

Indamedia Sales rate card

Effective as from 7 September 2024 until withdrawal.

Indamedia Sales Ltd. reserves the right to unilaterally change the published list prices for periods and products based on a specific seasonal index.

Partners will be notified of such changes in advance.



Indamedia

S A L E S

QP | Quality Placement™

Indamedia Group's goal is to provide the highest level of service to its partners, both in terms of brand safety and technology. Indamedia Sales will use its advertising zones on the content sites it represents to offer high visibility and brand-safe environments. Quality Placement™ certification.*

Seasonal index

The Indamedia Group is introducing a seasonal index for the period of October-December 2024, which is:

October 2024: current price +8%

November 2024: current price +12%

1-24 December 2024: current price +10%

The seasonal index is valid for the following appearances:

Index front page: all platform, all format

Quality Placement desktop and mobile AV packages

DESKTOP BANNER: BILLBOARD

RATE CARD OF BANNERS (DAY)

| Site | Billboard ¹ |
|-------------------------------------|------------------------|
| | 970x250 px |
| Index front page | 4 200 000 HUF |
| Index Belföld | 1 600 000 HUF |
| Index Külföld | 700 000 HUF |
| Index Gazdaság | 1 100 000 HUF |
| Index Tech-Tud | 600 000 HUF |
| Index Kult | 400 000 HUF |
| Index Mindeközben | 500 000 HUF |
| Index Sport | 950 000 HUF |
| Index FOMO | 1 300 000 HUF/week |
| Totalcar² | 800 000 HUF |
| Velvet | 600 000 HUF |
| SóBors | 1 000 000 HUF/week |
| Indavideó | 450 000 HUF |
| ECONOMX | 800 000 HUF |
| PORT.hu | 1 300 000 HUF |
| Az Én Kutyám + Az Én Macskám | 300 000 HUF/week |

An advertisement that appears below the headline on every page of a publication/column, except on the front page of Index, Velvet, Totalcar and Femina, where it appears above the fold. The creative can be submitted at 970x90 px (super leaderboard). Banners will not appear in longform articles. Billboard and billboard extras cannot be ordered for same day, same publication/column. Atomic banners, 3D banners and rich media cannot be ordered for the same day, same publication/column.

¹ Extra display options can be ordered: slider billboard (2 pcs 970x250 px, still), 3D billboard (4 pcs 970x250 px, still), Atomic billboard (2 pcs 970x250 px, transparent)

² Without a Népitélet.

DESKTOP BANNER: HALF PAGE

RATE CARD OF BANNERS (DAY)

| Site | Half page/ Filmstrip ¹ |
|--|-----------------------------------|
| | 300x600 px |
| Index front page³ | 4 200 000 HUF ⁵ |
| Index Belföld | 1 600 000 HUF |
| Index Külföld | 700 000 HUF |
| Index Gazdaság | 1 100 000 HUF |
| Index Gazdaság + ECONOMX² | 1 600 000 HUF |
| Index Tech-Tud | 600 000 HUF |
| Index Kult | 400 000 HUF |
| Index Kult + PORT.hu címlap, Mozi² | 1 000 000 HUF |
| Index Sport | 950 000 HUF |
| Index Mindeközben | 500 000 HUF |
| Index FOMO | 1 300 000 HUF/week |
| Totalcar⁴ | 800 000 HUF |
| Velvet | 600 000 HUF |
| SóBors | 1 000 000 HUF/week |
| Femina + Dívány⁵ | 1 700 000 HUF |
| ECONOMX | 800 000 HUF |
| PORT.hu^{6,7} | 1 300 000 HUF |
| Blog.hu civil blogs⁸ | 700 000 HUF |
| Az Én Kutyám + Az Én Macskám | 300 000 HUF/week |

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.

¹ Extra display options can be ordered. 3D half page (3 pcs. 300x600 px, still image), except Index Gazdaság+ECONOMX and Index Kult+Port.hu front page, Mozi. Atomic half page (2 pcs 300x600 px, transparent), except Index Gazdaság+ECONOMX and Index Kult+Port.hu front page, Cinema

² Only available with still (not animated) advertisement.

³ Also available with XL Half page solution (350x700 px).

⁴ Without Népitélet.

