

# WIMG

LEADING TRANSFORMATION

Cenovnik / 2024

# WMG

LEADING TRANSFORMATION

## Sadržaj

1.

**KURIR**

2.

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**ELLE**

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**yumama**

12.

 **STVAR UKUSA**



LEADING TRANSFORMATION

## Specijalni formati

<b>Formati</b>	<b>Cena</b>
Preroll	<b>7.00 €</b>
Geotargetiranje	<b>CPM+50%</b>
Specijalni baner formati	<b>CPM+30%</b>
Video baner	<b>CPM+50%</b>
Embedovani video u okviru PR teksta	<b>Uvećanje 25%</b>



1.

**KURIR**

**1.1.**

PR Tekst

**1.2.**

Brendiranje

**1.3.**

Desktop formati

**1.4.**

Biznis

**1.5.**

Zabava, Planeta,  
Sport, Stars

**1.6.**

Mobilni formati

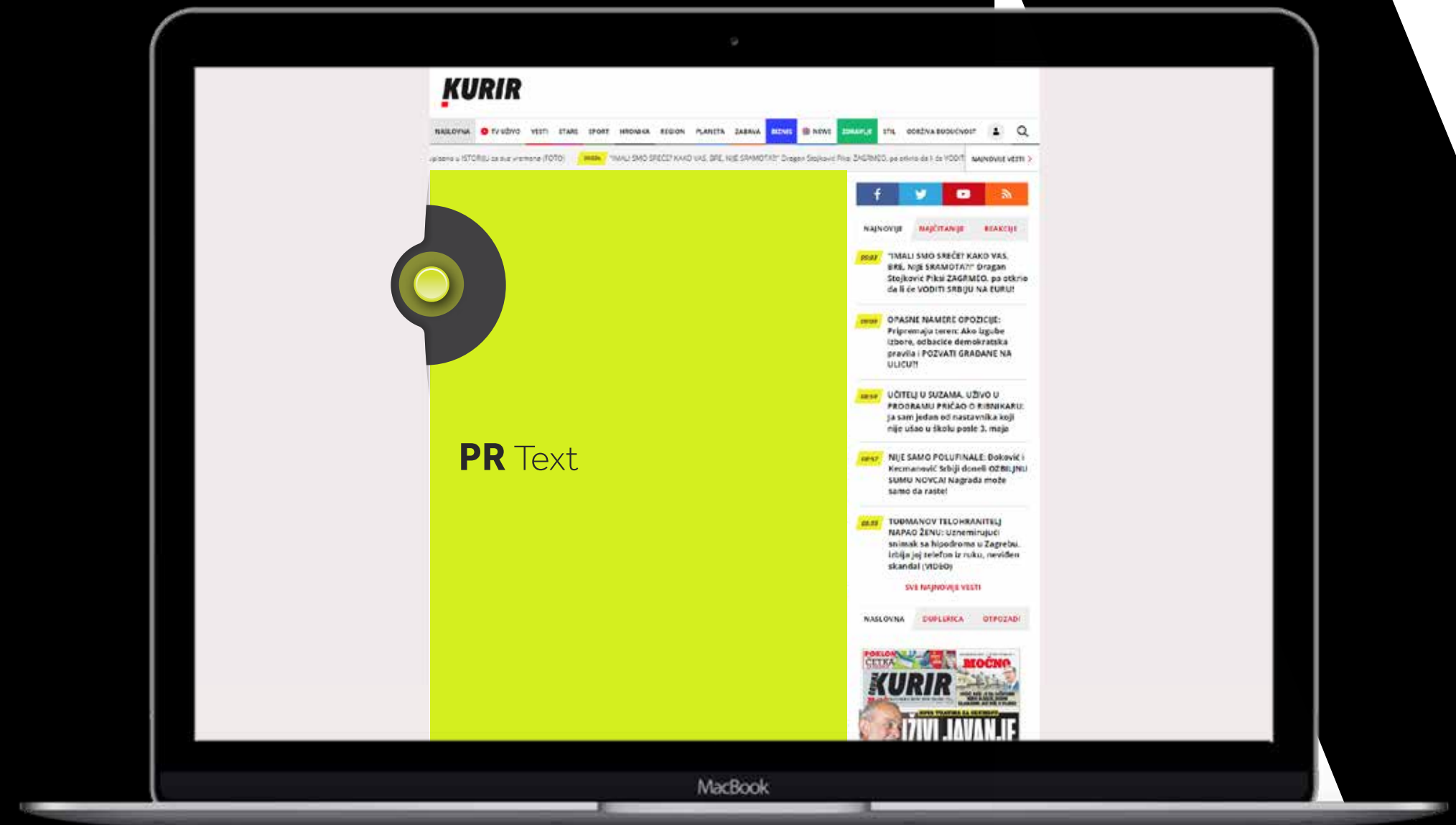
**1.7.**

Aplikacije



# PR Tekst

Formati	Cena
<b>Native PR tekst</b> (6h naslovna, 4500 karaktera, link, dve fotografije)	<b>1.500 €</b>
<b>PR tekst</b> (6h naslovna, 4500 karaktera, link, dve fotografije)	<b>1.300 €</b>
<b>Nepozicionirani PR tekst</b> (4500 karaktera, link, dve fotografije)	<b>1.000 €</b>
<b>FB post / IG story</b>	<b>400 €</b>
<b>Brendiranje PR teksta</b>	<b>300 €</b>
<b>Intervju</b> (4500 karaktera, link i dve fotografije)	<b>2.700 €</b>



# 1.2.

# KURIR

# WMG

## Brendiranje

Kategorija	Cena
Naslovna	1.000 €
Info paket + Region	600 €
Sport	500 €
Stars + Zabava	700 €
Biznis paket + Planeta	500 €

\*po danu

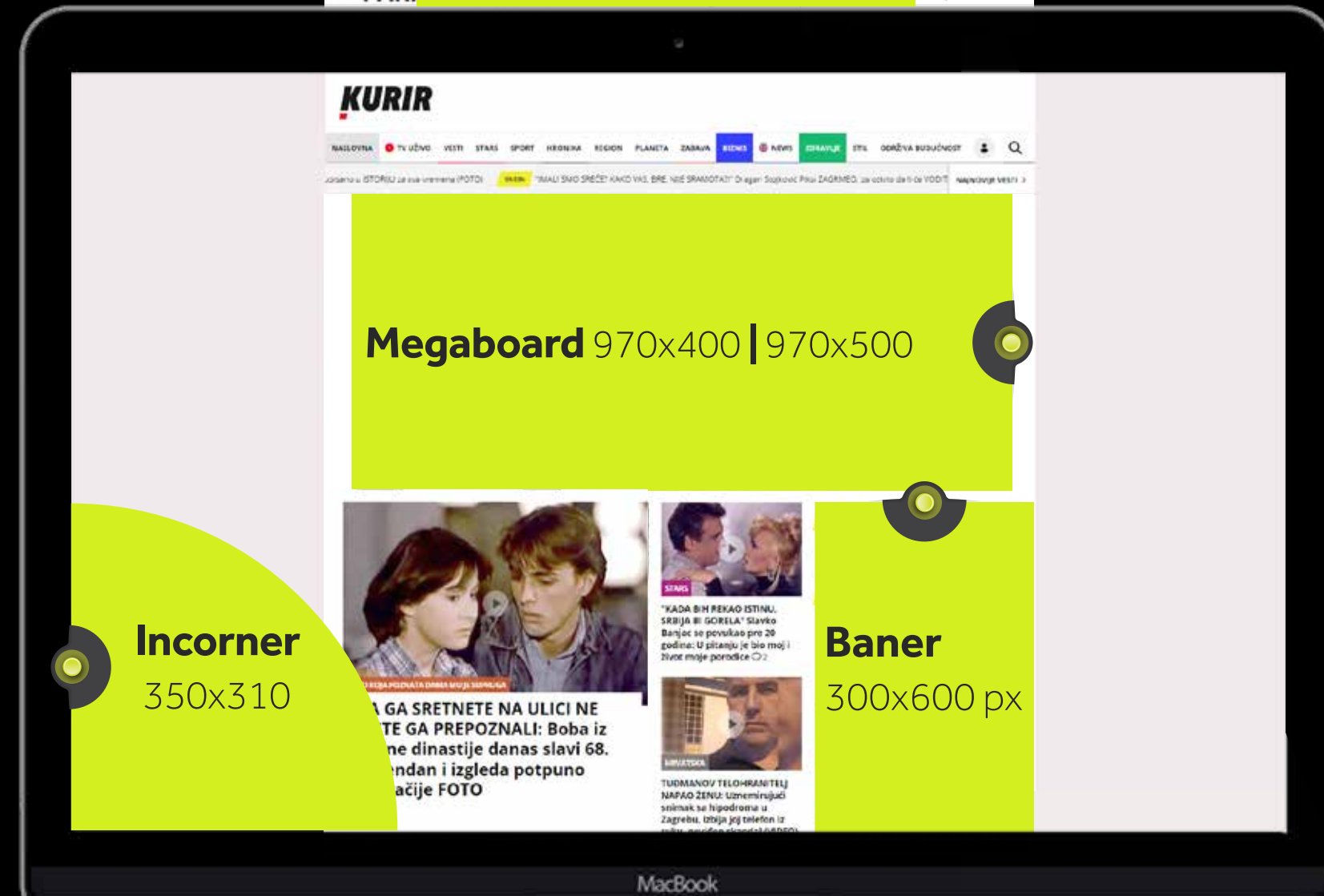
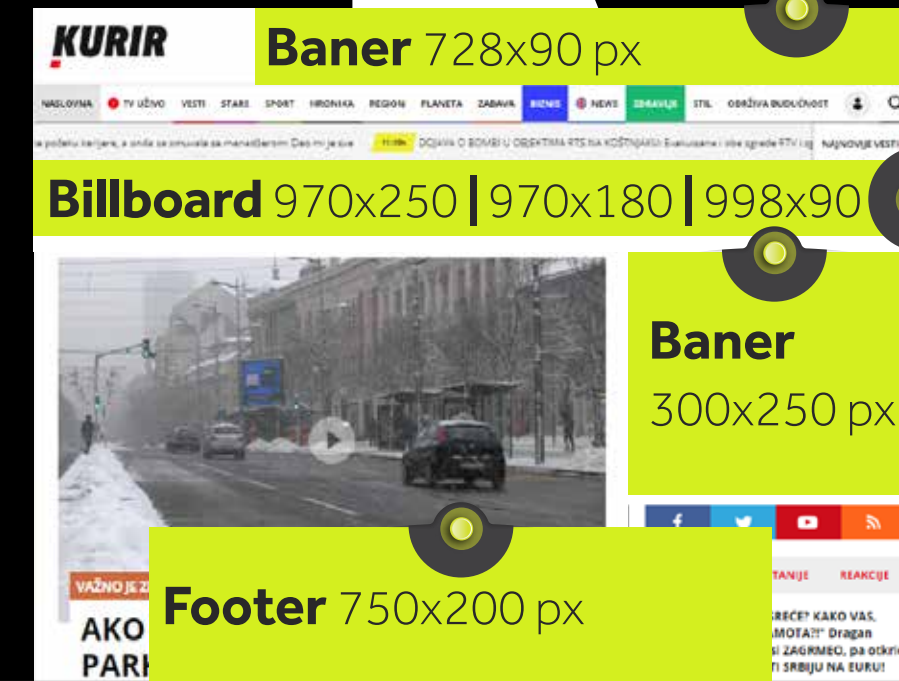


