800 000 HUF
George Flyer[6] (9 pcs of 880x1242 px)	800 000 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 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.
[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 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.
[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.
[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.
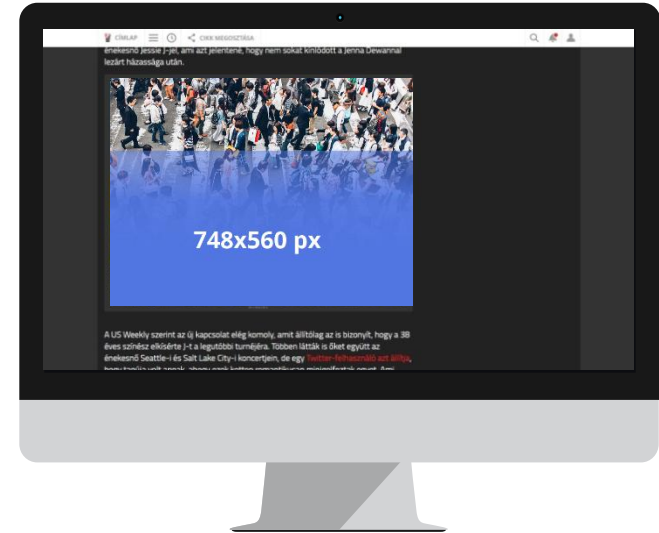[5] It appears with 3 static (still) pictures (it can not be animated gif). Creatives appear as a bunch, and on screen it seperates automatically showing all three of creatives.
[6] A catalog format with 9 pages and with max. 4 paging options.

Samples of desktop banners
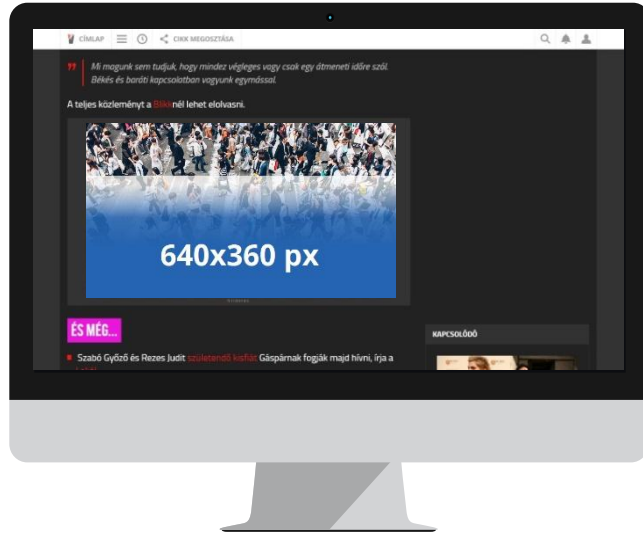
Sample of Roadblock

Sample of Adaptive ad: George

The picture is illustrated.

Desktop rich media

Site: Velvet full site
Size: max. 970x550 px, 8 mp

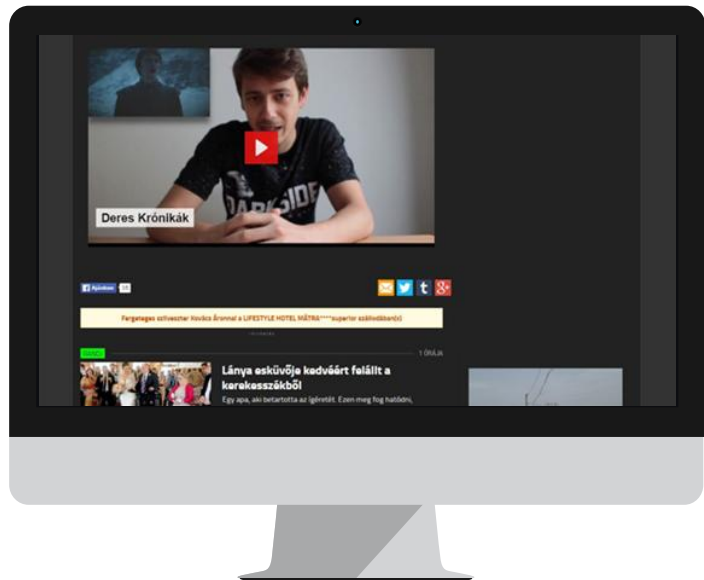| Ad format:	Daily rate card:
XL layer[1]	500.000 HUF
Interstitial[2]	500.000 HUF