⁵ XL half page does not appear on the TV column landing page.

⁶ On TV opening page, the variable size is 300x250 px and is displayed in MR zone.

⁷ Without Premium Selection (PS) and editorial blogs.

DESKTOP BANNER: ROADBLOCK

RATE CARD OF BANNERS (DAY)

| Felület | Roadblock/Landscape ^{1,2, 4} |
|--------------------------------------|---------------------------------------|
| | 640x360 px |
| Index címlap | 3 900 000 HUF ⁶ |
| Index Belföld | 1 750 000 HUF |
| Index Külföld | 750 000 HUF |
| Index Gazdaság | 1 200 000 HUF |
| Index Tech-Tud | 700 000 HUF |
| Index Kult | 450 000 HUF |
| Index Mindeközben³ | 500 000 HUF |
| Index Sport | 1 000 000 HUF |
| Index Gazdaság+ECONOMX | 1 800 000 HU |

RATE CARD OF BANNERS (DAY)

| Felület | Roadblock/Landscape ^{1,2, 4} |
|-------------------------------------|---------------------------------------|
| | 640x360 px |
| ECONOMX | 950 000 HUF |
| Totalcar⁵ | 900 000 HUF |
| Velvet | 600 000 HUF |
| Dívány | 750 000 HUF |
| Femina | 1 050 000 HUF |
| Femina+Dívány | 1 400 000 HUF |
| SóBors | 1 000 000 HUF/week |
| PORT.hu | 1 400 000 HUF |
| Az Én Kutyám + Az Én Macskám | 350 000 HUF/week |

Advertisements appearing on Index front pages and 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.

¹ Can be ordered with still image (728x410 px), except Index Kult and Mindeközben

² Can be ordered with extra display options: Slider landscape (2 pieces 728x410 px, still) and Adaptive ad (2 pieces 728x410 px, still) except Index Kult and All Meanwhile. 1999 landscape (4 pcs 728x410 px, still), Atomic landscape (2 pcs 728x410 px, transparent)

³ Roadblock appears after post 1, Adaptive ad Just-One appears after post 4.

⁴ With the exception of SóBors, 728x410 px, still image version is also available.

⁵ Without a Néptélet.

⁶ Landscape only available in still format (728x410 px, static) , for weekdays only

DESKTOP BANNER: ADAPTIVE AD

RATE CARD OF BANNERS (DAY)

| Site | George ² 748x560 px | Swipe size 640x360px/page min. 3 – max. 9. | Just-One Top 1138x640 px | Just-One ³ 1138x640 px |
|------------------------------|-----------------------------------|--|---------------------------------|--------------------------------------|
| Index front page | - | - | 5 000 000 HUF | 4 200 000 HUF |
| Index Belföld | 1 750 000 HUF | 1 750 000 HUF | - | - |
| Index Külföld | 750 000 HUF | 750 000 HUF | - | - |
| Index Gazdaság | 1 200 000 HUF | 1 200 000 HUF | - | - |
| Index Tech-Tud | 700 000 HUF | 700 000 HUF | - | - |
| Index Kult | 450 000 HUF | 450 000 HUF | - | - |
| Index Sport | 1 000 000 HUF | 1 000 000 HUF | - | - |
| Totalcar ⁴ | 900 000 HUF | 900 000 HUF | 2 500 000 HUF/week ⁵ | - |
| Velvet | 600 000 HUF | 600 000 HUF | - | - |
| Dívány | 750 000 HUF | 750 000 HUF | - | - |
| Femina | 1 050 000 HUF | 1 050 000 HU | - | - |
| Femina + Dívány | 1 400 000 HUF | 1 400 000 HUF | - | - |
| ECONOMX | 950 000 HUF | 950 000 HUF | - | - |

Advertisement on Index front page and/or 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 cannot be ordered for the same day, same publication/column. Atomic banner, 3D banner, curtain and rich media cannot be ordered for the same day, same publication/column.

Adaptive Ad: large size, static (png, jpg) creative. How it works: when scrolled down, the creative stops at the top of the screen and content scrolls over it. Adaptive Ad can be ordered with Just-One parallax or magic solution at no extra charge (except Just-One Top).