# 1.3.

## KURIR

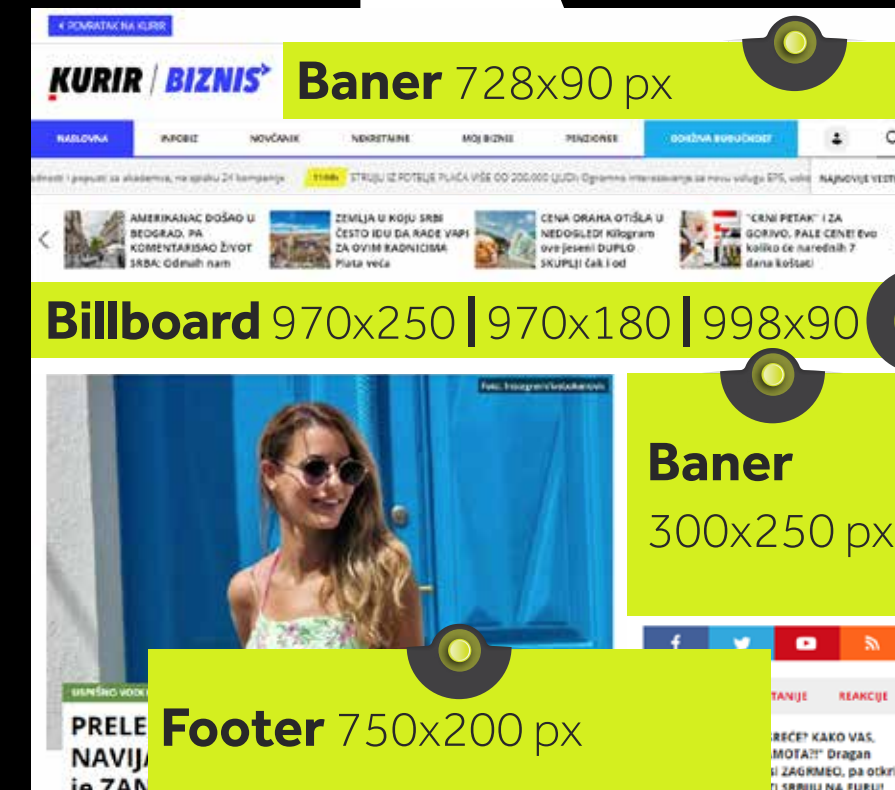
### Desktop formati

Formati		Broj prikaza / rotacija	Naslovna	Info paket & planeta
728x90 px	CPD	25% rotacija	<b>80 €</b>	<b>70 €</b>
300x250 px	CPM	do 499.999	<b>2.3 €</b>	<b>2.2 €</b>
		od 500.000 do 1.000.000	<b>2.0 €</b>	<b>1.9 €</b>
300x600 px	CPM	od 1.000.000	<b>1.6 €</b>	<b>1.5 €</b>
		do 499.999	<b>3.5 €</b>	<b>3.3 €</b>
		od 500.000 do 1.000.000	<b>3.0 €</b>	<b>2.9 €</b>
300x250px II	CPD	25% rotacija	<b>200 €</b>	<b>150 €</b>
			970x250	<b>6.0 €</b>
Billboard	CPM	970x180	<b>5.0 €</b>	<b>4.0 €</b>
		998x90	<b>4.0 €</b>	<b>3.0 €</b>
Megaboard	CPM	970x400 / 500	<b>10.0 €</b>	
Footer	CPM	750x200 px	<b>6.5 €</b>	
Incorner	CPM	350x310 px	<b>8.00 €</b>	

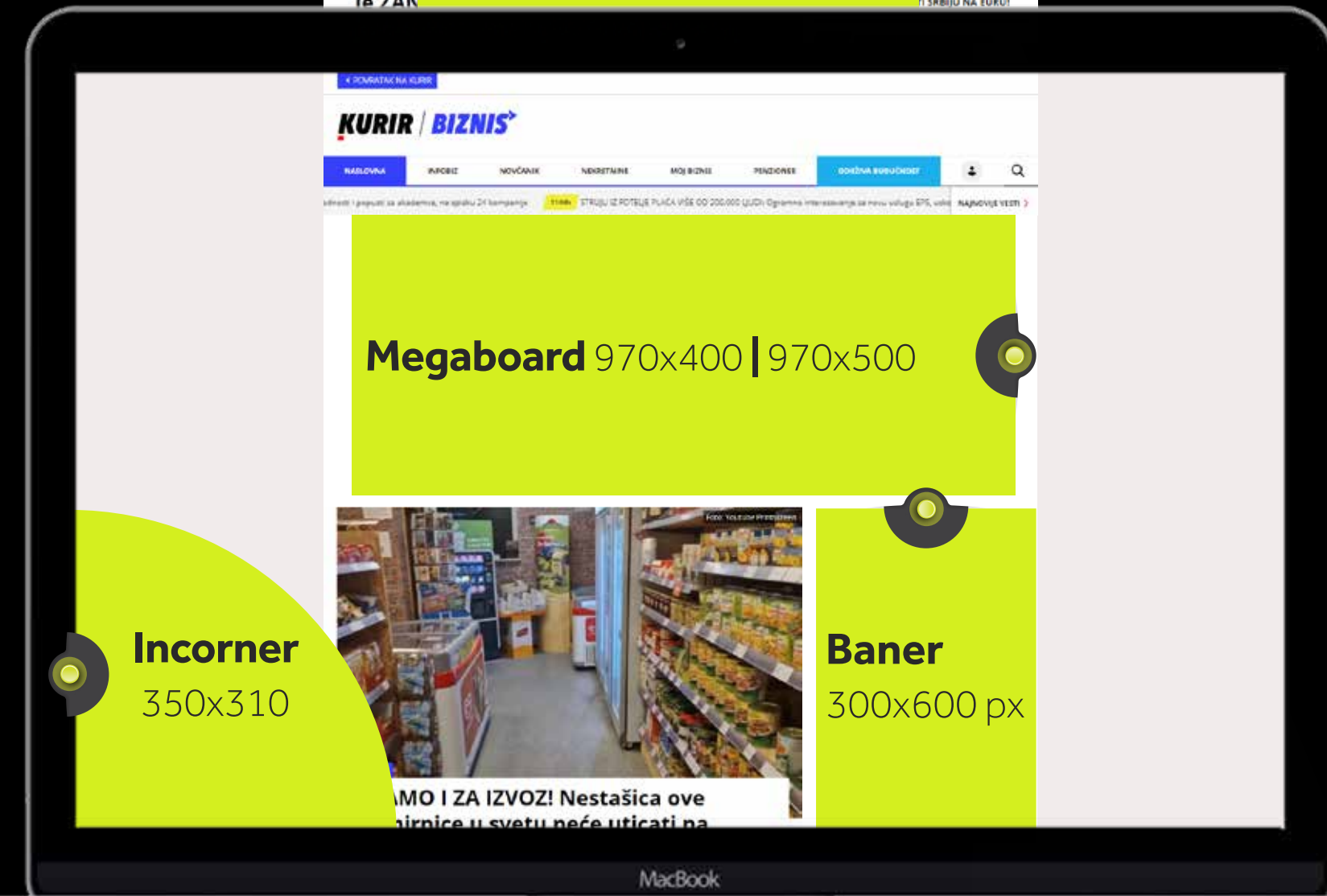


1.4.

**KURIR** / **BIZNIS**



Formati	Rotacija	Cena
728x90 px	CPD 25% rotacija	<b>55 €</b>
300x250 px	CPM	<b>2.0 €</b>
300x600 px	CPM	<b>3.0 €</b>
300x250 px II	CPD 25% rotacija	<b>150 €</b>
Billboard	970x250 px	<b>5.0 €</b>
	970x180 px	CPM <b>4.0 €</b>
	998x90 px	<b>3.0 €</b>
Megaboard	970x500 px CPM	<b>8.0 €</b>
Footer	750x200 px CPM	<b>6.5 €</b>
Incorner	350x310 px CPM	<b>8.0 €</b>



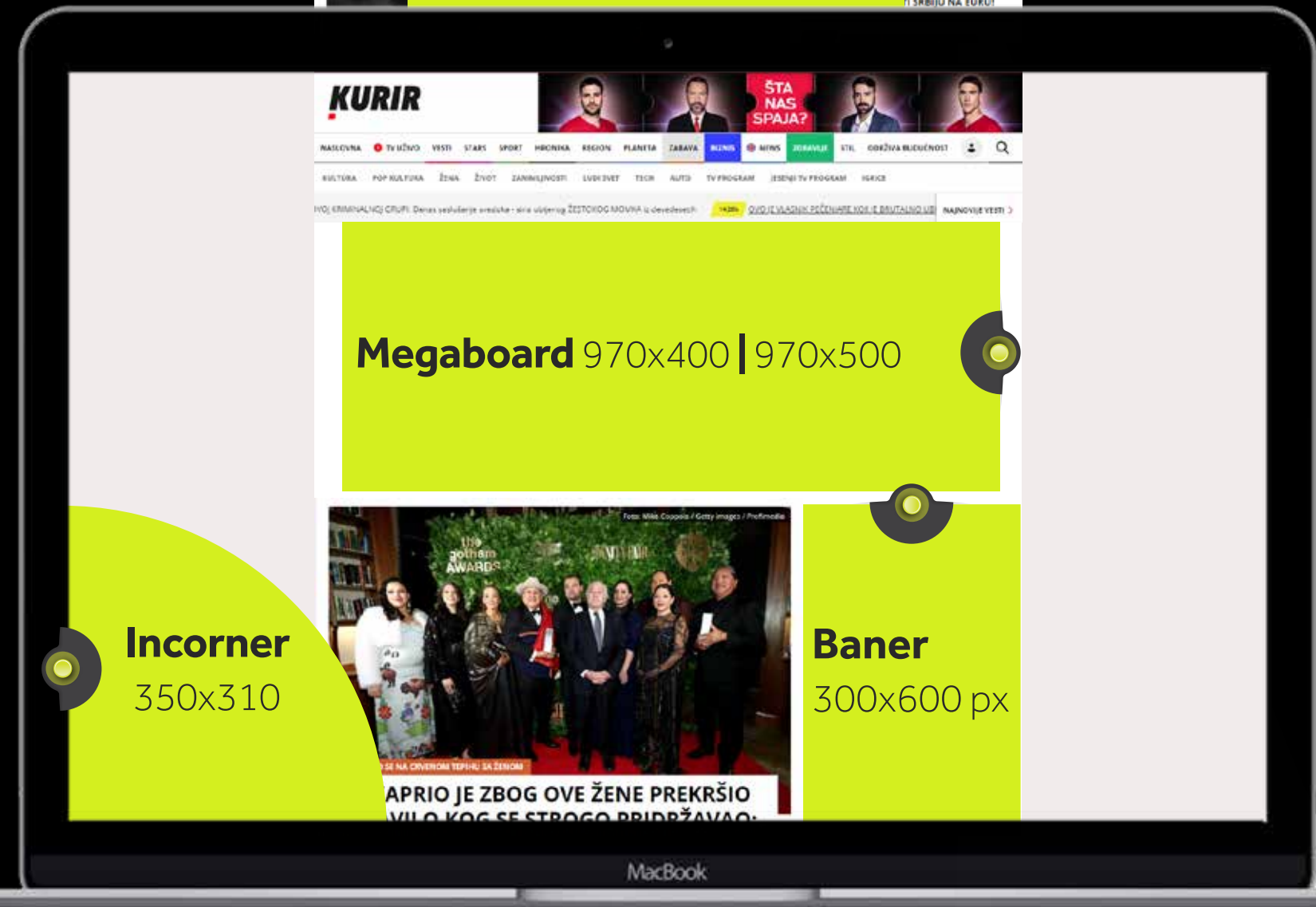
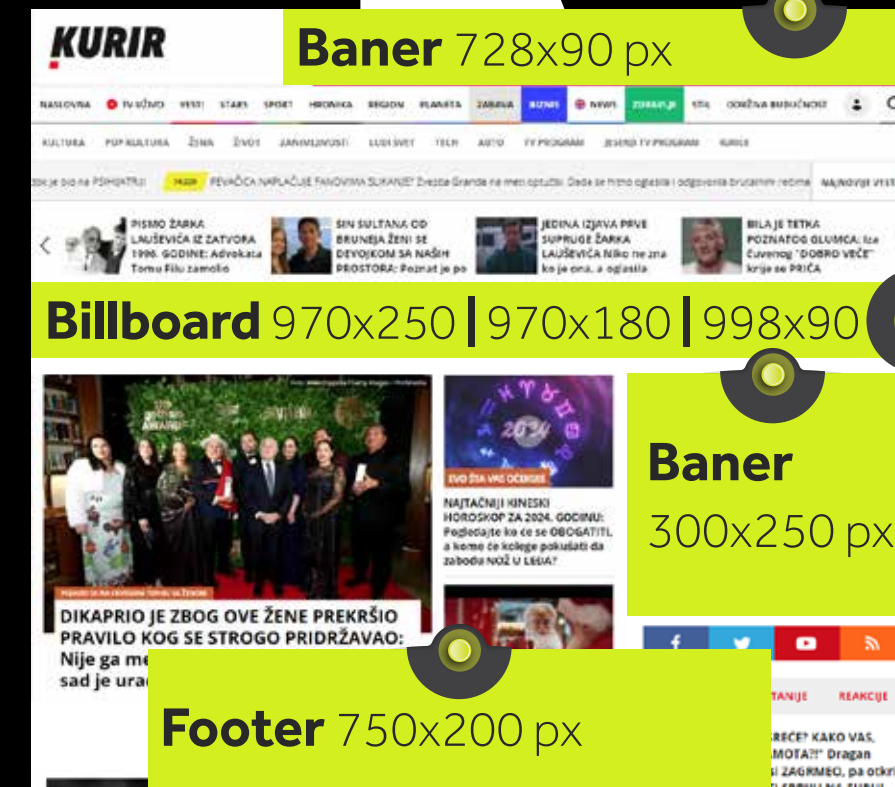