[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 seconds, the user is automatically redirected to the site.
Rich media solutions can not be ordered for same day and site/column.
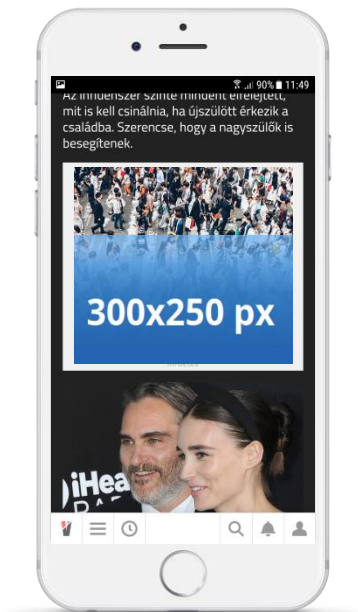
Desktop text link under article

Site: Velvet article pages

Ad format: text link appears under articles, it is limited in max. 85 characters with spaces.

Rate card: 550.000 HUF / week

Mobile web banner

Site: Velvet full site

Ad format and daily rate card:
- ⟩ Banner top (300x250 px): 300.000 HUF
- ⟩ Banner middle (300x250 px): 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.

Mobil web rich media

Site: Velvet full site

Ad format:	Ad size:	Daily rate card TOP:	Daily rate card Middle:
Slider[1]	2 db 300x250 px, static	300 000 HUF	250 000 HUF
Cube[2]	4 db 480x480 px, static	300 000 HUF	250 000 HUF
Magnet[3]	480x480 px, static	300 000 HUF	-
Magic[4]	2 db 480x480 px, static	300 000 HUF	250 000 HUF
Swipe Gallery[5]	max. 8 db 480x480 px, static	300 000 HUF	250 000 HUF
Swipe Box[6]	3 db 480x480 px, static	300 000 HUF	250 000 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.
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 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.
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.
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

Indamedia
S A L E S

14

Multiscreen advertorial
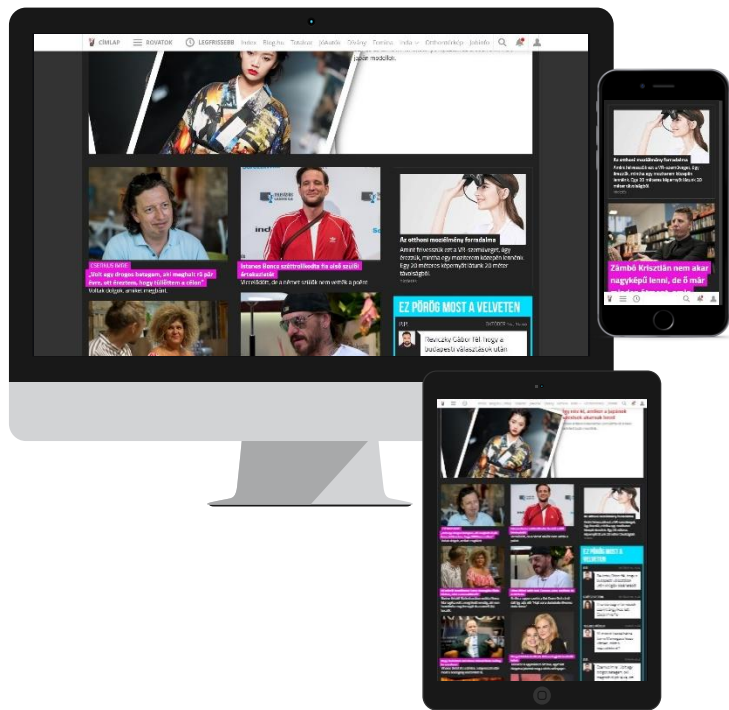

Site: Velvet full site (exc. photo galleries)

Technical information:
- PR lead, with text+image:
  title: max. 80 characters with spaces
  lead: max. 90 characters with spaces
  image: 348x196 px static picture (max. 100 KB)

Rate card (text+image): 500.000 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.

