



2014

MEDIA OFFER

GameStar / THE BIGGEST GAMER MAGAZINE
ONLINE

SMARTSENSE HUNGARY
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INTRODUCTION

Since its complete renewal in 2013 GameStar Online has proved that a gaming lifestyle magazine is indeed capable of attracting both casual and hardcore gamers. In addition to 20-30 news items a day, it features previews, reviews, colourful and exciting content (some in “broadsheet” others more in “tabloid” fashion), the latest tests and interviews – all written in a casual and highly entertaining style. Despite the name, however, GameStar Online is far from being only about games: films, TV series, books and music are also part of the portfolio. The sky is the limit, so we try and avoid restrictions: in only a year we have managed to double the number of our daily visitors and we have also been supported by one of the most dynamically developing community media site in Hungary and the growing popularity of our video content.

The screenshot displays the GameStar Hungary website interface. At the top, there's a navigation bar with the GameStar logo, search bar, and user profile. A prominent banner at the top promotes Nickelodeon content with the headline "NÉZD A LEGVAGÁNYABB SZOROZATAINKAT ÉS NYERJ MENŐSÉGEKET!". Below this, there are several article teasers, including "Grand Theft Auto V - igazí gengszterek hangja a játékban", "Hogyan lesz Super Mario elihárom olyan videót is találtunk ma, amely...", and "Tom Clancy's The Division - játékidő". A large, stylized illustration of a female character with glasses and a headset is overlaid on the right side of the page. The bottom of the page shows a footer with "SMART SENSE" branding.

ADVERTISING RATES

/ VAT IS NOT INCLUDED!

Appearance	Appearance unit	Format	Expected AV 2014	Expected UV 2014	Rates 2014	HUF / AV	HUF / UV
Every page	week	728×90 ¹	440 000	100 000	600 000 HUF	1,36 HUF	6,00 HUF
	week	300×250 ²	500 000	100 000	750 000 HUF	1,50 HUF	7,50 HUF
	week	970×250 ¹	440 000	100 000	1 000 000 HUF	2,27 HUF	10,00 HUF
	week	300×600 ²	500 000	100 000	1 250 000 HUF	2,50 HUF	12,50 HUF
	week	970×250 / 300×600 + skin ¹	440 000	100 000	1 200 000 HUF	2,73 HUF	12,00 HUF
	week	Fanfold ¹	440 000	100 000	1 300 000 HUF	2,95 HUF	13,00 HUF
Main page	week	728×90 / 300×250	140 000	25 000	300 000 HUF	2,14 HUF	12,00 HUF
	week	970×250 / 300×600	140 000	25 000	500 000 HUF	3,57 HUF	20,00 HUF
	week	970×250 / 300×600 + skin ^{1,2}	140 000	25 000	600 000 HUF	4,29 HUF	24,00 HUF
	week	Extra Rich Media	140 000	25 000	850 000 HUF	6,07 HUF	34,00 HUF
Sub-pages / text link ³	week	maximum 120 characters (below lead)	300 000	80 000	250 000 HUF	0,83 HUF	3,13 HUF
Sub-pages / image reference ³	week	title: 20 characters (include spaces), lead: 70 characters (include spaces) image: 75×75 pixel (end of article)	300 000	80 000	250 000 HUF	0,83 HUF	3,13 HUF
Sub-pages ³	week	728×90 / 300×250	300 000	80 000	588 000 HUF	1,96 HUF	7,35 HUF
	week	970×250 / 300×600	300 000	80 000	980 000 HUF	3,27 HUF	12,25 HUF
	week	640×360	300 000	80 000	980 000 HUF	3,27 HUF	12,25 HUF
	week	640×360 (comment box)	300 000	80 000	490 000 HUF	1,63 HUF	6,13 HUF
	week	970×250 / 300×600 + skin	300 000	80 000	1 175 000 HUF	3,92 HUF	14,69 HUF
PR article (title + lead + picture appears on every pages in right column)	week	images (maximum 4 pcs, maximum dimensions: 400×400 pixels, color space: RGB) + maximum 4000 characters text + optional AV-CT-tracking codes	500 000	100 000	600 000 HUF	1,20 HUF	6,00 HUF
Newsletter (wednesdays)	sending	728×90 jpg / gif		74 000	400 000 HUF		5,41 HUF
	sending	maximum 250 characters text		74 000	300 000 HUF		4,05 HUF
E-dm	sending	html-newsletter					

¹HUB (aggregator pages) are not included ²Gallery pages are not included ³HUB (aggregator) pages, game-info and gallery pages are not included