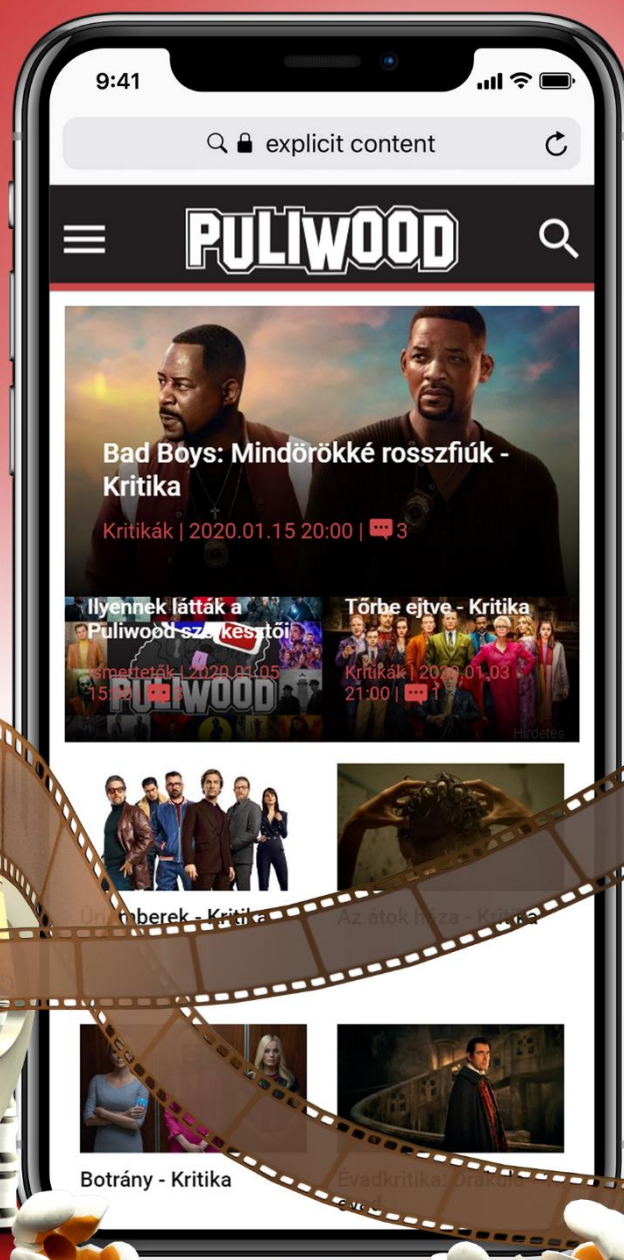


PULIWOOD

ONLINE
MEDIA OFFER
2021



Our agency sales partner:



Puliwood is part of the GameStar family, specialized in movies and serials related topics. It's one of the most dynamically growing outlets in the portfolio.

Monthly page views: **more than 650k**

Monthly Unique users: **more than 300k**

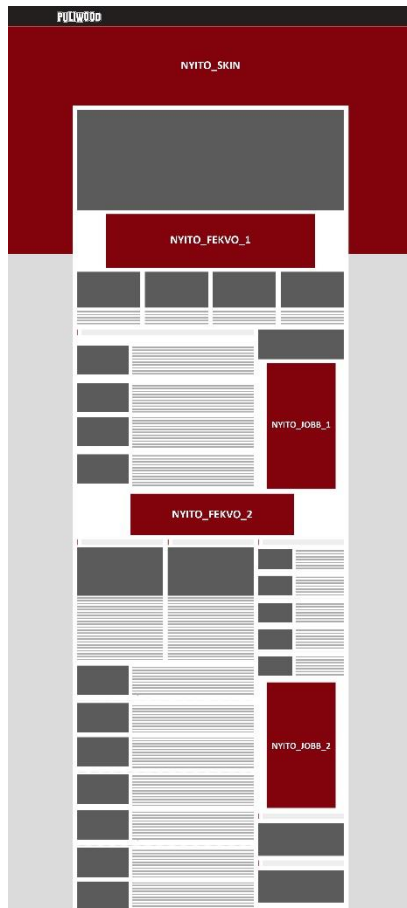
Facebook followers: **more than 12k**

Desktop ad placement

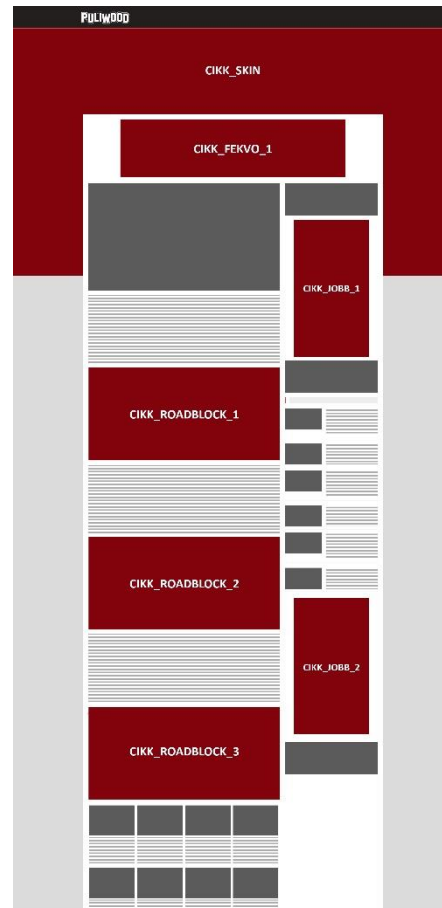
SURFACE	DISPLAYED	
	ON MAIN PAGE	ON ARTICLE PAGES*
DESKTOP 1	Skin or 970 x 250 banner below header	Skin or 970 x 250 banner below header
DESKTOP 2	970 x 250 or 640 x 360 banner below the highlighted news	640 x 360 banner below article lead
DESKTOP 3	300 x 600 first banner on the right	300 x 600 first 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 70% 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.hu email address!

ADVERTISEMENT LIST PRICES 2021

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

TIME BASED OFFERS			
	SURFACE	EXPECTED AV / WEEK	LIST PRICE / WEEK
MOBILE OFFERS	MOBILE 1	100 000 AV	450 000 HUF
	MOBILE 2	100 000 AV	400 000 HUF
MOBILE + DESKTOP OFFERS	ALL-IN 1 (MOBILE 1 + DESKTOP 1)	120 000 AV	550 000 HUF
	ALL-IN 2 (MOBILE 2 + DESKTOP 2)	120 000 AV	500 000 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.

For a specialized offer contact your dedicated sales manager, or contact us on the ajanlat@project029.hu email address!

NATIVE CONTENT LIST PRICES 2021

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

TIME BASED OFFERS			
	CONTENT	SHORT DESCRIPTION	LIST PRICE
PR ARTICLES	PULIWOOD 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</i>	150 000 HUF / article
	PULIWOOD 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	PULIWOOD FACEBOOK POST	<i>Post published on the Facebook page of Puliwood.</i>	15 000 HUF / post
	PULIWOOD FACEBOOK CAMPAIGN	<i>Unique Facebook post boost or advertisement campaign run on the Puliwood Facebook page with full operative management. (without creative content development)</i>	80 000 HUF / campaign + media fee
	PULIWOOD YOUTUBE VIDEO	<i>Video published on the GameStar YouTube channel and boosted with discovery ads, to reach minimum 30k viewers. (special video shooting requirements can increase the price)</i>	200 000 HUF / video
COLUMN SPONSORSHIP	PULIWOOD 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>	220 000 HUF / month