Indamedia SALES

RATE CARD

Effective as of 16 April 2026 until withdrawn

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.

BRAND SAFETY

QP | Quality Placement™

index economx Dívány FEMINA SÓBORS Velvet totalcar PORT We love Dogz We love Catz IndaPlay indavideó

QP | Quality Placement™

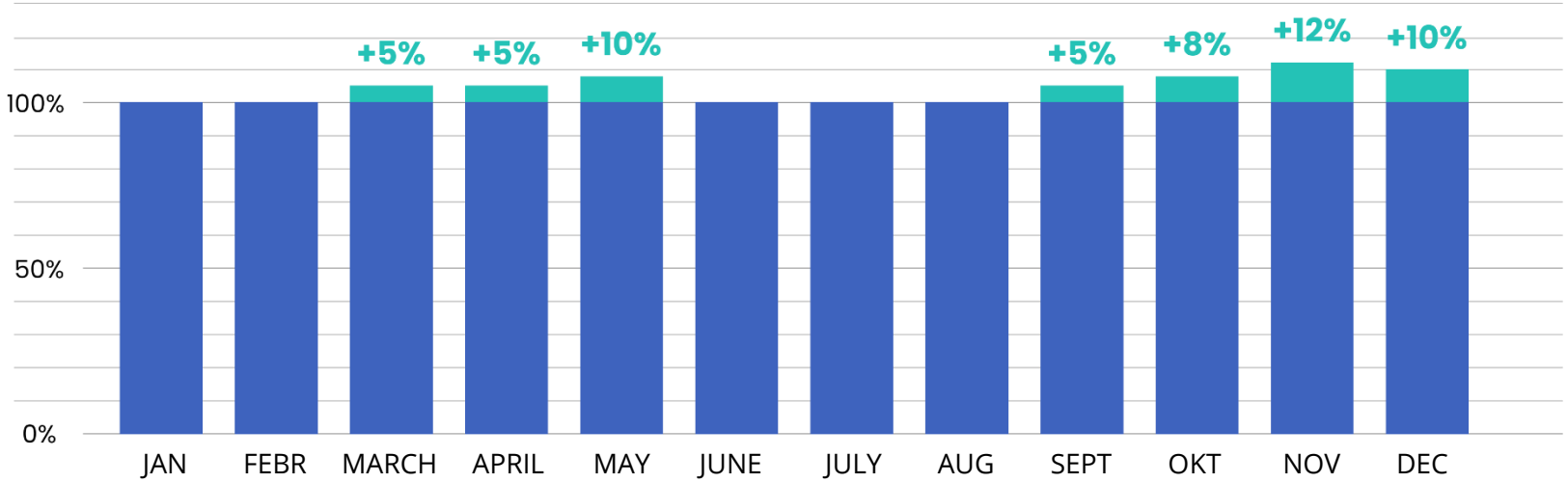
Indamedia Group's goal is to provide the highest level of service to its partners, both in terms of brand safety and technology.

Indamedia Sales will use its advertising zones on the content sites it represents to offer high visibility and brand-safe environments. Quality Placement™ certification.*

* Quality Placement™ is a unique designation used by Indamedia Sales Ltd. Our Quality Placement™ Quality Assurance leaflet is available HERE.

SEASONAL INDEX 2026

Seasonal index is valid for the following appearances:
ads of Index front page, Index application, Femina mobile ads[1],
Femina + Dívány mobile ads[1], IndaSpot, Quality Placement™ mix



[1] Seasonal index is valid only for mobile ad top zones (banner top zone, rich media top zone) of the publications.