² Extrákkal is rendelhető: Lapozható George (9 db 880x1242 px)

³ Large static ad, above the Economx content block. When the page scrolls, the image does not scroll off the screen, but the content floats over it. Available with Curtain effects (3 350x700 px, still image) Additional extras Just-One Reminder (1920x600 px) and Scrollable Just-One (9 880x1320 px)

⁴ Without Népitétel.

⁵ The ad only appears on the Totalcar home page.

DESKTOP RICH MEDIA

RATE CARD OF RICH MEDIA SOLUTIONS (DAY)

| Site | XL Layer ¹ | Interstitial ¹ |
|-------------------------|-----------------------|---------------------------|
| | max. 970x550 px, 8 mp | 970x550 px, 8 mp |
| Index front page | 6 000 000 HUF | 6 000 000 HUF |
| Index Belföld | 2 700 000 HUF | 2 700 000 HUF |
| Index Külföld | 1 200 000 HUF | 1 200 000 HUF |
| Index Gazdaság | 1 700 000 HUF | 1 700 000 HUF |
| Index Tech-Tud | 1 200 000 HUF | 1 200 000 HUF |
| Index Kult | 900 000 HUF | 900 000 HUF |
| Index Sport | 1 400 000 HUF | 1 400 000 HUF |

RATE CARD OF RICH MEDIA SOLUTIONS (DAY)

| Site | XL Layer ¹ | Interstitial ¹ |
|-----------------|-----------------------|---------------------------|
| | max. 970x550 px, 8 mp | 970x550 px, 8 mp |
| Totalcar | 1 300 000 HUF | 1 300 000 HUF |
| Velvet | 1 000 000 HUF | 1 000 000 HUF |
| Dívány | 1 000 000 HUF | 1 000 000 HUF |
| Femina | 1 550 000 HUF | 1 550 000 HUF |
| ECONOMX | 1 200 000 HUF | 1 200 000 HUF |
| PORT.hu | 1 700 000 HUF | 1 700 000 HUF |

INDEX.HU MOBILE BANNER

RATE CARD OF MOBILE BANNERS

| Site | Unit | Banner top ¹ | Banner middle ¹ |
|---|------------------|-------------------------|----------------------------|
| | | 300x250 px | 300x250 px |
| Index front page | day | 2 700 000 HUF | 1 800 000 HUF |
| Index Belföld | day | 1 400 000 HUF | 950 000 HUF |
| Index Külföld | day | 900 000 HUF | 600 000 HUF |
| Index Gazdaság | day | 700 000 HUF | 450 000 HUF |
| Index Tech-Tud | day | 600 000 HUF | 500 000 HUF |
| Index Kult | day | 500 000 HUF | 400 000 HUF |
| Index Sport | day | 600 000 HUF | 400 000 HUF |
| Index FOMO | week | 1 500 000 HUF | - |
| Full Index application² | day | 2 400 000 HUF | 2 300 000 HUF |
| Index mobile and Index app Index pages | CPM ³ | 4 500 HUF | |

¹ Available formats: static or animated images (.jpg, .png, .gif) or HTML, HTML5 format creative, and similar format creative behind ad code that calls an external ad server. You can also submit a 480x480 or 480x240 px creative in banner top zone.

² Available on iOS, Android and Windows Phone. Index, Index Video, Blog.hu Headline!, Totalcar, Velvet, Couch, ECONOMX. In the Index app, the landing page is the landing page of each publication.

³ List price per thousand advertising impressions (AV).

Creatives do not appear in thematic supplements.

MOBILE BANNER

RATE CARD OF MOBILE BANNERS

| Site | Unit | Banner top ¹ | Banner middle ¹ |
|--------------------------------------|------------------|-------------------------|----------------------------|
| | | 300x250 px | 300x250 px |
| ECONOMX | day | 1 000 000 HUF | 550 000 HUF |
| ECONOMX + Index Gazdaság | day | 1 200 000 HUF | - |
| Totalcar | day | 700 000 HUF | 450 000 HUF |
| Velvet | day | 400 000 HUF | 300 000 HUF |
| Dívány | day | 850 000 HUF | 600 000 HUF |
| SóBors | day | 500 000 HUF | 400 000 HUF |
| Femina | day | 1 600 000 HUF | 1 000 000 HUF |
| Femina + Dívány | day | 2 100 000 HUF | 1 450 000 HUF |
| PORT.hu | day | 1 300 000 HUF | 800 000 HUF |
| Az Én Kuttyám + Az Én Macskám | week | 500 000 HUF | - |
| Mobile male mix² | CPM ⁴ | | 4 500 HUF |
| Mobile female mix³ | CPM ⁴ | | 4 500 HUF |