# 1.5.

# KURIR

**ZABAVA** (Pop kultura, Ludi svet, Tech, Auto, Žena, Doktor i Zanimljivosti), **PLANETA, SPORT, STARS**

Formati	Rotacija	Cena
728x90 px	CPD 25% rotacija	<b>55 €</b>
300x250 px	CPM	<b>1.5 €</b>
300x600 px	CPM	<b>2.3 €</b>
300x250 px II	CPD 25% rotacija	<b>80 €</b>
Billboard	970x250 px	<b>5.0 €</b>
	970x180 px	<b>4.0 €</b>
	998x90 px	<b>3.0 €</b>
Megaboard	970x500 px CPM	<b>8.0 €</b>
Footer	750x200 px CPM	<b>6.5 €</b>
Incorner	350x310 px CPM	<b>8.0 €</b>



# 1.6. KURIR

## Mobilni formati

### Broj prikaza

do 500.000 prikaza

do 1.500.000 prikaza

preko 1.500.000 prikaza

300x250 px

### Cena

2.3 €

2.1 €

1.9 €

### Broj prikaza

do 1.000.000 prikaza

preko 1.000.000 prikaza

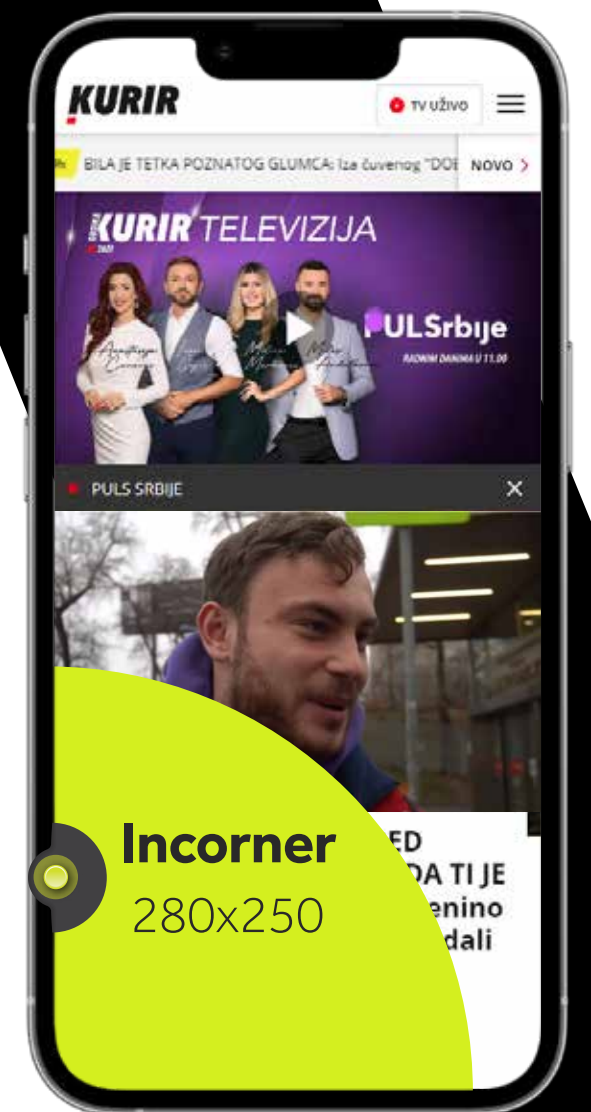
**Sticky**  
320x100 px

### Cena

3.3 €

3.0 €

	Cena
Interscroller	5.0 €
Incorner	4.5 €



# 1.7.

# KURIR

# WMG

## Aplikacije

Android & iOS

Format

320x100 px

320x200 px

300x250 px

Cena

0.75 €

1.0 €

1.5 €



# 2.



## 2.1.

PR Tekst

## 2.2.

Brendiranje

## 2.3.

Desktop formati

## 2.4.

Mobilni formati

## 2.5.

Aplikacije



# 2.1.



## PR Tekst

Formati	Cena
Native PR tekst (Naslovna 6h & kategorija 24h & FB)	1.200 €
PR tekst (Naslovna 6h & kategorija 12h)	1.000 €
Nepozicionirani PR tekst	800 €
FB post / IG story	300 €
Brendiranje PR teksta	250 €
Intervju (Naslovna 6h & kategorija 24h & FB & IG)	2.000 €
Anketa / Kviz / Test (Naslovna 6h & kategorija 24h & FB & IG)	1.500 €
Product list (Naslovna 6h & kategorija 24h & FB & IG)	1.500 €
Storytelling Page (Naslovna 12h & kategorija 24h & FB & IG)	2.800 €



# 2.2.

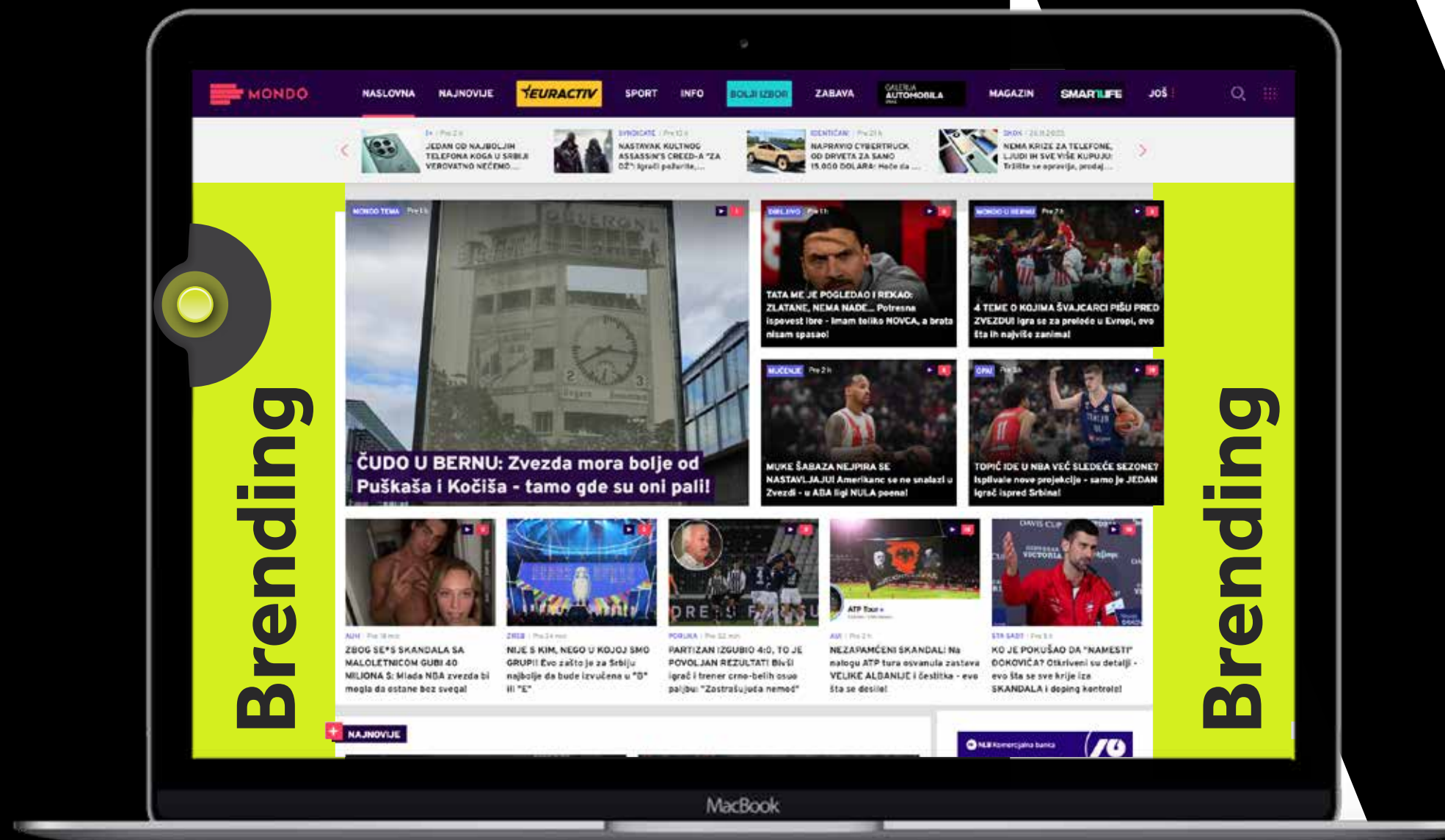


# WMG

## Brendiranje

Kategorija	Cena
Naslovna	500 €
Info	400 €
Sport	300 €
Smartlife	250 €
Zabava	250 €
Magazin+Foto	200 €