DESKTOP BANNER: BILLBOARD
rate card (day/week)

QP | Quality Placement™

SITE	UNIT	BILLBOARD 970x250 px[1]
Index front page	day	4 200 000 HUF
Index Belföld	day	1 600 000 HUF
Index Külföld	day	700 000 HUF
Index Tech-Tud	week	1 300 000 HUF
Index Kult	day	400 000 HUF
Index Sport	day	900 000 HUF
Index Gazdaság + Economx	day	1 700 000 HUF
Index Mindeközben	week	1 500 000 HUF
Index package: Index Kult, Külföld, Sport, Mindeközben	day	1 400 000 HUF

SITE	UNIT	BILLBOARD 970x250 px[1]
Dívány	week	1 950 000 HUF
Totalcar[2]	week	1 850 000 HUF
PORT	day	1 300 000 HUF
SóBors	week	1 000 000 HUF
Velvet	week	800 000 HUF
We love Dogz + We love Catz	week	350 000 HUF

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. 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] The creative can be submitted at 970x90 px (super leaderboard). Extra display options can be ordered: silder billboard (2 pcs 970x250 px, still), 3D billboard (4 pcs 970x250 px, still), Atomic billboard (2 pcs 970x250 px, transparent).

[2] Without Népítélet.

DESKTOP BANNER: HALF PAGE
rate card (day/week)

QP | Quality Placement™

SITE	UNIT	HALF PAGE 300x600 px[1]
Index front page	day	3 900 000 HUF
Index Belföld	day	1 600 000 HUF
Index Külföld	day	700 000 HUF
Index Gazdaság + Economx	day	1 700 000 HUF
Index Tech-Tud	week	1 300 000 HUF
Index Kult	day	400 000 HUF
Index Kult + PORT front page, Film	day	1 000 000 HUF
Index Sport	day	900 000 HUF
Index Mindeközben	week	1 500 000 HUF
Index FOMO + Velvet	week	1 950 000 HUF

SITE	UNIT	HALF PAGE 300x600 px[1]
Index package: Index Kult, Külföld, Sport, Mindeközben	day	1 400 000 HUF
Femina[2]	day	1 400 000 HUF
Dívány	day	500 000 HUF
Femina[2] + Dívány	day	1 700 000 HUF
PORT	day	1 300 000 HUF
SóBors	week	1 000 000 HUF
Velvet	week	900 000 HUF
We love Dogz + We love Catz	week	350 000 HUF

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] Also available with XL half page solution (350x700 px). Extra display options can be ordered. 3D half page (3 pcs. 300x600 px, still image), Slider half page (2 pcs 300x600 px, still), 3D half page (3 pcs 300x600 px, still), kivéve Index Gazdaság + Economx és Index Kult + Port.hu címlap, Film.

[2] Without Retikül.

DESKTOP BANNER: ROADBLOCK
rate card (day/week)

QP | Quality Placement™

SITE	UNIT	ROADBLOCK / LANDSCAPE 640x360 / 728x410 px[1]
Index front page	day	3 900 000 HUF
Index Belföld	day	1 750 000 HUF
Index Külföld	day	750 000 HUF
Index Gazdaság + Economx	day	1 900 000 HUF
Index Tech-Tud	week	1 300 000 HUF
Index Kult	day	450 000 HUF
Index Sport	day	900 000 HUF
Index Mindeközben[2]	week	1 500 000 HUF
Index package: Index Kult, Külföld, Sport, Mindeközben	day	1 500 000 HUF

SITE	UNIT	ROADBLOCK / LANDSCAPE 640x360 / 728x410 px[1]
Index FOMO + Velvet	week	1 950 000 HUF
Femina[3]	day	850 000 HUF
Dívány	day	750 000 HUF
Femina[3] + Dívány	day	1 400 000 HUF
PORT	day	1 500 000 HUF
SóBors	week	1 000 000 HUF
Velvet	week	800 000 HUF
We love Dogz + We love Catz	week	350 000 HUF

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 extra display options: Slider landscape (2 pieces 728x410 px, still), 3D landscape (4 pcs 728x410 px, still), Adapive ad (2 pieces 728x410 px, still) except Index Kult and Mindeközben. Landscape only available in still format (728x410 px, static) , for weekdays only on Index front page.