1 Available formats: static or animated images (.jpg, .png, .gif) or HTML, HTML5 format creative, and similar format creative behind ad code that calls an external ad server. You can also submit a 480x480 or 480x240 px creative in banner top zone. Banner top, slider and cube appear in the same zone, cannot be ordered for the same day, same publication/column.

2 Publications: mobile Index Sport column, Totalcar, Velvet, ECONOMX + Index application Totalcar, Velvet and ECONOMX pages. In the Index app, the landing page of each publication is considered the landing page.

3 Publications: mobile Dívány, Sóbors, Femina, PORT.hu + Index application Dívány pages. In the Index application, all publication landing pages are considered landing pages.

4 List price per thousand advertising impressions (AV).

Creatives are not displayed in thematic supplements.

INDEX.HU MOBILE RICH MEDIA

RATE CARD OF MOBILE RICH MEDIA SOLUTIONS

| Site | Unit | Slider ¹ | Cube ² | Magnet ³ | Magic ⁴ | Swipe gallery ⁵ | Swipe box ⁶ | Interstitial ⁷ |
|---------------------------------|------|---------------------|-------------------|---------------------|--------------------|----------------------------|------------------------|---------------------------|
| | | 2 db 300x250 px | 4 db 480x480 px | 480x480 px | 480x480 px | max. 8 db 480x480 px | 3 db 480x480 px | 480x654 px, 5 mp |
| Index front page | day | | | 2 700 000 HUF | | | | 2 800 000 HUF |
| Index Belföld | day | | | 1 400 000 HUF | | | | - |
| Index Külföld | day | | | 900 000 HUF | | | | - |
| Index Gazdaság | day | | | 700 000 HUF | | | | - |
| Index Tech-Tud | day | | | 600 000 HUF | | | | - |
| Index Kult | day | | | 500 000 HUF | | | | - |
| Index Sport | day | | | 600 000 HUF | | | | - |
| Index Gazdaság + ECONOMX | day | | | 1 200 000 HUF | | | | - |

1 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.

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

3 Automatically positions itself in the centre when scrolling down. Serving: fixed ad positioning, with one-time operation for one user.

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

5 Similar to galleries, displays up to 8 images in a row.

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

7 Displayed once per day per user per ad. Available formats: static image (.jpg, .png).

Creatives will not be displayed in thematic attachments. In index, rich media solutions are displayed in the same zone, so cannot be assigned to the same day, same column. In other publications, banner top is also displayed in the same zone.

MOBILE RICH MEDIA

RATE CARD OF MOBILE RICH MEDIA SOLUTIONS

| Site | Unit | Slider ¹ | Cube ² | Magnet ³ | Magic ⁴ | Swipe gallery ⁶ | Swipe box ⁷ | Interstitial ⁸ |
|----------------------|------|---------------------|-------------------|---------------------|--------------------|----------------------------|------------------------|---------------------------|
| | | 2 db 300x250 px | 4 db 480x480 px | 480x480 px | 480x480 px | max. 8 db 480x480 px | 3 db 480x480 px | 480x654 px, 5 mp |
| ECONOMX | day | | | 1 000 000 HUF | | | | 1 000 000 HUF |
| Totalcar | day | | | 700 000 HUF | | | | 700 000 HUF |
| Velvet | day | | | 400 000 HUF | | | | 400 000 HUF |
| Dívány | day | | | 850 000 HUF | | | | 850 000 HUF |
| Femina | day | | | 1 600 000 HUF | | | | 1 600 000 HUF |
| Femina+Dívány | day | | | 2 100 000 HUF | | | | - |
| PORT.hu | day | | | 1 300 000 HUF | | | | 1 300 000 HUF |
| SóBors | day | | | 500 000 HUF | | | | 500 000 HUF |

1 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.

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

3 Automatically positions itself in the centre when scrolling down. Serving: fixed ad positioning, with one-time operation for one user.