\*po danu

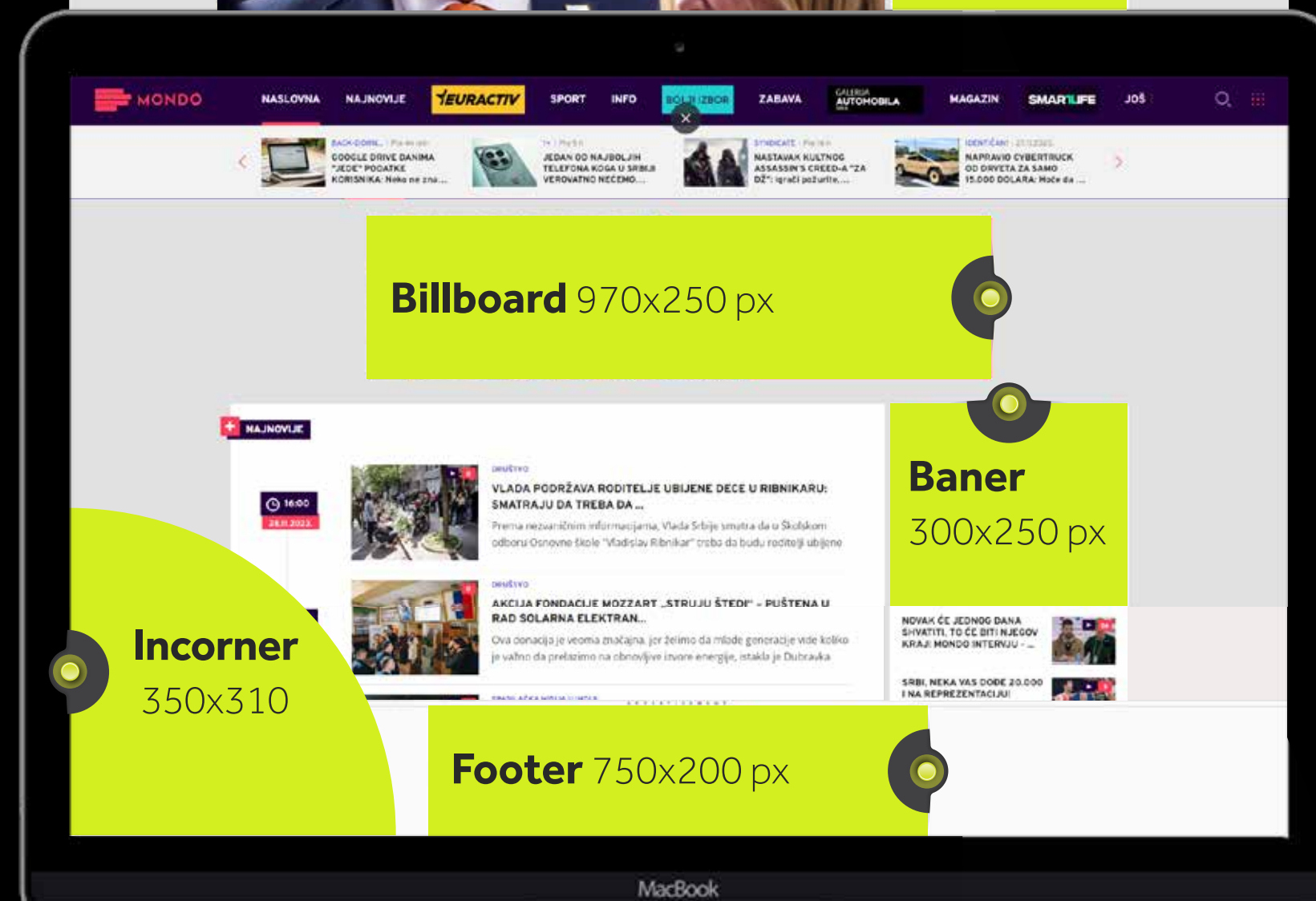
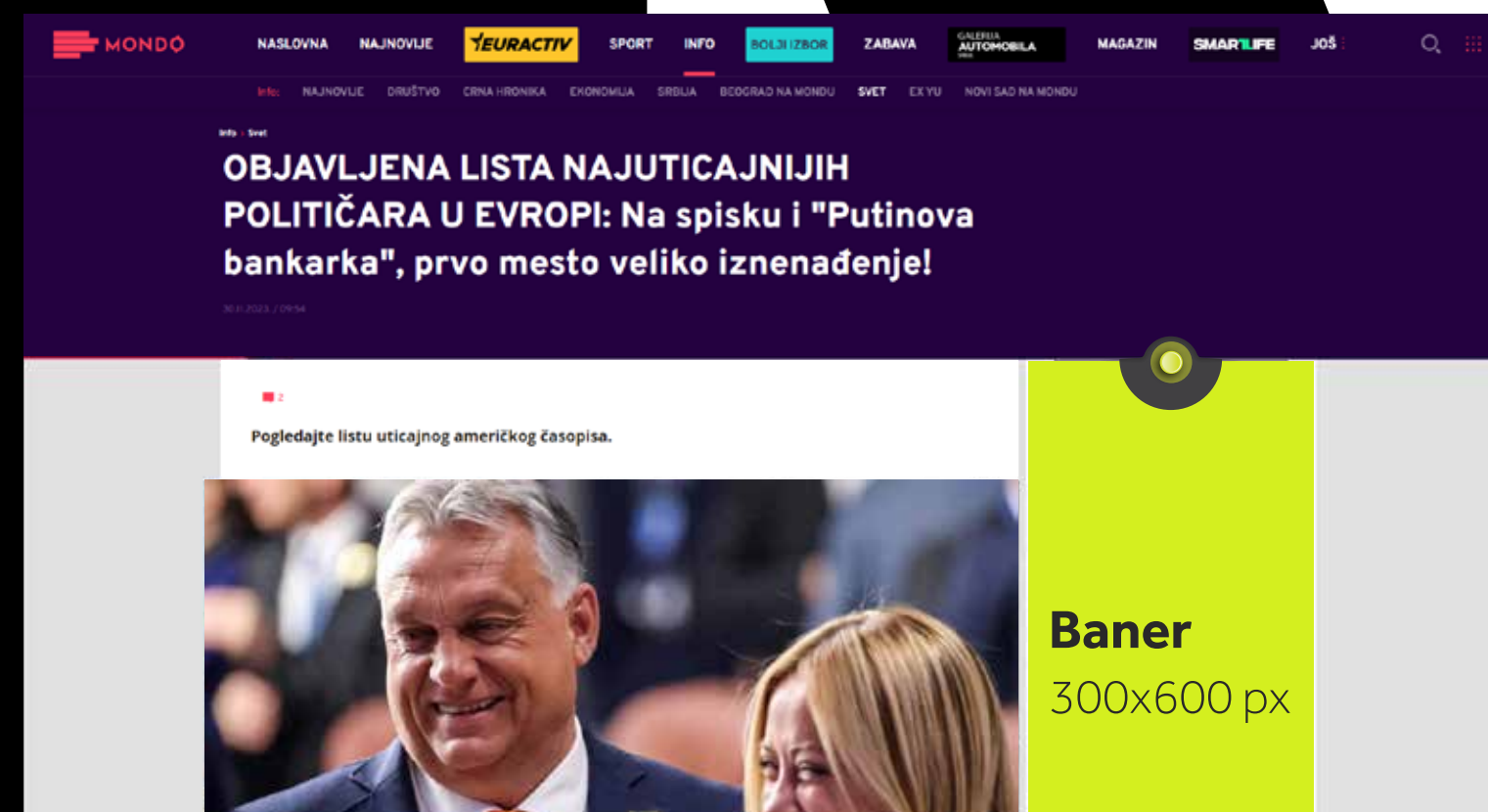


# 2.3.



## Desktop formati

Kategorija	Billboard 970x250	Baner 300x250	Baner 300x600	Baner 300x250 II *
Naslovna	5.5 €	2.1 €	3.0 €	1.8 €
Info	4.5 €	1.9 €	2.8 €	1.5 €
Sport				
Smartlife	4.0 €	1.5 €	2.0 €	1.3 €
Zabava				
Magazin+Foto				
*dimenzije su u px				
Footer 750x200 px		5.5 €		
Incorner		7.0 €		



# 2.4.



## Mobilni formati

Formati	Cena
Billboard 320x100 px	2.5 €
300x250 px	2.0 €
Sticky 320x100 px	3.0 €
Interscroller	5.0 €
Incorner	3.9 €





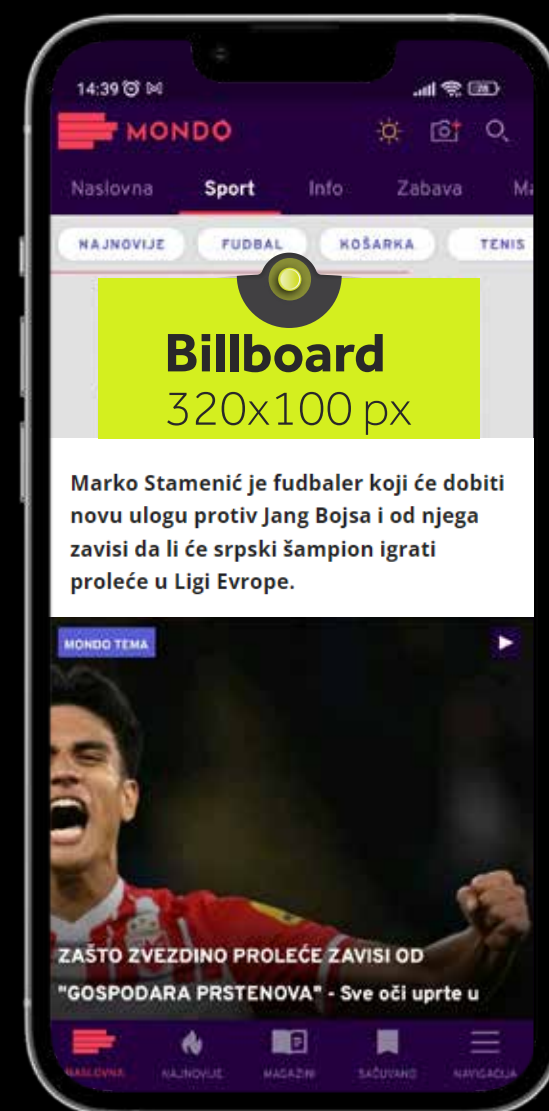
# 2.5.



# WMG

## Aplikacije

Format	Cena
Billboard 320x100 px	1.8 €
Sticky 320x100 px	2.0 €
300x250 px	1.5 €



# 3.

## EURACTIV

### 3.1.

PR Tekst / Specijalna izdanja

### 3.2.

Desktop formati

### 3.3.

Mobilni formati



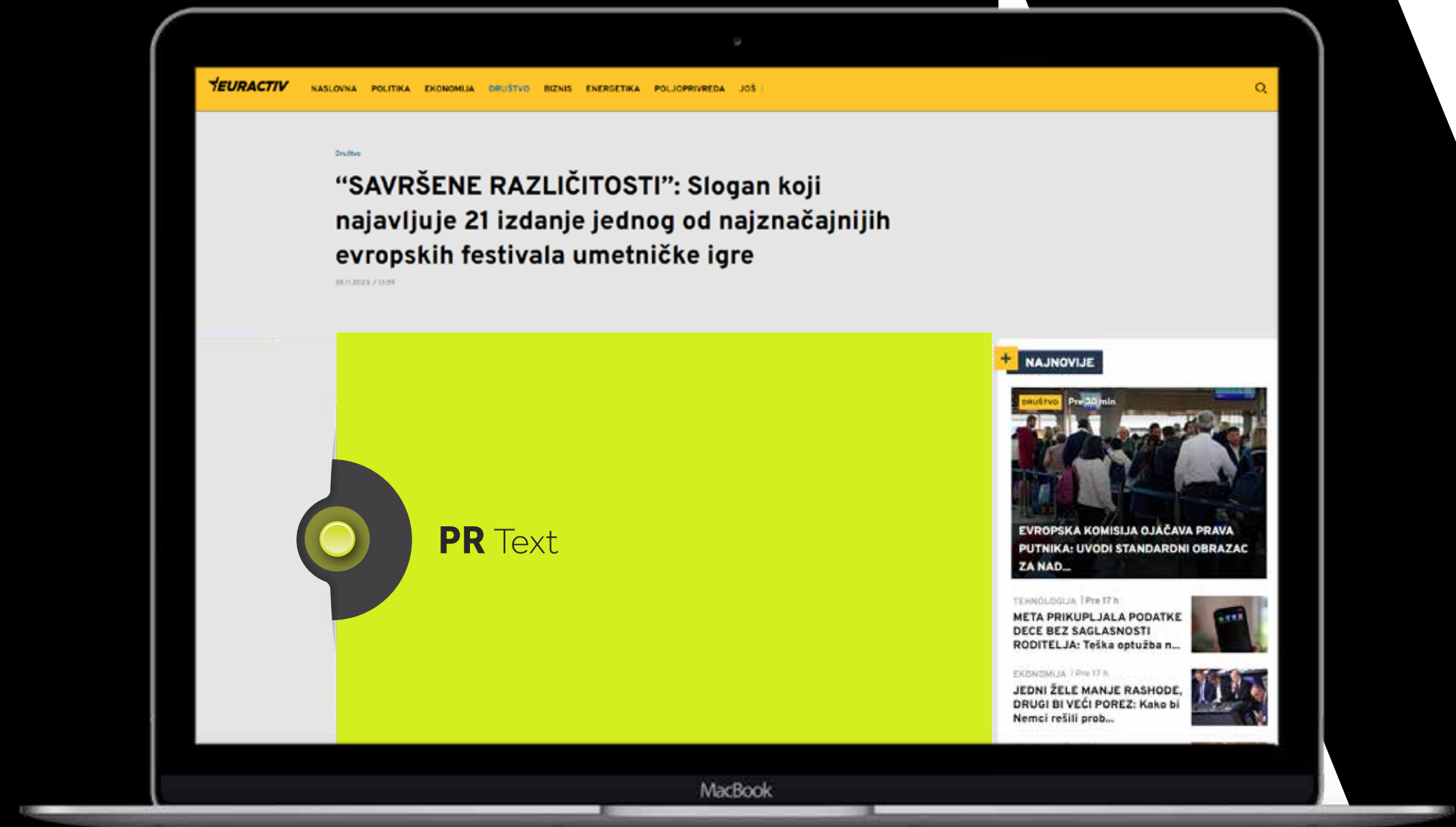
# 3.1.