[2] Roadblock appears after post 1, Adaptive ad Just-One appears after post 4.

[3] Without Retikül.

DESKTOP BANNER: ADAPTIVE AD

rate card (day/week)

QP | Quality Placement™

SITE	UNIT	GEORGE[1] 748x560 px	SWIPE min. 3 – max. 9 pcs 640x360 px
Index Belföld	day	1 750 000 HUF	1 750 000 HUF
Index Külföld	day	750 000 HUF	750 000 HUF
Index Tech-Tud	week	1 300 000 HUF	1 300 000 HUF
Index Kult	day	450 000 HUF	450 000 HUF
Index Sport	day	900 000 HUF	900 000 HUF
Index Gazdaság + Economx	day	1 900 000 HUF	1 900 000 HUF
Index FOMO + Velvet	week	1 950 000 HUF	1 950 000 HUF
Index Mindeközben[2]	week	1 500 000 HUF	-

SITE	UNIT	GEORGE[1] 748x560 px	SWIPE min. 3 – max. 9 pcs 640x360 px
Femina[3]	day	850 000 HUF	850 000 HUF
Dívány	day	750 000 HUF	750 000 HUF
Femina[3] + Dívány	day	1 400 000 HUF	1 400 000 HUF
PORT	day	1 500 000 HUF	1 500 000 HUF
SóBors	week	1 000 000 HUF	1 000 000 HUF
Velvet	week	800 000 HUF	800 000 HUF

Big, static (.png, .jpg) advertisement on article pages. Operation: When the page scrolls, the image does not scroll off the screen, but the content floats over it. 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.

[1] Can be ordered with extra options: Scrollable George (9 pcs 880x1242 px)

[2] Roadblock (640x360 px) appears after the 1. post, landscape and adaptive ad (george, just-one) appears after the 4. post.

[3] Without Retikül.

DESKTOP BANNER: ADAPTIVE AD JUST-ONE

rate card (day/week)

SITE	UNIT	JUST-ONE TOP[1] 1138x640 px	JUST-ONE[2] 1138x640 px
Index front page	day	5 000 000 HUF	4 500 000 HUF
Index Mindeközben	week	-	1 750 000 HUF[3]
Totalcar + Economx front page	week	-	2 500 000 HUF
PORT front page	week	-	1 500 000 HUF
PORT TV front page	day	-	1 200 000 HUF

QP | Quality Placement™

Big, static (.png, .jpg) advertisement on front page. Operation: When the page scrolls, the image does not scroll off the screen, but the content floats over it.

[1] It appears after the first leading block on Index front page. It can be ordered with extra option: Reveal (2 pcs of 1138x640 px), Magic (2 pcs of 1138x640 px), Curtain (3 pcs of 350x700 px, still), Parallax, Motion (unique).

[2] It can be ordered with extra option: Reveal (2 pcs of 1138x640 px), Magic (2 pcs of 1138x640 px), Curtain (3 pcs of 350x700 px, still), Just-One Reminder (1920x600 px), Scrollable (9-24 pcs of 880x1320 px), Parallax, Motion (unique).

[3] Roadblock (640x360 px) appears after the 1. post, landscape and adaptive ad (george, just-one) appears after the 4. post.

index MOBILE BANNER

rate card (day/week/CPM)

SITE	UNIT	BANNER TOP 300x250 px / 480x480 px	BANNER MIDDLE 300x250 px
Index front page	day	2 800 000 HUF	1 900 000 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 Gazdaság + Economx	day	1 400 000 HUF	-
Index Tech-Tud	week	1 500 000 HUF	1 000 000 HUF
Index Kult	day	400 000 HUF	250 000 HUF
Index Sport	day	600 000 HUF	400 000 HUF
Index FOMO + Velvet	hét	1 700 000 Ft	-

SITE	UNIT	BANNER TOP 300x250 px / 480x480 px	BANNER MIDDLE 300x250 px
Full Index application[1]	day	2 800 000 HUF	1 900 000 HUF
Index front page mobile + Index app Index front page[1]	day	-	2 400 000 HUF
Index mobile and Index pages of Index app	CPM[2]	4 500 HUF	

Mobile ad appears on the publications' mobile web pages and in application. 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. Creatives do not appear in thematic supplements.