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

5 Multifunctional display format. The format includes a full-page video that starts automatically without sound, with the client's creative in the background. The creative can have 2 buttons with 2 url's.

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

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

8 Displayed once per day per user per ad (with cooki). Available formats: static image (.jpg, .png).

Creatives are not displayed in thematic attachments. In index, rich media solutions (except of interstitial) are displayed in the same zone, so they cannot be assigned to the same day, same column. In other publications, banner top is also displayed in the same zone.

MOBILE APPLICATION RICH MEDIA

RATE CARD OF MOBILE APPLICATION RICH MEDIA SOLUTIONS

| Site | Unit | Full Index application ¹ |
|--|-----------------------|-------------------------------------|
| Cube ² | 4 db 480x480 px | day |
| Slider ³ | 2 db 480x480 px | day |
| Magnet ⁴ | 480x480 px | day |
| Magic ⁵ | 480x480 px | day |
| „Ablakos” vagy Peep-Hole ⁶ | 480x654 px | day |
| Adaptive ad ⁷ | 480x654 px | day |
| Swipe cards ⁸ | 3 db 480x654 px | day |
| Swipe gallery ⁹ | max. 8 db, 480x480 px | day |
| Tiltorama ¹⁰ | 1200x480 px, állókép | day |

2 400 000 HUF

Available formats: static image (.jpg., .png).

¹ Publications. In the Index app, the landing page is considered the landing page of each publication.

² Four ad frames with static images, for which up to four landing page URLs can be submitted.

³ Two static image ad solutions with swipe to show two different creatives. The two images are superimposed and can be viewed by moving a vertical line (slider) horizontally across the two images.

⁴ When scrolling down, it automatically positions itself in the centre. Serving: fixed position ad, with a one-time operation for one user.

⁵ Fixed-placement, two-image, large-format ad that can be moved. On scrolling, one image becomes 100% transparent, showing the image below.

⁶ A 480x654 image fixed behind the article page (= scrolls above it, but the image stays there as if it were the phone's background image), which can be viewed through a 480x240 window.

⁷ When scrolling down, it automatically positions itself in the centre. Fixed positioned ad, with a one-per-user, one-time-play operation.

⁸ Displays 3 different creatives in a linear fashion.

⁹ Displays up to 8 images in a row, similar to galleries.

¹⁰ While reading, the user is presented with an ad (insight window) that fills the entire width of the screen, in which the ad moves at the slightest horizontal movement of the phone. In all cases, the geometric centre of the cast creative is the opening state.

Creatives are not displayed in thematic attachments. In app, mobile rich media solutions are displayed in the same zone, so cannot be assigned to the same day, for the same publication.

IN-STREAM VIDEO AV

RATE CARD OF VIDEO IN-STREAM ADVERTISEMENT

| Ad format | Ad size | IndaPlay | Indavideo |
|-----------------------------|---|------------------|------------------|
| | | CPM ¹ | CPM ¹ |
| Pre-roll spot | max. 30 sec, skip after 6 sec ² | 10 000 HUF | 7 000 HUF |
| | max. 30 sec, skip after 10 sec | 13 000 HUF | 9 000 HUF |
| | max. 30 sec, skip after 15 sec | 18 000 HUF | 12 000 HUF |
| Pre-roll Extra ³ | max. 30 sec, skip after 6 sec ⁴ + 310x40 px static image | - | 8 000 HUF |
| | max. 30 sec, skip after 10 sec + 310x40 px static image | - | 10 000 HUF |
| | max. 30 sec, skip after 15 sec + 310x40 px static image | - | 13 000 HUF |
| Mid-roll spot ⁵ | max. 30 sec, skip after 5 sec | 10 000 HUF | 7 000 HUF |
| Post-roll spot | max. 30 sec, skip after 5 sec | 6 000 HUF | 5 000 HUF |

1 List price per thousand advertising impressions (AV).

2 Pre-roll spot with 5 seconds skip time available.

3 As an extra option, a reminder image can be added to the pre-roll, which appears in the right belly when the pre-roll starts and remains there after the pre-roll has run or skipped.

4 An advertising message of max. 30 seconds in the middle of the video, which can be skipped after 5 seconds. Appears only during videos of 10 minutes or more.

