

# PCWorld

ONLINE  
MEDIA OFFER  
2022



Our agency sales partner:



PC World is one of the leading Hungarian news sites specialized in technology, IT and mobile devices.

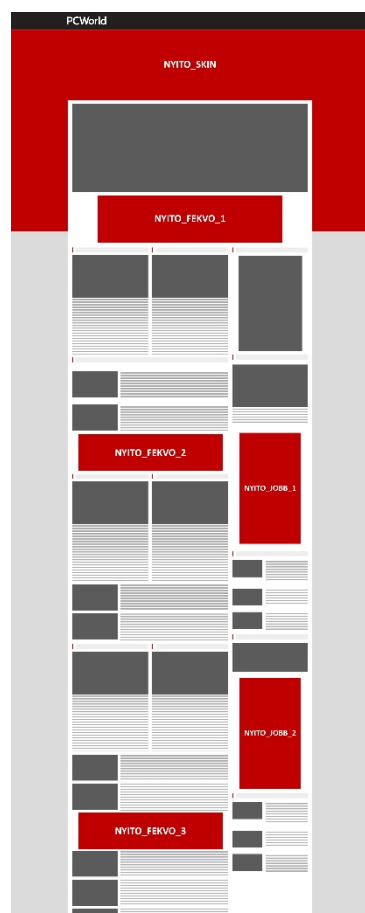
Monthly page views: **more than 1,4M**  
 Monthly Unique users: **more than 500k**  
 Facebook followers: **more than 24k**

### Desktop ad placement

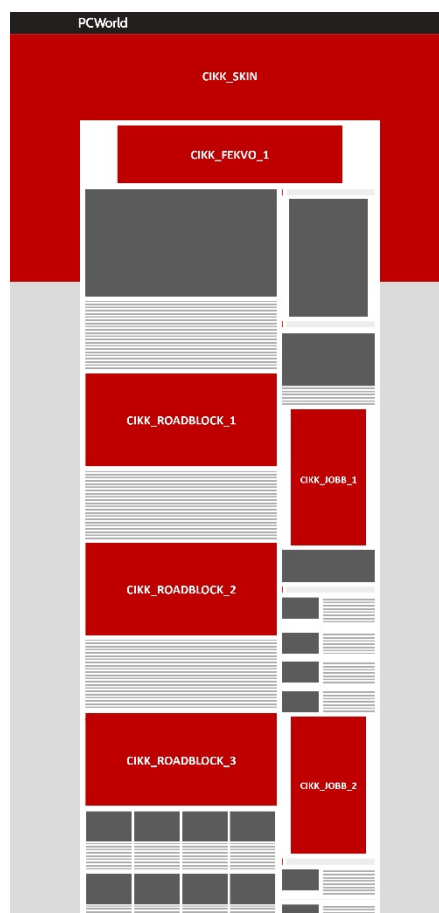
SURFACE	DISPLAYED	
	ON MAIN PAGE	ON ARTICLE PAGES*
DESKTOP 1	Skin or 970 x 250 banner below header	Skin or 970 x 250 banner below header
DESKTOP 2	970 x 250 or 640 x 360 banner below the highlighted news	640 x 360 banner below article lead
DESKTOP 3	300 x 600 first banner on the right	300 x 600 first banner on the right
DESKTOP 4	300 x 600 second banner on the right	300 x 600 second banner on the right
OTHER DESKTOP	300 x 600 or smaller further banners on the right.	300 x 600 or smaller further banners on the right. 640 x 360 banners in the articles.

*\* In case of full column sponsorship, competitors' advertisements cannot be displayed in the articles of the column.*

**Main page**



**Article pages**



More than 60% of visits happen on mobile devices.

## Mobile ad placement

SURFACE	DISPLAYED	
	ON MAIN PAGE	ON ARTICLE PAGES*
MOBILE 1	300 x 250 banner below highlighted article	336 x 280 banner below lead of the article
MOBILE 2	300 x 250 banner above further news	First 336 x 280 banner in the article body
MOBILE 3	not available	Second 336 x 280 banner in the article body
OTHER MOBILE	not available	Further 336 x 280 banners in the article body

*\* In case of full column sponsorship, competitors' advertisements cannot be displayed in the articles of the column.*

### Main page



### Article pages



For a specialized offer contact your dedicated sales manager, or contact us on the [ajanlat@project029.com](mailto:ajanlat@project029.com) email address!

## ADVERTISEMENT LIST PRICES 2022

(OUR PRICES ARE NET PRICES, VAT IS NOT INCLUDED)

TIME BASED OFFERS			
	SURFACE	EXPECTED AV / WEEK	LIST PRICE / WEEK
MOBILE OFFERS	MOBILE 1	120 000 AV	650 000 HUF
	MOBILE 2	120 000 AV	600 000 HUF
MOBILE + DESKTOP OFFERS	ALL-IN 1 (MOBILE 1 + DESKTOP 1)	180 000 AV	1 000 000 HUF
	ALL-IN 2 (MOBILE 2 + DESKTOP 2)	180 000 AV	900 000 HUF

AV BASED OFFER	
AV LIST PRICE	3,5 HUF / AV
SURFACES	Desktop 2, Desktop 3, Desktop 4, Mobile 2, Mobile 3, Mobile 4, Mobile 5

In case of AV based offers, banners are displayed on free surfaces fitting the given advertisement sizes. Only one advertisement of the campaign is displayed per page. Campaign ends at reaching its AV target till the given campaign end date.

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## NATIVE CONTENT LIST PRICES 2022

(OUR PRICES ARE NET PRICES, VAT IS NOT INCLUDED)

TIME BASED OFFERS			
	CONTENT	SHORT DESCRIPTION	LIST PRICE
PR ARTICLES	PC WORLD PR ARTICLE	<i>PR or unique native content, editorial concept development, 1-week desktop and mobile highlighted content placement, professional search engine optimization, Facebook post 90k estimated lead AV</i>	300 000 HUF / article
	PC WORLD PR ARTICLE SERIES	<i>Longer campaign with several PR articles, professional search engine optimization, editorial strategy development and execution</i>	unique offer
SOCIAL & VIDEO ACTIVITIES	PC WORLD FACEBOOK POST	<i>Post published on the Facebook page of PC World Hungary.</i>	20 000 HUF / post
	PC WORLD FACEBOOK CAMPAIGN	<i>Unique Facebook post boost or advertisement campaign run on the PC World Hungary Facebook page with full operative management. (without creative content development)</i>	80.000 HUF / campaign + media fee
	PC WORLD YOUTUBE VIDEO	<i>Video published on the YouTube channel of GameStar and PC World, and boosted with discovery ads, to reach minimum 30k viewers. (special video shooting requirements can increase the price)</i>	450 000 HUF / video
COLUMN SPONSORSHIP	PC WORLD YOUTUBE COLUMN SPONSORSHIP	<i>PC World Reviews, Top Lists, Previews, Deep-Dive, or Speak-It-Out videos are sponsored by partner. Sponsorship is displayed at the beginning of the video. 1 video per week.</i>	120 000 HUF / month
	PC WORLD COLUMN SPONSORSHIP	<i>Display advertisement, with a link to partner's URL, placed on every article in the given column. 2-3 sponsored articles per month in the column.</i>	380 000 HUF / month