[1] Available on iOS, Android and Windows Phone. Publications: Index, Economx, Dívány, Femina, Totalcar, Blog.hu front page, Velvet, We Love Budapest, We Love Balaton. In Index app the landing page is the landing page of each publication.

[2] Cost per mille ad views (AV).

MOBILE BANNER
rate card (day/week/CPM)

SITE	UNIT	BANNER TOP 300x250 px / 480x480 px	BANNER MIDDLE 300x250 px
Economx	day	1 000 000 HUF	550 000 HUF
Femina[2]	day	1 600 000 HUF	1 000 000 HUF
Dívány	day	850 000 HUF	500 000 HUF
Femina[2] + Dívány	day	2 200 000 HUF	1 200 000 HUF
Totalcar[3]	day	700 000 HUF	400 000 HUF
PORT	day	1 400 000 HUF	800 000 HUF
SóBors	day	500 000 HUF	350 000 HUF
Velvet	week	400 000 HUF	250 000 HUF
We love Dogz + We love Catz	week	550 000 HUF	-
Mobile male mix[4]	CPM[5]	4 500 HUF	
Mobile female mix[6]	CPM[5]	4 500 HUF	

Mobile ad appears on the publications' mobile web pages. 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. Creatives do not appear in thematic supplements.
[2] Without Retikül. [2] Without Népítélet.
[4] Site: mobile of Index Sport, Totalcar, Velvet, Economx + Totalcar, Velvet és Economx pages of Index applicaton. In Index app the landing page is the landing page of each publication.
[5] Cost per mille ad views (AV).
[6] Site: mobile Dívány, SóBors, Femina, Port + Dívány pages of Index application. In Index app the landing page is the landing page of each publication.

index MOBILE RICH MEDIA

rate card (day/week)

SITE	Unit	MOBILE RICH MEDIA TOP	MOBILE RICH MEDIA MIDDLE
Index front page	day	2 800 000 HUF	1 900 000 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 Gazdaság + Economx	day	1 400 000 HUF	-
Index Tech-Tud	week	1 500 000 HUF	1 000 000 HUF
Index Kult	day	400 000 HUF	250 000 HUF
Index Sport	day	600 000 HUF	400 000 HUF

MOBILE RICH MEDIA SOLUTIONS	
SLIDER[1]	2 pcs of 300x250 px
CUBE[2]	4 pcs of 480x480 px
MAGNET[3]	480x480 px
MAGIC[4]	480x480 px
SWIPE GALLERY[5]	max 8 pcs of 480x480 px
SWIPE BOX[6]	3 pcs of 480x480 px
REVEAL[7]	2 pcs of 480x480 px

Creatives will not be displayed in thematic attachments. Rich media solutions are displayed in the same zone, so cannot be assigned to the same day, same column. Rich media middle and banner middle appear in the same ad zone, can not be ordered for the same period.

[1] An advertising solution with two static images that show two different creatives using a swipe. The two images overlap each other, and you can view the two images 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. Magnet can not be ordered in rich media middle zone.

[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] A solution with two layers of images in the same size and placed on top of each other. The top layer can be “scraped” on mouseover, revealing the bottom layer underneath. “Scraping” as an interaction can not be measured.