5 Closable, text or static image ad, displayed once per user per day.

OUTSTREAM VIDEO¹ AV

RATE CARD OF ADVIEW (AV) BASED MULTISCREEN² OUTSTREAM VIDEO ADVERTISEMENTS

| Packages | CPM ³ Roadblock (640x360 px), mobile banner (300x250 px) ⁴ Max. 30 sec, advertiser's logo |
|--|---|
| Index, ECONOMX | 10 000 HUF |
| Port.hu | 7 000 HUF |
| Indamedia RON Index, Velvet, Totalcar, Dívány, Femina, ECONOMX, Port.hu | 7 000 HUF |

1 Video ads on article pages in roadblock and mobile banner zones. Video length max. 30 seconds. But shorter spots are recommended. An advertiser logo can be placed on the player as an extra.

2 Campaigns can appear on both desktop and mobile web interfaces of publications.

3 List price per thousand ad impressions (AV).

4 Both creative sizes must be submitted for campaigns.

ADVERTORIAL

RATE CARD OF ADVERTORIAL¹

| Site | Platform | Rate card / day |
|--|--------------------------|-----------------|
| Index front page top position (image+text) | Multiscreen | 2 300 000 HUF |
| Index front page middle position (avatar+image+text, avatar is only on desktop) | Multiscreen | 1 700 000 HUF |
| Index Belföld top position | Multiscreen | 1 100 000 HUF |
| Index Külföld top position | Multiscreen | 800 000 HUF |
| Index Gazdaság top position | Multiscreen | 600 000 HUF |
| Index Tech-Tud top position | Multiscreen | 900 000 HUF |
| Index Kult top position | Multiscreen | 700 000 HUF |
| Index Sport top position | Multiscreen | 600 000 HUF |
| Velvet (image+text) | Multiscreen ² | 500 000 HUF |
| Totalcar (image+text) | Multiscreen ² | 700 000 HUF |
| ECONOMX (image+text) | Multiscreen | 700 000 HUF |
| Port.hu (excl. front page of TV section) (image+text) | Multiscreen | 600 000 HUF |
| Dívány (image+text) | Multiscreen ² | 850 000 HUF |
| SóBors | Multiscreen ² | 500 000 HUF |

RATE CARD OF ADVERTORIAL¹

| Site ⁴ | Platform | Rate card / week |
|-------------------------------------|--------------------------|------------------|
| Femina Hazai sztár | Multiscreen ³ | 1 100 000 HUF |
| Femina Világsztár | Multiscreen ³ | 1 100 000 HUF |
| Femina Életmód | Multiscreen ³ | 1 100 000 HUF |
| Femina Szépség | Multiscreen ³ | 1 100 000 HUF |
| Femina Recept | Multiscreen ³ | 1 100 000 HUF |
| Femina Otthon | Multiscreen ³ | 1 100 000 HUF |
| Femina Utazás | Multiscreen ³ | 1 100 000 HUF |
| Femina Terasz | Multiscreen ³ | 1 100 000 HUF |
| Femina Lélek&Test | Multiscreen ³ | 1 100 000 HUF |
| Femina Gyerek | Multiscreen ³ | 1 100 000 HUF |
| Az Én Kutyám + Az Én Macskám | Multiscreen | 500 000 HUF |

1 A PR article is an advertisement title + lead highlighting placed between the edited content of publications, with an advertisement caption, with the results page appearing in the design of the publication. The length of the article is not limited, but no longer than one Word Doc page is recommended. Submit in .doc format. Image(s), video can be placed in the article. Please upload the video embedded in the article page to indavideo.hu in advance and submit the link to the video with the article. Any submission information can be found [HERE](#).

2 Mobile web banner will be displayed in the middle zone, so multiscreen pc article and mobile banner middle zone cannot be ordered for the same day, for the same publication.