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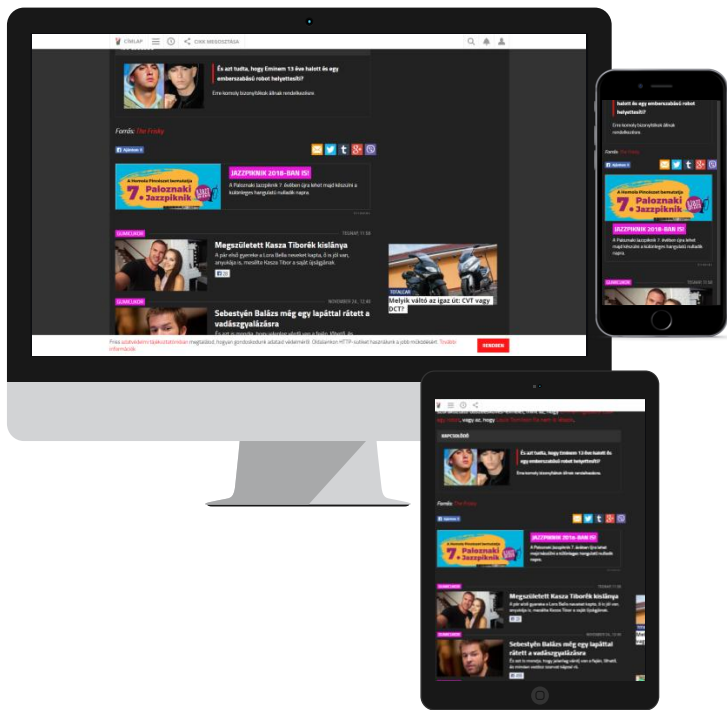
The Joker will impress by image and text for visitors at the end of the article.

**Platform:** Velvet full site (multiscreen)
Rate card: 3.000 Ft/CPM[1]

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.
[1] Cost per mille ad views (AV).
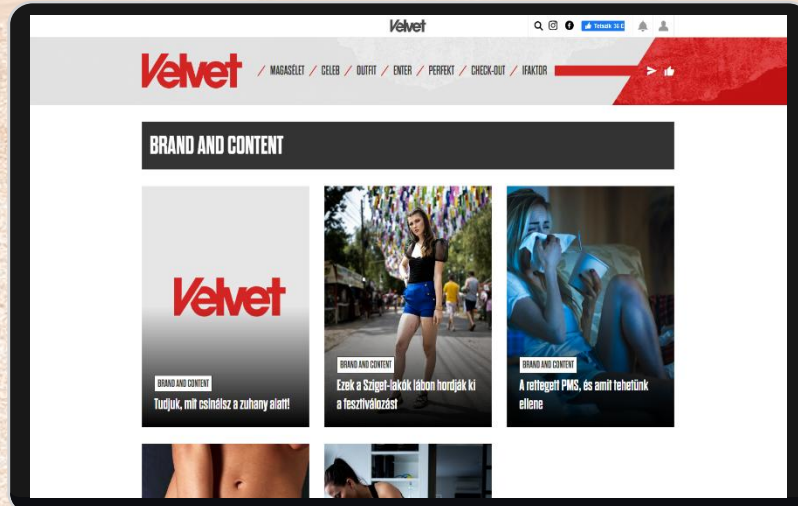
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solutions please
ask your sales person!

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