MOBILE RICH MEDIA
rate card (day/week)

SITE	Unit	MOBILE RICH MEDIA TOP	MOBILE RICH MEDIA MIDDLE
Economx	day	1 000 000 HUF	600 000 HUF
Femina*	day	1 600 000 HUF	1 100 000 HUF
Dívány	day	850 000 HUF	500 000 HUF
Femina* + Dívány	day	2 200 000 HUF	1 200 000 HUF
Totalcar	day	700 000 HUF	400 000 HUF
PORT	day	1 400 000 HUF	950 000 HUF
SóBors	day	500 000 HUF	350 000 HUF
Velvet	week	400 000 HUF	250 000 HUF
We love Dogz + We love Catz	week	550 000 HUF	-

MOBILE RICH MEDIA SOLUTIONS	
SLIDER[1]	2 pcs of 300x250 px
CUBE[2]	4 pcs of 480x480 px
MAGNET[3]	480x480 px
MAGIC[4]	480x480 px
SWIPE GALLERY[5]	max 8 pcs of 480x480 px
SWIPE BOX[6]	3 pcs of 480x480 px
REVEAL[7]	2 pcs of 480x480 px

Creatives will not be displayed in thematic attachments. Rich media solutions are displayed in the same zone, so cannot be assigned to the same day, same column. Rich media middle and banner middle appear in the same ad zone, can not be ordered for the same period.

* Without Retikül.

[1] An advertising solution with two static images that show two different creatives using a swipe. The two images overlap each other, and you can view the two images 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. Magnet can not be ordered in rich media middle zone.

[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] A solution with two layers of images in the same size and placed on top of each other. The top layer can be “scraped” on mouseover, revealing the bottom layer underneath. “Scraping” as an interaction can not be measured.

MOBILE ADAPTIVE AD
rate card (day/week)

SITE	UNIT	MOBILE ADAPTIVE AD: TOP SCROLLER[1] 480x654 px, static	MOBILE ADAPTIVE AD: SCROLLER[1,2] 480x654 px, static
Index front page	day	3 100 000 HUF	-
Index Belföld	day	-	1 550 000 HUF
Index Külföld	day	-	1 000 000 HUF
Index Gazdaság	day	-	750 000 HUF
Index Gazdaság + Economx	day	-	1 550 000 HUF
Index Tech-Tud	week	-	1 650 000 HUF
Index Kult	day	-	450 000 HUF
Index Sport	day	-	650 000 HUF

SITE	UNIT	MOBIL ADAPTIVE AD: SCROLLER[1,2] 480x654 px, static
Economx	day	1 100 000 HUF
Femina*	day	1 800 000 HUF
Dívány	day	950 000 HUF
Femina* + Dívány	day	2 450 000 HUF
Totalcar	day	750 000 HUF
PORT	day	1 550 000 HUF
SóBors	day	550 000 HUF
Velvet	day	450 000 HUF
We love Dogz + We love Catz	week	600 000 HUF

Creatives will not be displayed in thematic attachments.
[1] Operation: When the page scrolls, the image does not scroll off the screen, but the content floats over it.
[2] Rich media solutions and adaptive ad scroller appear in same ad zone in Index's sections and other sites, it can not be ordered for the same section and same period.

index MOBILE APPLICATION RICH MEDIA

rate card (day)

MOBILE RICH MEDIA FORMAT		Full Index application[1]
CUBE[2]	4 pcs of 480x480 px	
SLIDER[3]	2 pcs of 480x480 px	
MAGNET[4]	480x480 px	
MAGIC[5]	480x480 px	
PEEP-HOLE[6]	480x654 px	2 800 000 HUF
ADAPTIVE AD[7]	480x654 px	
SWIPE CARDS[8]	3 pcs 480x654 px	
SWIPE GALLERY[9]	max. 8 pcs of 480x480 px	
TILTORAMA[10]	1200x480 px, still	

[1] Publications: Index, Economx, Dívány, Femina, Totalcar, Blog.hu front page, Velvet, We Love Budapest, We Love Balaton. 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 px 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-time-play operation within a page impression (article page).
[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.