## EURACTIV

PR Tekst	Cena
Native PR tekst (Naslovna 24h)	1.200 €
PR tekst (Naslovna 24h)	1.000 €
Nepozicionirani PR tekst	800 €
Brendiranje PR teksta	250 €
FB Post / IG story	300 €
Intervju (Naslovna 6h & kategorija 24h & FB & IG)	2.000 €

### Cene za online specijalna izdanja

Formati	Cena
Oglas 1/1	1.000 €
Oglas 1/2	800 €
Intervju (specijal + sajt, naslovna 24h)	2.500 €
Native PR tekst (specijal + sajt, naslovna 24h)	1.500 €
PR tekst (specijal + sajt, naslovna 24h)	1.200 €



# 3.1.

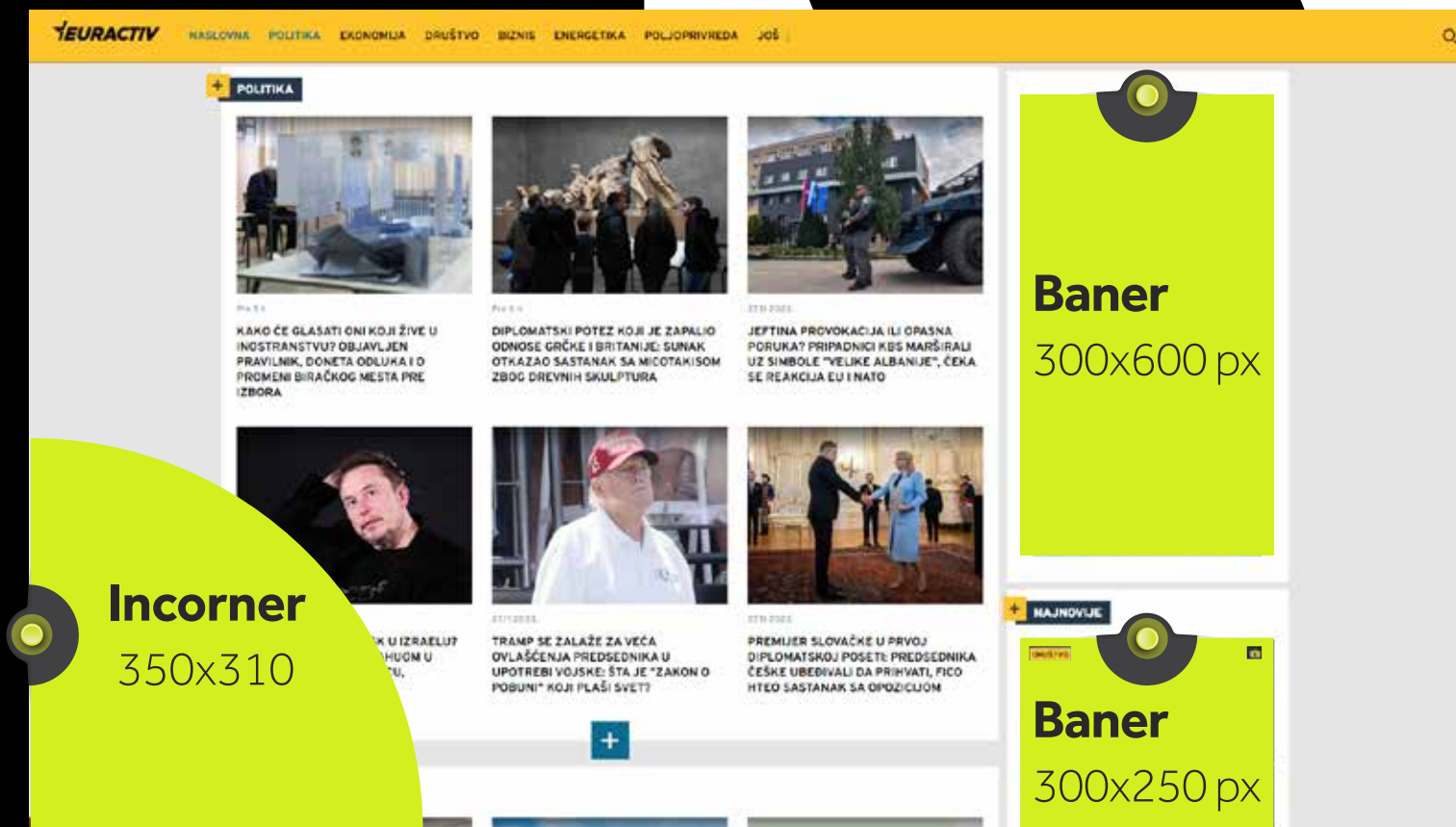
# EURACTIV

WMG

## Desktop formati

Formati	Cena
970x250 px	5.0 €
300x250 px	2.1 €
300x600 px	2.5 €
300x250px II	1.8 €
Footer 750x200px	5.0 €
Incorner	6.5 €
Brending	600 €*

\* CPD cena

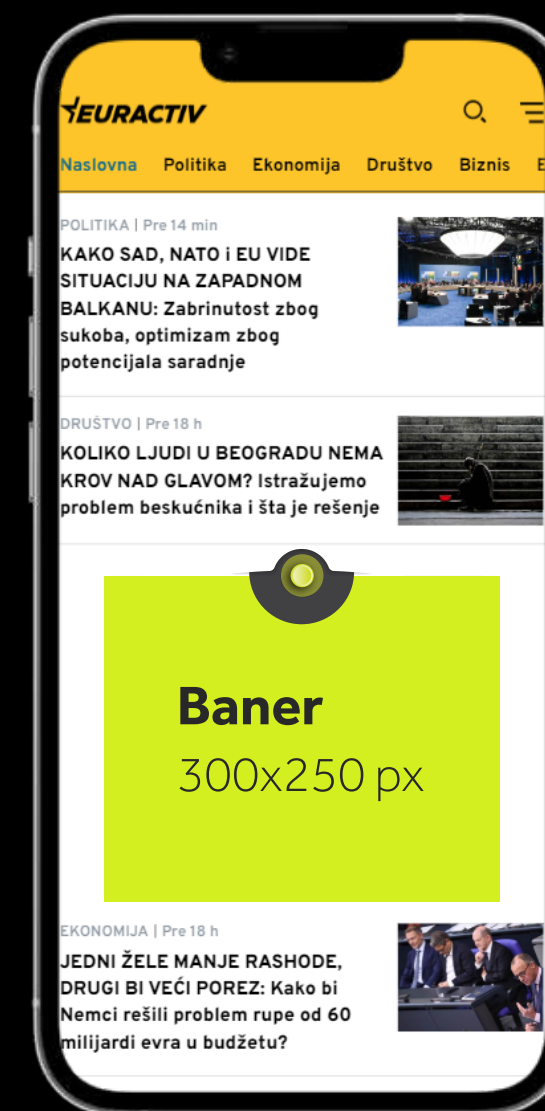


# 3.1.

# EURACTIV

## Mobilni formati

Formati	Cena
Billboard 320x100 px	2.5 €
300x250 px	2.0 €
Sticky 320x100 px	3.0 €
Interscroller	5.0 €
Incorner	3.9 €



# 4. ESPRESO

4.1.  
PR Tekst

4.2.  
Desktop formati

4.3.  
Mobilni formati



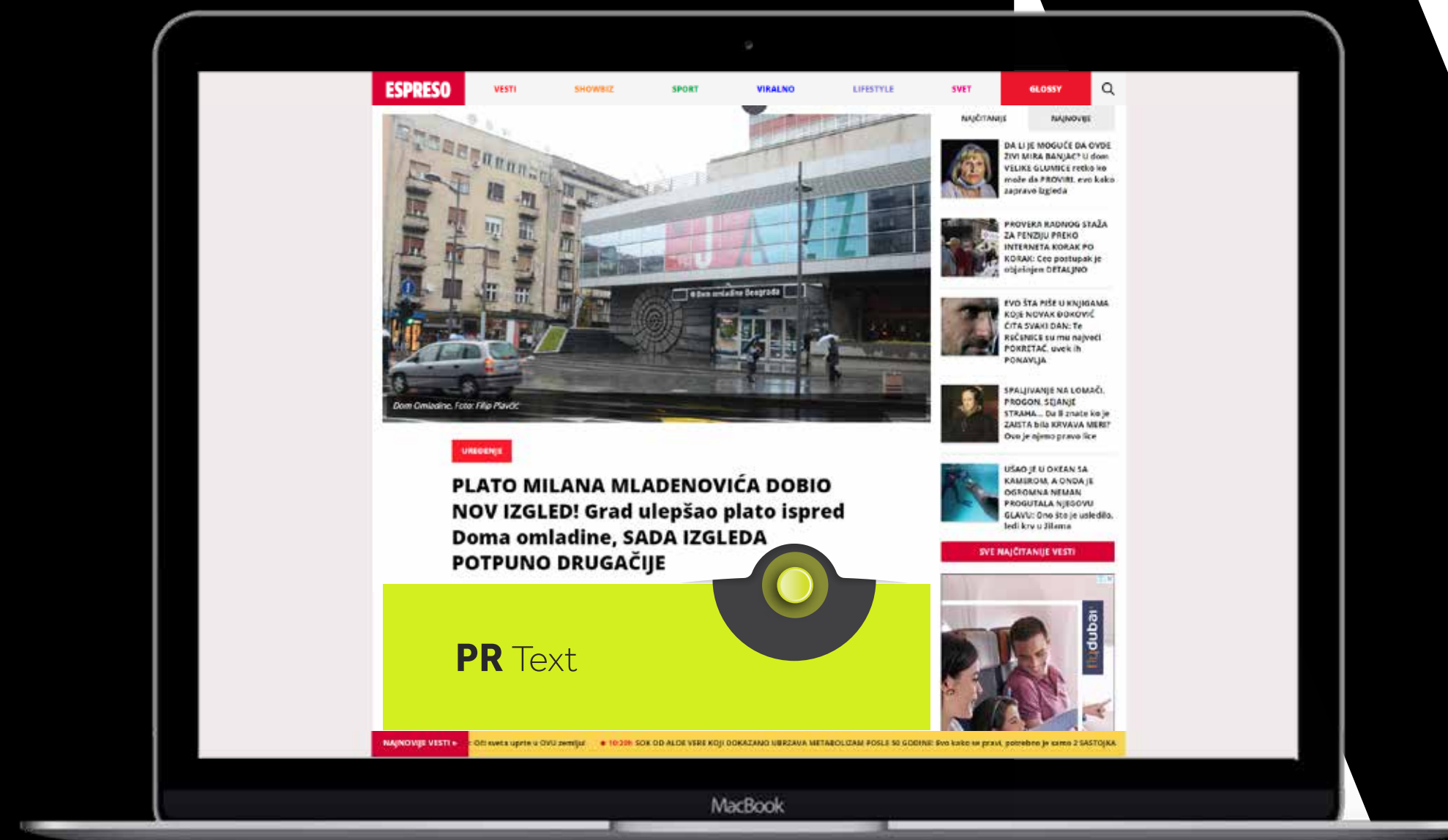
# 4.1.

# ESPRESO

# WMG

## PR Tekst

Formati	Cena
Native PR tekst (Naslovna 24h & FB)	900 €
PR tekst (Naslovna 24h & FB)	700 €
Nepozicionirani PR tekst	550 €
Brendiranje PR teksta	200 €
IG story	200 €