3 You can also select for the given column: world star, Health, Beauty, Recipe, Home, Diet, Travel, Terrace, Ezo, Contact, Kids

4 Shown in full site + highlighted in column opener.

QUALITY PLACEMENT®¹ DESKTOP AND MOBILE AV

RATE CARD OF ADVIEW (AV) BASED ADVERTISEMENT, ON DESKTOP AND MOBILE WEB

| Packages | CPM ² |
|--|---|
| Quality Placement™ Billboard mix Index Belföld, Index Külföld, Index Gazdaság, Index Sport, Index TechTud, Index Kult, Index FOMO, Index Zöld Index, Index Időjárás, ECONOMX, Port.hu subpages, Totalcar subpages, Totalbike subpages, Femina subpages, Dívány subpages | 4 500 HUF |
| Quality Placement™ Roadblock mix Index Belföld, Index Külföld, Index Gazdaság, Index Sport, Index TechTud, Index Kult, Index FOMO, Index Zöld Index, Dívány.hu subpages, Femina subpages, ECONOMX subpages, Port.hu subpages, Totalcar subpages, Totalbike subpages, SÓBors subpages, Az Én Kutyám subpages, Az Én Macskám subpages | 4 500 HUF |
| Quality Placement™ Half page mix Index Belföld, Index Külföld, Index Gazdaság, Index Sport, Index TechTud, Index Kult, Index Mindeközben, Index FOMO, Index Zöld Index, Dívány subpages, Femina subpages, ECONOMX subpages, Port.hu subpages, Totalcar subpages, Totalbike subpages, SÓBors subpages, Az Én Kutyám subpages, Az Én Macskám subpages | 4 500 HUF |
| Quality Placement™ Desktop mix Index Belföld, Index Külföld, Index Gazdaság, Index Sport, Index TechTud, Index Kult, Index Mindeközben, Index FOMO, Index Zöld Index, Index Időjárás, Dívány subpages, Femina subpages, ECONOMX, Port.hu subpages, Totalcar subpages, Totalbike subpages, SÓBors subpages, Az Én Kutyám subpages, Az Én Macskám subpages | 4 500 HUF (billboard + roadblock + half page) |
| Quality Placement™ Multiscreen mix³ Index címlap (Banner közép alatti zónák) Index Belföld, Index Külföld, Index Gazdaság, Index Sport, Index TechTud, Index Kult, Index FOMO, Index Zöld Index, Index Időjárás, Dívány aloldalak, Femina, ECONOMX, Totalcar subpages, Totalbike subpages, Az Én Kutyám subpages, Az Én Macskám subpages, Index applikáció subpages | 4 500 HUF (billboard + roadblock + half page + mobil banner top) |

Szezon-Index: QP AV package can be ordered with 10% extra fee for Oct-Dec 2024.

Due to changes in quarterly viewability measurements, the range of publications may change.

1 Quality Placement® is the unique designation used by Indamedia Sales Ltd. Our Quality Placement® Quality Assurance Briefing is available [HERE](#).

2 List price per thousand advertising impressions (AV).

3 We reserve the right to make changes based on monthly updated visibility values. For a current list of zones and websites, please visit our Quality Placement™ Quality Assurance [HERE](#).

DESKTOP AV

RATE CARD OF ADVIEW (AV) BASED ADVERTISEMENT, ON DESKTOP

| Packages | CPM ¹ |
|---|------------------|
| Roadblock mix Index, Velvet, Dívány, Sóbors, Totalcar, Totalbike, Port.hu (roadblock „B” and photo gallery roadblock), ECONOMX, Femina, Index editorial blogs, Inda services: Blog.hu | 3 500 HUF |
| Half page mix Index, Velvet, Dívány, Sóbors, Totalcar, Port.hu, ECONOMX, Femina, Női friss, Blog.hu, Blog.hu front page!, Inda services: Index Fórumok | 3 500 HUF |
| Sticky Subway mix Index article pages, Totalcar article pages | 3 500 HUF |