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

MULTISCREEN BANNER
rate card (day/week)

QP | Quality Placement™

SITE	UNIT	DESKTOP HALF PAGE[1] + MOBILE BANNER TOP[2] ZONE 300x600 + 300x250 px	DESKTOP ROADBLOCK[3] + MOBILE RICH MEDIA TOP[4] ZONE 640x360 + 480x480 px
Index Belföld	day	2 100 000 HUF	-
Index Külföld	day	1 350 000 HUF	-
Index Gazdaság + Economx	day	2 300 000 HUF	-
Index Tech-Tud	week	2 100 000 HUF	-
Index Kult	day	600 000 HUF	-
Index Sport	day	1 050 000 HUF	-
Dívány	day	1 150 000 HUF	-
Port	day	2 200 000 HUF	-
Totalcar	day	850 000 HUF	850 000 HUF
SóBors	day	600 000 HUF	-
We love Dogz + We love Catz	week	750 000 HUF	-

[1] An advertisement that appears on every page of a given publication/column. Banners are not displayed in longform articles and seperate sections. 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.
[2] Mobile ad appears on the publications' mobile web pages. 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. Creatives do not appear in thematic supplements.
[3] Advertisements appearing 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 and seperate sections. Roadblock, landscape and adaptive ad and other extras are not available for same day, same publication/column.
[4] Available rich media solutions are on the page 12 of the rate card.

DESKTOP AND MOBILE LAYER
rate card (day)

SITE	DESKTOP LAYER[1] 970x550 px, 8 sec	MOBILE INTERSTITIAL[2] 480x654 px, 5 sec
Index front page	6 000 000 HUF	2 800 000 HUF
Index Belföld	-	1 400 000 HUF
Index Külföld	-	900 000 HUF
Index Gazdaság	-	700 000 HUF
Index Kult	-	400 000 HUF
Index Sport	-	600 000 HUF

SITE	MOBILE INTERSTITIAL[2] 480x654 px, 5 sec
Economx	1 000 000 HUF
Femina[3]	1 600 000 HUF
Dívány	850 000 HUF
Totalcar	700 000 HUF
PORT	1 300 000 HUF
SóBors	500 000 HUF
Velvet	400 000 HUF

[1] The advertisement appears above the content of a publication, displayed to a user once a day. It does not appear in longform articles. Can be ordered: XL layer (max 970x550 px, 8 sec) or Interstitial (970x550 px, 8 sec). An advertisement that appears above the content of a publication, displayed to a user once a day. It does not appear in longform articles.
[2] Displayed once per day per user per ad (with cooki). Available formats: static image (.jpg., .png).
[3] Without Retikül.

IN-STREAM VIDEO AD
rate card (CPM[1])

AD FORMAT	SIZE	INDAPLAY	INDAVIDEO
PRE-ROLL SPOT	max. 30 sec, skipable after 6 sec[2]	10 000 HUF	7 000 HUF
	max. 30 sec, skipable after 10 sec	13 000 HUF	9 000 HUF
	max. 30 sec, skipable after 15 sec	18 000 HUF	12 000 HUF
PRE-ROLL EXTRA[3]	max. 30 sec, skipable after 6 sec[2] + 310x40 px static image	-	8 000 HUF
	max. 30 sec, skipable after 10 sec + 310x40 px static image	-	10 000 HUF
	max. 30 sec, skipable after 15 sec + 310x40 px static image	-	13 000 HUF
MID-ROLL SPOT[4]	max. 30 sec, skipable after 5 sec	10 000 HUF	7 000 HUF
POST-ROLL SPOT	max. 30 sec, skipable after 5 sec	6 000 HUF	5 000 HUF

[1] Cost per mille ad views (AV).
[2] Pre-roll spot can be ordered with 5 sec skip.
[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] Closable, text or static image ad, displayed once per user per day.