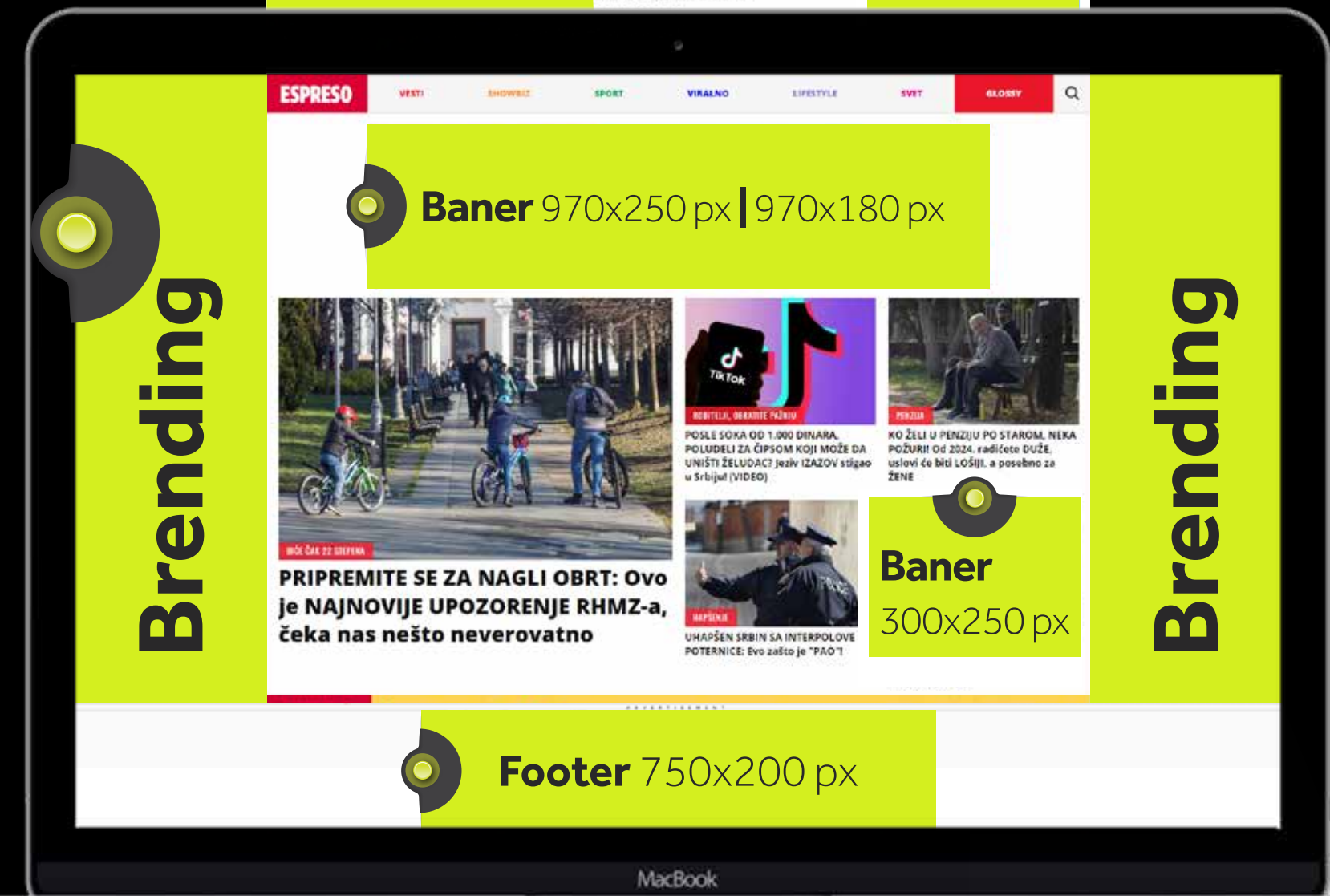
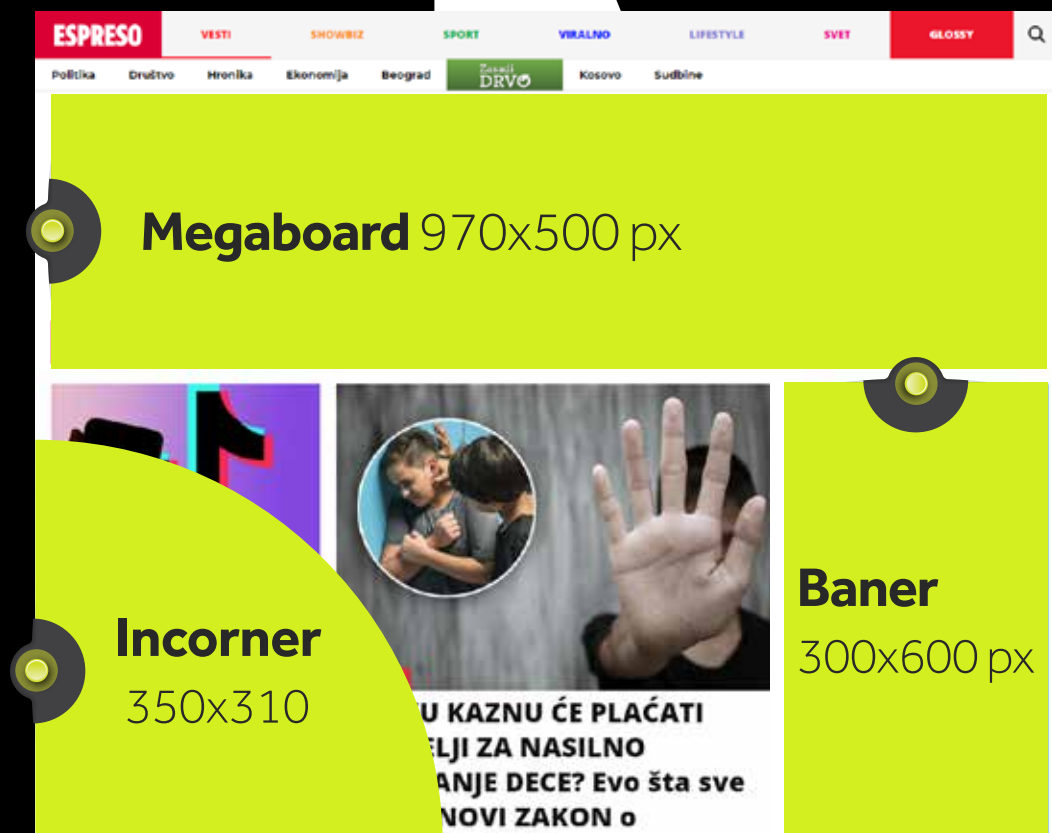
# 4.2.

## ESPRESO

### Desktop formati

Formati	Cena
Megaboard 970x500 px	7.0 €
Billboard 970x250 px	5.5 €
Billboard 970x180 px	4.0 €
300x600 px	2.5 €
300x250 px	2.0 €
Footer 750x200 px	5.0 €
Incorner	6.5 €
Brending	300 € *

\* CPD cena





# 4.3.

## ESPRESO

### Mobilni formati

Formati	Cena
300x250 px	2.0 €
Sticky 320x100 px	3.0 €
Interscroller	4.5 €
Incorner	3.5 €



# 5.

## Stil

### 5.1.

PR Tekst

### 5.2.

Desktop formati

### 5.3.

Mobilni formati



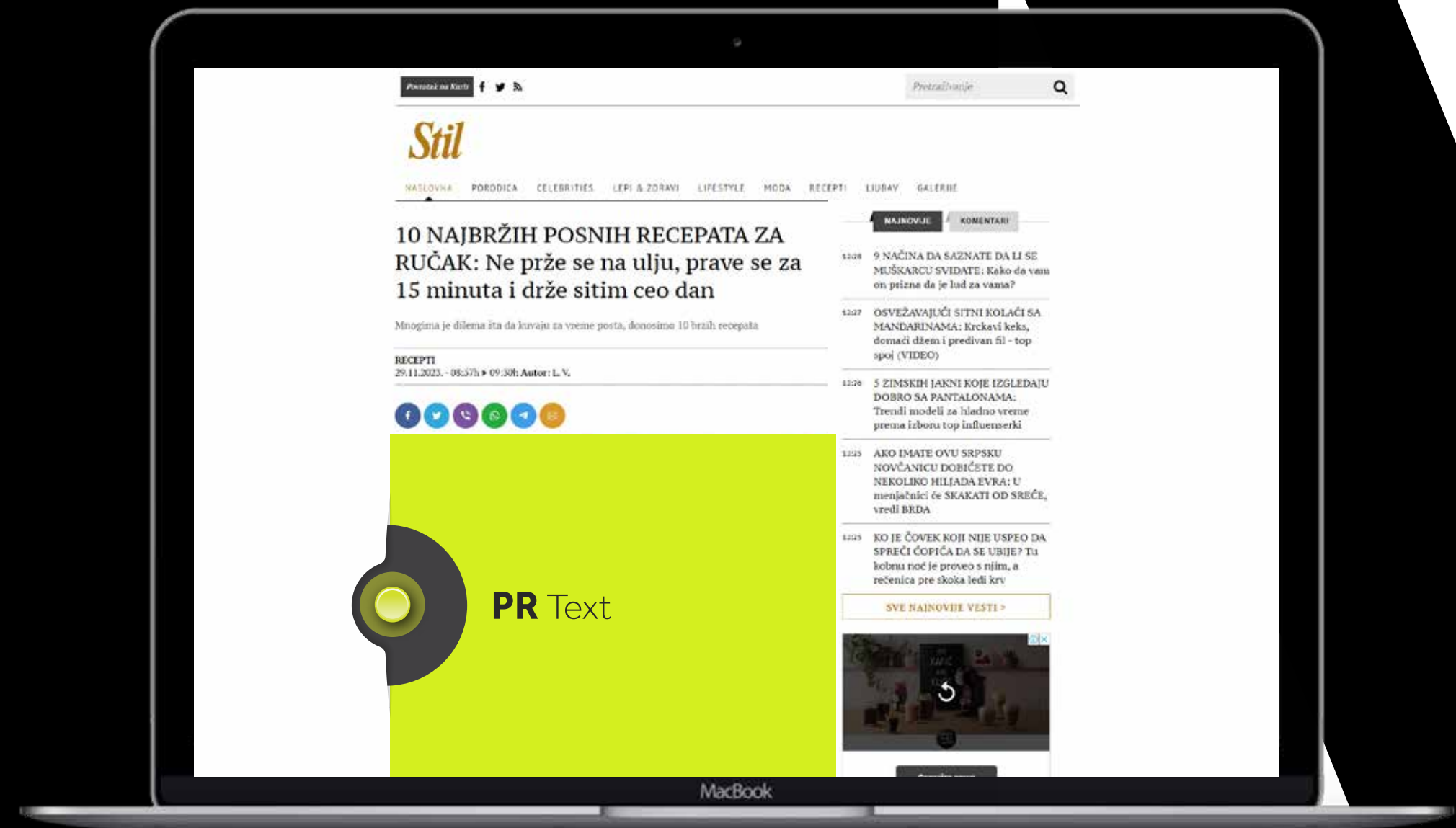
# 5.1.

Stil

WMG

## PR Tekst

Formati	Cena
Native PR tekst & FB objava	1.000 €
PR tekst & FB objava	800 €
Nepozicionirani PR tekst	600 €
Brendiranje PR teksta	250 €
IG story	200 €



# 5.2.

## Stil

## Desktop formati

Formati	Cena
Megaboard 970x500 px	7.0 €
Billboard 970x250 px	5.5 €
Billboard 970x180 px	4.0 €
300x600 px	2.5 €
300x250 px	2.0 €
Footer 750x200 px	5.0 €
Incorner	6.5 €
Brending	350 € *

\* CPD cena



# 5.2.

Stil

WMG

## Mobilni formati

Formati	Cena
300x250 px	2.0 €
Sticky 320x100 px	3.0 €
Interscroller	4.5 €
Incorner	3.5 €



# 6. Glossy

6.1.  
PR Tekst

6.2.  
Desktop formati

6.3.  
Mobilni formati



# 6.1.

## Glossy

### PR Tekst

Formati	Cena
Native PR tekst (Naslovna 24h & FB)	900 €
PR tekst (Naslovna 24h & FB)	700 €
Nepozicionirani PR tekst	550 €
Brendiranje PR teksta	200 €
IG story	200 €



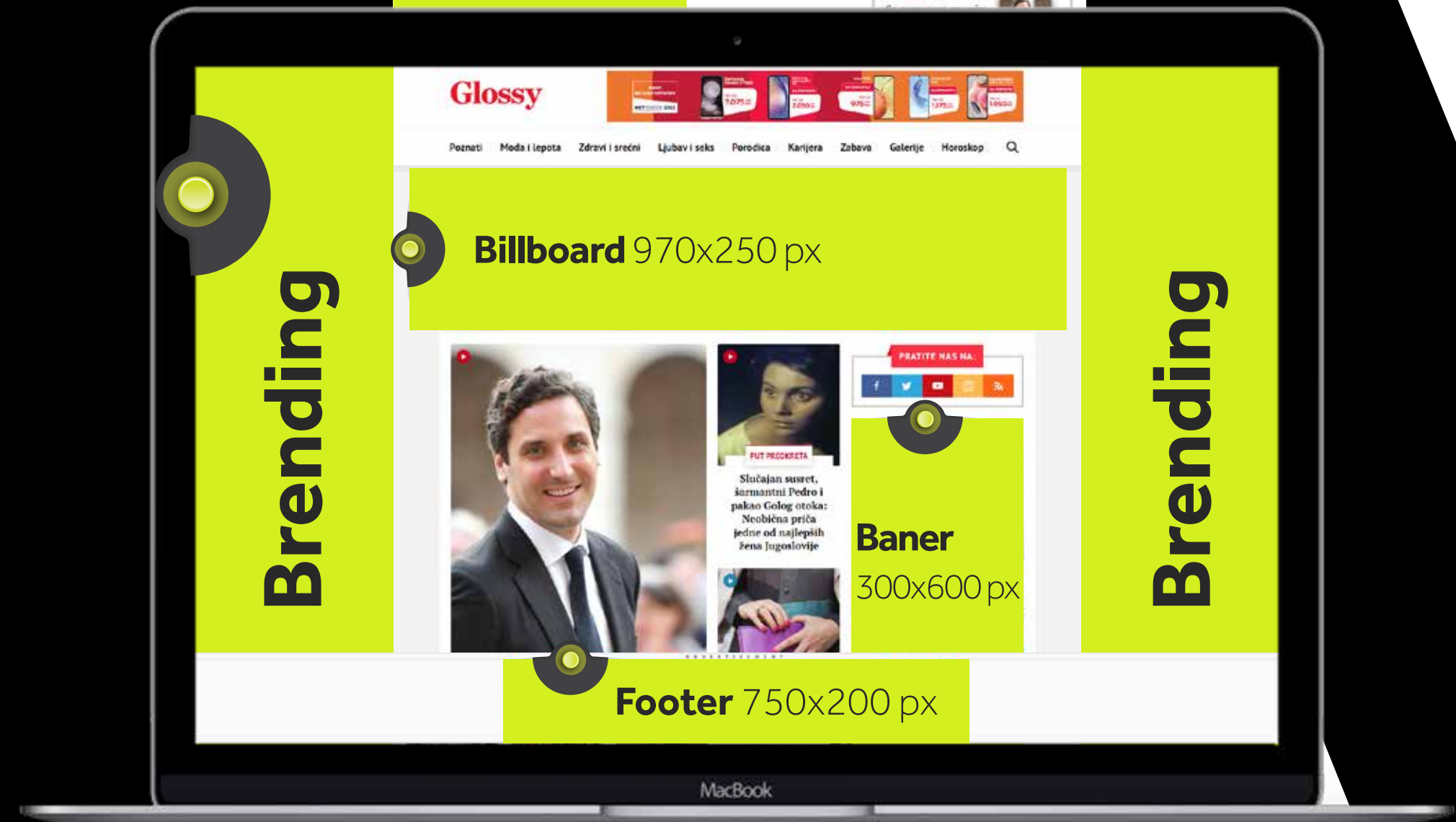
# 6.2.