MULTISCREEN AV (1)*

RATE CARD OF ADVIEW (AV) BASED MULTISCREEN¹ ADVERTISEMENTS BY THEMATIC GROUPS

| Packages | CPM ² |
|---|--|
| | super leaderboard, medium rectangle, roadblock, mobile banner (300x250 px, image) ³ |
| Premium package Index Gazdaság and Belföld, Index application Index pages, ECONOMX | 5 000 HUF |
| Index package Index front page + sections (excl. Index Gazdaság), Index application Index pages | 4 500 HUF |
| Male package Index Sport, Velvet, Totalcar, Index application Index, Velvet and Totalcar pages, Port.hu, Port.hu application, ECONOMX, Blog.hu male thematic blogs ⁴ | 4 500 HUF |
| Female package Dívány, Index application Dívány pages, Sóbors, Femina, Port.hu, Port.hu application, Blog.hu female thematic ⁵ blogs | 4 500 HUF |
| Kids package Dívány Szülőség, Index application Dívány pages, Femina Gyerek, Port.hu Gyerek, Port.hu application, Blog.hu parenthood and lifestyle thematic blogs | 4 500 HUF |
| Youth package Index editorial blogs (Stenk, Cinematrix), Dívány Lájfhekk, Offline and #Életem, Index application Index and Dívány pages, Femina Terasz, Port.hu, Port.hu application, Inda services | 4 500 HUF |
| Gastronomy package Index Degusztátor, Dívány Lájfhekk és Offline, Index application Dívány pages, Sóbors, Femina Recept and Diéta, Blog.hu gastronomy and lifestyle thematic blogs | 4 500 HUF |

* Data surcharge 50%, we currently have 100 interest categories of interest and 16 characters.

1 Campaigns can appear on the desktop, mobile web, mobile app, tablet interfaces of publications. Available formats: static or animated images (.jpg., .png., .gif) or HTML, HTML5 creative, and creative in similar formats behind ad code that calls an external ad server.

2 List price per thousand ad impressions (AV).

3 Campaigns require a minimum of 2 desktop, 2 tablet and 1 mobile (300x250 px) creative sizes, the rest are optional. Submission of 300x250 px is mandatory,

4 Men's blog categories: car, film, offcuts, SME, politics, sports, tech, science, green

5 Women's blog categories: fashion, lifestyle, gastro, kikapcs, pet, cult, home, parenting, travel, green

MULTISCREEN AV (2)*

RATE CARD OF ADVIEW (AV) BASED MULTISCREEN¹ ADVERTISEMENTS BY THEMATIC GROUPS

| Packages | CPM ² |
|--|---|
| | super leaderboard, medium rectangle, roadblock, mobil banner (300x250 px, kép) ³ |
| Culture package Index Kult+Cinematix, Index application Index and Blog.hu front page! pages, Port.hu, Port.hu application, Blog.hu culture thematic blogs, Blog.hu front page! | 4 500 HUF |
| Real estate package Index Gazdaság/Ingatlan, Index application Index pages, ECONOMX Ingatlan | 4 500 HUF |
| Travel package Femina Utazás, Blog.hu travelling thematic blogs | 4 500 HUF |
| Leisure package Port.hu, Port.hu application, Velvet, Index application Velvet pages, Inda services: Blog.hu, Indavideo, Index Forums, Indafoto | 4 500 HUF |

* Data surcharge 50%, we currently have 100 interest categories of interest and 16 characters.

¹ Campaigns can appear on the desktop, mobile web, mobile app, tablet interfaces of publications. Available formats: static or animated images (.jpg., .png., .gif) or HTML, HTML5 creative, and creative in similar formats behind ad code that calls an external ad server.

² List price per thousand ad impressions (AV).

³ Campaigns require a minimum of 2 desktop, 2 tablet and 1 mobile (300x250 px) creative sizes, the rest are optional. The 300x250 px size is mandatory

MULTISCREEN CT

RATE CARD OF CLICK THROUGH (CT) BASED MULTISCREEN¹ ADVERTISEMENTS

| Packages / Sites | CT |
|--|--|
| Editorial blogs, Velvet, Totalcar, Port.hu, Femina, Blog.hu, Az Én Kutyám, Az Én Macskám | leaderboard (728x90 px, picture), medium rectangle (300x250 px, picture), roadblock (640x360 px, picture), mobil banner (300x250 px and 320x50 px , picture) ² net-net 650 HUF |

¹ Campaigns can appear on the desktop, mobile web, mobile app, tablet interfaces of publications. Available formats: static or animated images (.jpg, .png, .gif) or HTML, HTML5 creative, and creative in similar formats behind ad code that calls an external ad server.

² Campaigns require a minimum of 3 desktop, 2 tablet and 2 mobile creative sizes, the rest are optional. The following sizes are required: 320x50 px, 300x250 px, 640x360 px and/or 728x90 px.



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

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