OUTSTREAM VIDEO AD
rate card (CPM[1])

MULTISCREEN[2] PACKAGES	OUTSTREAM VIDEO
Index, Economx	10 000 HUF
PORT	7 000 HUF
Indamedia RON Index, Velvet, Totalcar, Dívány, Femina (with Retikül), Economx, PORT	7 000 HUF

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 also be placed on the player, appearing in the top-right or top-left corner (transparent PNG, max. 96x32 px).

Size: roadblock (640x360 px), mobil banner (300x250 px), max. 30 sec, adervtiser's logo. Both creative sizes must be submitted for campaigns.
Format and size: 1280x720 px (max. 50 MB), mp4 format, 16:9 aspect ratio, max. 30 sec length.

[1] Cost per mille ad views (AV).
[2] Campaigns can appear on both desktop and mobile web interfaces of publications.

MULTISCREEN ADVERTORIAL
rate card (day/week)

SITE	POSITION	ADVERTORIAL
Index front page (image+text)	top	2 750 000 HUF
Index front page (avatar + front page, avatar only desktop)	middle	2 000 000 HUF
Index Belföld	top	1 100 000 HUF
Index Külföld	top	800 000 HUF
Index Gazdaság	top	600 000 HUF
Index Tech-Tud	top	1 950 000 HUF/week
Index Kult	top	700 000 HUF
Index Sport	top	600 000 HUF

SITE	ADVERTORIAL
Totalcar[1]	700 000 HUF
Economx	800 000 HUF
Port (excl. front page of TV section)	600 000 HUF
Dívány[1]	850 000 HUF
Femina chosen section[2]	1 100 000 HUF/week
SóBors[1]	500 000 HUF
Velvet[1]	500 000 HUF
We love Dogz + We love Catz	450 000 HUF/week

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.

[1] 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.
[2] You can also select for the given column : Világsztár, Egészség, Szépség, Recept, Otthon, Diéta, Utazás, Terasz, Ezo, Lélek&Test, Gyerek. Advertorial (pr lead) is highlighted for a day of the week on Femina front page (multiscreen), for a week on front page of the chosen section (multiscreen) and every article pages of Femina in the right column and in „Ez is érdekelhet) boksz (only desktop).

QP | Quality Placement™[1] DESKTOP AND MULTISCREEN AV rate card (CPM[1])

	PACKAGES[2]	CPM[1]
QP | 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 subpages, Totalcar subpages, Totalbike subpages, Femina subpages (with Retikül), Dívány subpages	5 000 HUF
QP | 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 (with Retikül), Economx subpages, Port subpages, Totalcar subpages, Totalbike subpages, SóBors subpages, We love Dogz subpages, We love Catz subpages	5 000 HUF
QP | 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 (with Retikül), Economx subpages, Port subpages, Totalcar subpages, Totalbike subpages, SóBors subpages, We love Dogz subpages, We love Catz subpages	5 000 HUF
QP | Quality Placement™ DESKTOP MIX[3]	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 (with Retikül), Economx, Port subpages, Totalcar subpages, Totalbike subpages, SóBors subpages, We love Dogz subpages, We love Catz subpages	5 000 HUF
QP | Quality Placement™ MULTISCREEN MIX[3]	Index's front page (zones below banner middle), Index Belföld, Index Külföld, Index Gazdaság, Index Sport, Index TechTud, Index Kult, Index FOMO, Index Zöld Index, Index Időjárás, Dívány subpages, Femina (with Retikül), Economx, Totalcar subpages, Totalbike subpages, We love Dogz subpages, We love Catz subpages, Index application's subpages	5 000 HUF
QP | Quality Placement™ IDENT MULTISCREEN MIX[3]	Index's front page (zone below banner middle), Index Belföld, Index Külföld, Index Gazdaság, Index Sport, Index TechTud, Index Kult, Index FOMO, Index Zöld Index, Index Időjárás, Dívány subpages, Femina subpages (with Retikül), Economx, Totalcar subpages, Totalbike subpages, We love Dogz subpages, We love Catz subpages, Index application's subpages	5 000 HUF + adatfelár[4]

Quality Placement® is the unique designation used by Indamedia Sales Ltd. Our Quality Placement® Quality Assurance Briefing is available HERE. Due to changes in quarterly viewability measurements, the range of publications may change.