## Glossy

### Desktop formati

Formati	Cena
Billboard 970x250 px	4.5 €
300x600 px	2.1 €
300x250 px	1.8 €
Footer 750x200 px	4.5 €
Incorner	6.0 €
Branding	250 € *

\* CPD cena





# 6.3.

# Glossy

# WMG

## Mobilni formati

Formati	Cena
300x250 px	1.7 €
Sticky 320x100 px	2.5 €
Interscroller	4.0 €
Incorner	3.25 €



# 7.

## Lepa & Srećna

### 7.1.

PR Tekst

### 7.3.

Mobilni formati

### 7.2.

Desktop formati



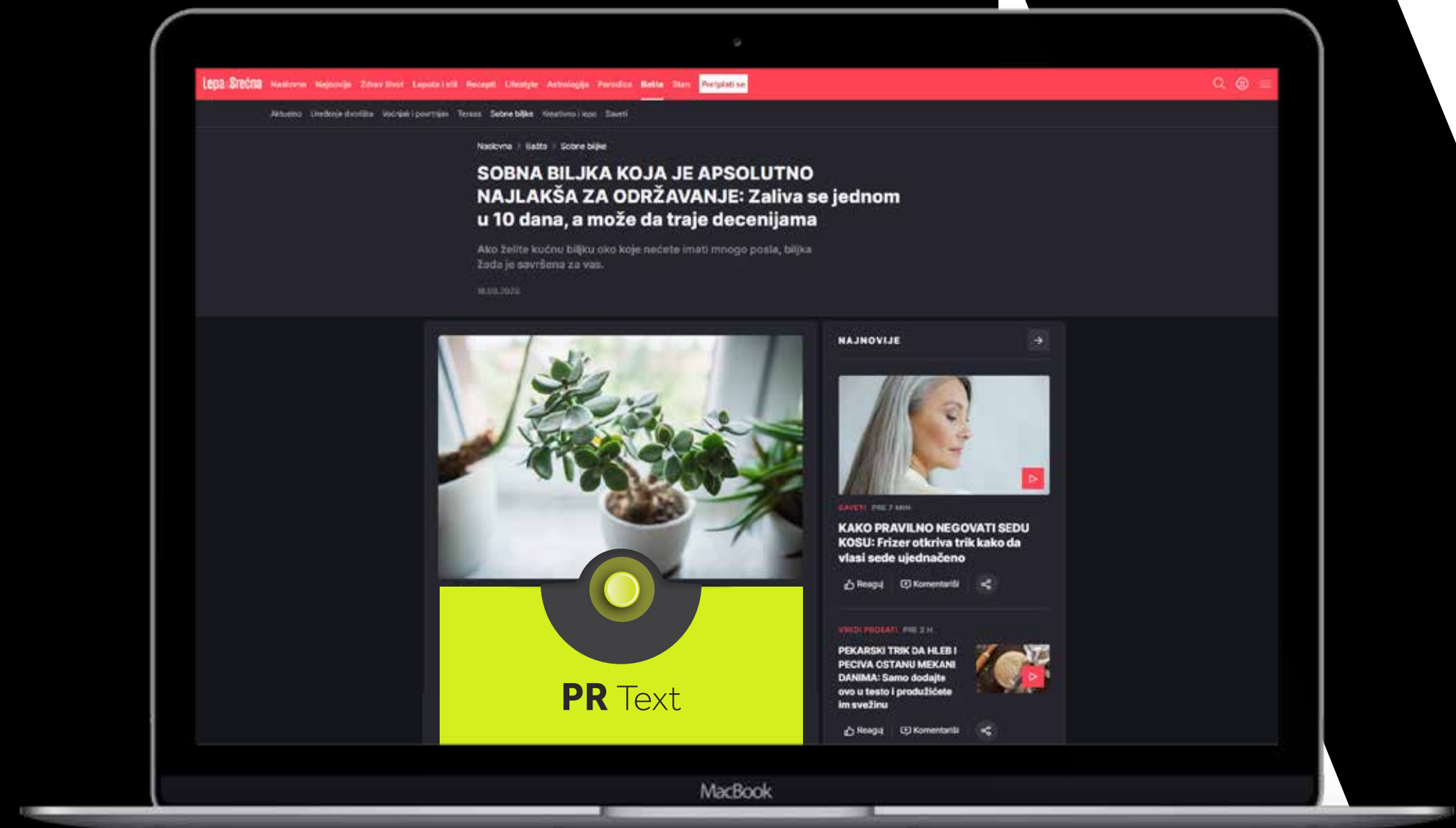
# 7.4.

## Lepa & Srećna

WMG

### PR Tekst

Formati	Cena
Native PR tekst (Naslovna 24h & FB)	900 €
PR tekst (Naslovna 24h & FB)	700 €
Nepozicionirani PR tekst	550 €
Brendiranje PR teksta	200 €
IG story	200 €



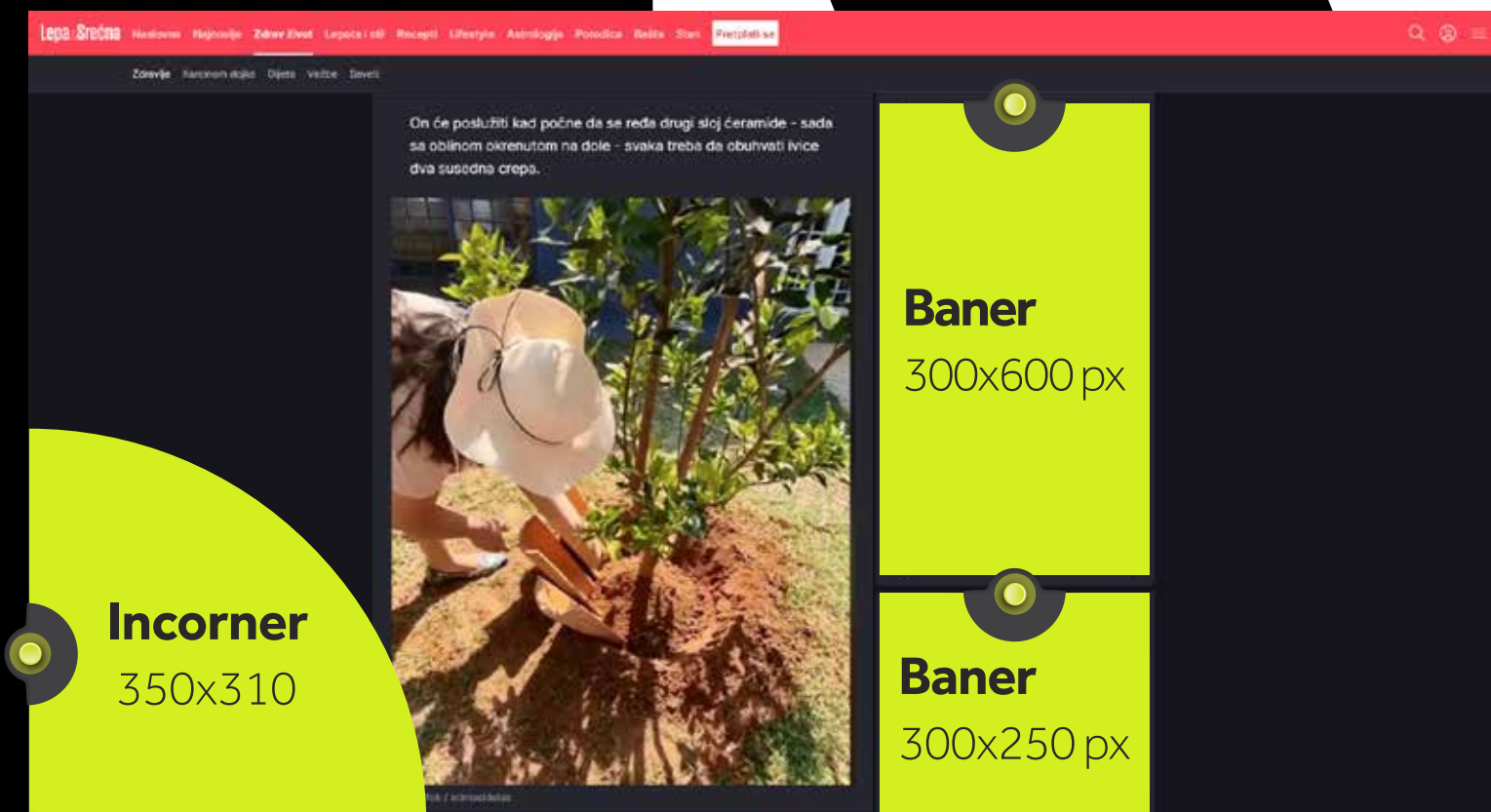
# 7.2.

## Lepa & Srećna

### Desktop formati

Formati	Cena
Billboard 970x250 px	4.5 €
300x600 px	2.1 €
300x250 px	1.8 €
Footer 750x200 px	4.5 €
Incorner	6.0 €
Brending	250 € *