[1] Cost per mille ad views (AV).
[2] The site composition of AV packages may be different per orders, please contact your sales contact for further information.
[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.
[4] Rate card: + 25-50% extra charge. Currently 100+ areas of interest and 19 personas have been..

MULTISCREEN[1] THEMATICS AV PACKAGES* (1)

rate card (CPM[2])

	PACKAGES	SIZE	CPM[2]
Prémium package	Index Gazdaság and Belföld, Index pages of Index application, Economx	super leaderboard (970x90 px), medium rectangle (300x250 px), roadblock (640x360 px), mobile banner (300x250 px, still)	5 000 HUF
Index package	Index front page + sections (excl. Index Gazdaság), Index pages of Index application		4 500 HUF
Male package	Index Sport, Velvet, Totalcar, Index, Velvet and Totalcar pages of Index application, Port, Port application, Economx, Blog.hu male thematics[4] blogs		4 500 HUF
Female package[3]	Dívány, Dívány pages of Index application, SóBors, Femina (with Retikül), Port, Port application, Blog.hu female thematics[5] blogs		4 500 HUF
Kids package[3]	Dívány Szülőség, Dívány pages of Index application, Femina Gyerek, Port Gyerek, Port application, Blog.hu parenthood and lifestyle thematics blogs		4 500 HUF
Youth package[3]	Index editorial blogs (Stenk, Cinematrix), Dívány Lájfhekk, Offline and Életem, Index and Dívány pages of Index application, Femina Terasz, Port, Port application, Inda services		4 500 HUF
Gastro package[3]	Index Degusztátor, Dívány Lájfhekk and Offline, Dívány pages of Index application, SóBors, Femina Recept and Diéta, Blog.hu gastro and lifestyle thematics blogs		4 500 HUF

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

* Packages can be ordered with Ident data target. Extra charge: +25-50%. Currently 100+ areas of interest and 19 personas have been..

[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] Cost per mille ad views (AV).
[3] The site composition of AV packages may be different per orders, please contact your sales contact for further information.
[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, gree

MULTISCREEN[1] THEMATICS AV PACKAGES* (2)
rate card (CPM[2])

PACKAGES		SIZE	CPM[2]
Culture package	Index Kult+Cinematrix, Index and Blog.hu pages of Index application, Port, Port application, Blog.hu culture thematics blogs, Blog.hu Front page!	super leaderboard (970x90 px),	4 500 HUF
Real Estate package	Index Gazdaság/Ingatlan, Index pages of Index application, Economx Ingatlan	medium rectangle (300x250 px),	4 500 HUF
Travel package	Femina Utazás, Blog.hu travel thematics blogs	roadblock (640x360 px),	4 500 HUF
Leisure package	Port, Port application, Velvet, Velvet pages of Index application, Inda services: Blog.hu, Indavideo, Index Forums, IndaFoto	mobile banner (300x250 px, still)	4 500 HUF

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

* Packages can be ordered with Ident data target. Extra charge: +25-50%. Currently 100+ areas of interest and 19 personas have been..

[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] Cost per mille ad views (AV).

MULTISCREEN[1] CT PACKAGE

PACKAGE	Multiscreeen CT package
SITE	Editorial blogs, Velvet, Totalcar, Port, Femina (with Retikül), Blog.hu, We love Dogz, We love Catz
SIZE	leaderboard (728x90 px, still), medium rectangle (300x250 px, still), roadblock (640x360 px, still), mobile banner (300x250 px and 320x50 px, still)[2]
LIST PRICE	net-net 650 HUF

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

[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.

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