\* CPD cena

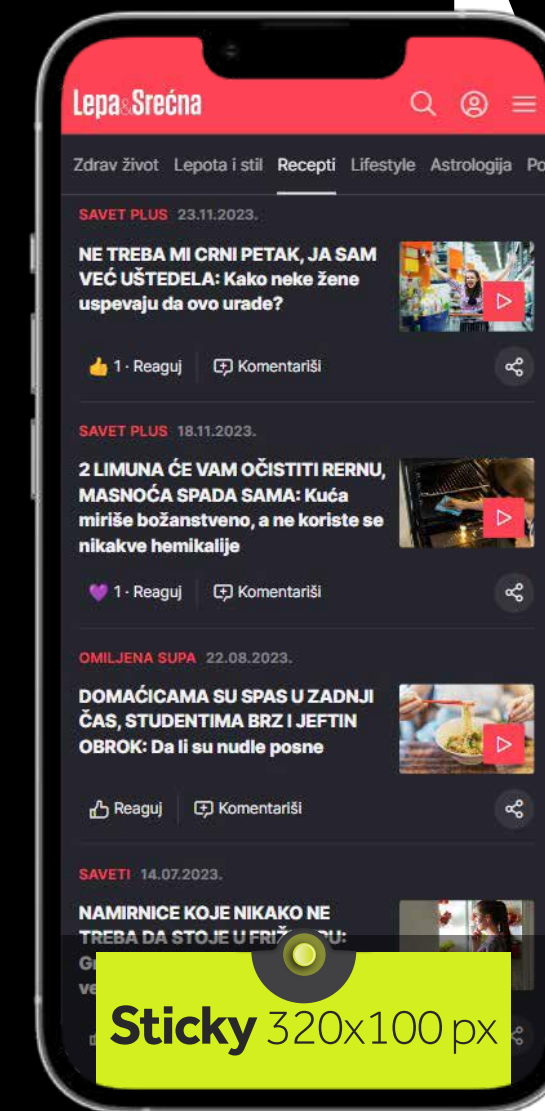
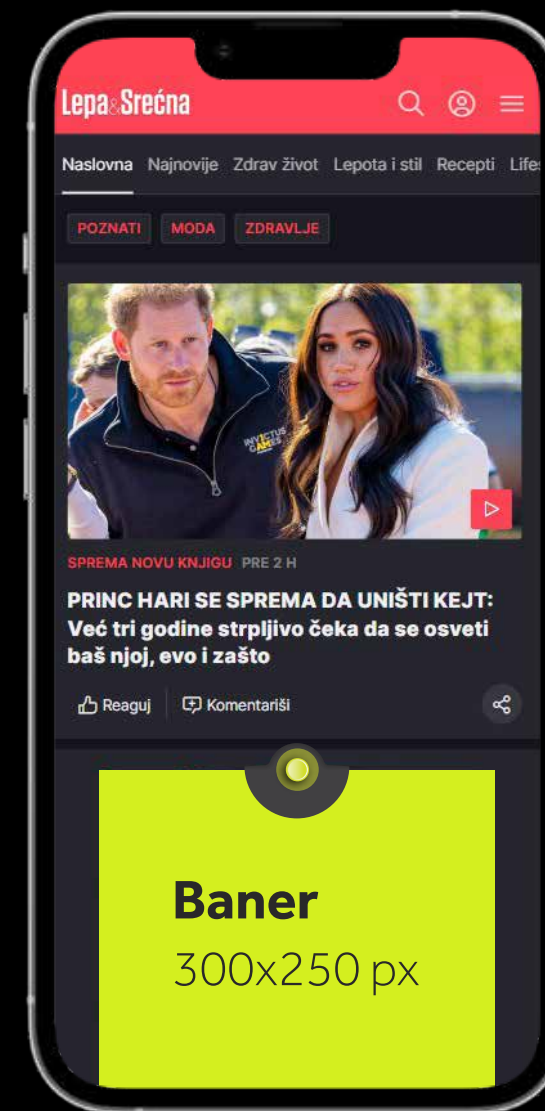
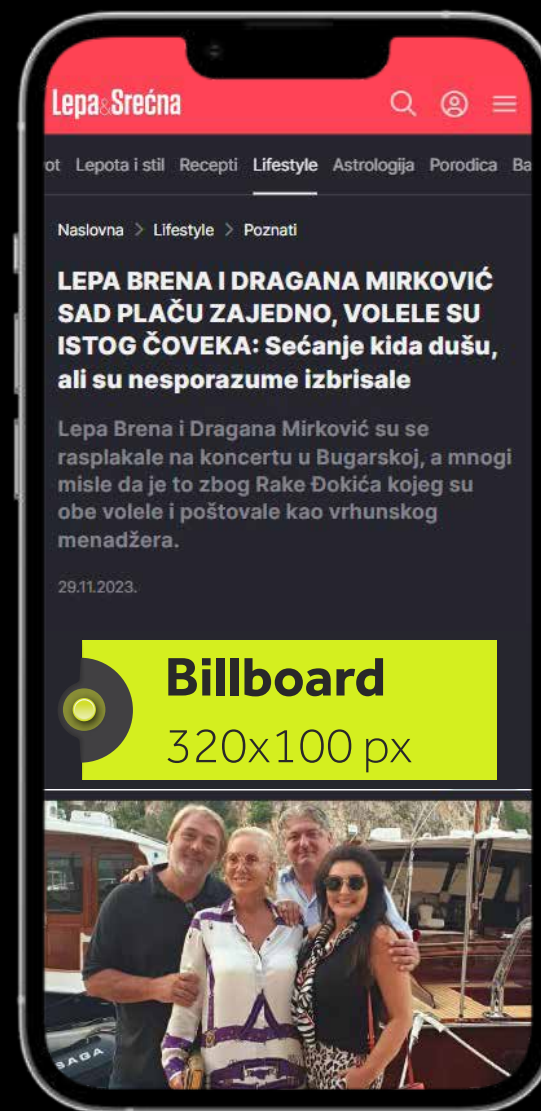


# 7.3.

## Lepa & Srećna

### Mobilni formati

Formati	Cena
Billboard 320x100px	2.0 €
300x250 px	1.7 €
Sticky 320x100 px	2.5 €
Interscroller	4.0 €
Incorner	3.25 €

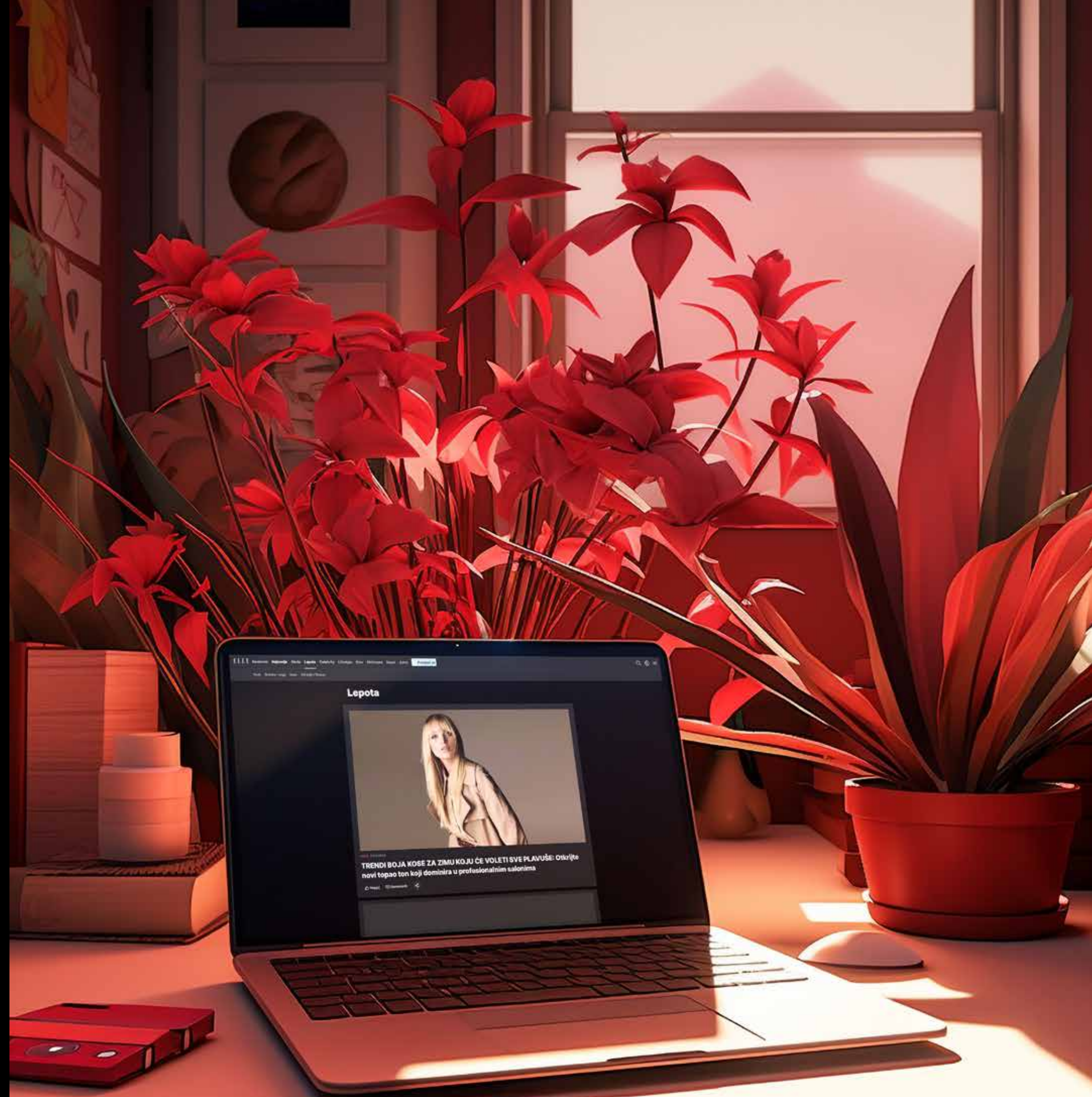


# 8. ELLE

**8.1.**  
PR Tekst

**8.2.**  
Desktop formati

**8.3.**  
Mobilni formati



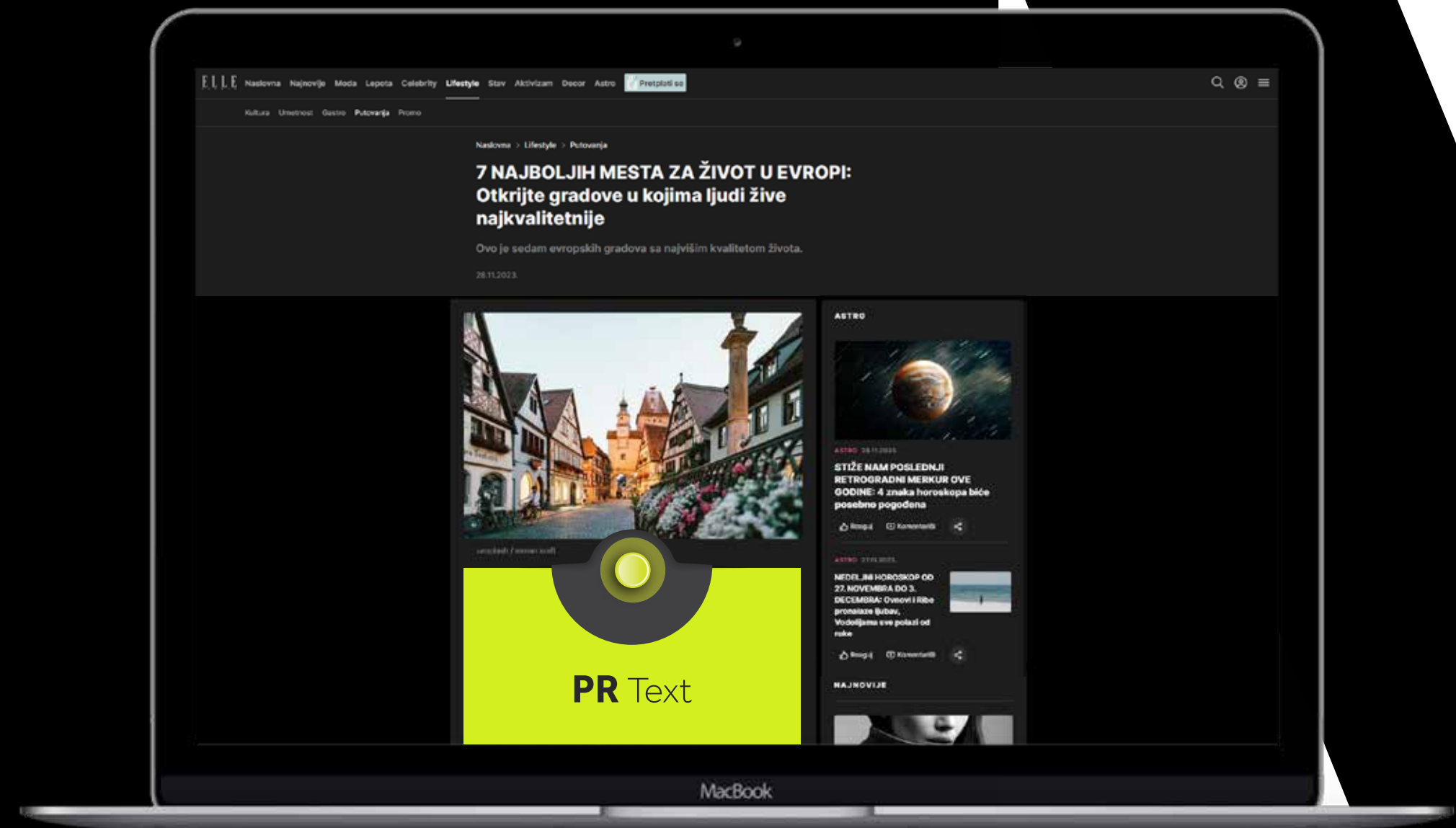
# 8.1.

# ELLE

# WMG

## PR Tekst

Formati	Cena
Native PR tekst (Naslovna 24h & FB)	900 €
PR tekst (Naslovna 24h & FB)	700 €
Nepozicionirani PR tekst	550 €
Brendiranje PR teksta	200 €
IG story	200 €



# 8.2.

# ELLE

# WMG

## Desktop formati

Formati	Cena
Billboard 970x250 px	4.5 €
300x600 px	2.1 €
300x250 px	1.8 €
Footer 750x200 px	4.5 €
Incorner	6.0 €
Brending	250 € *

\* CPD cena





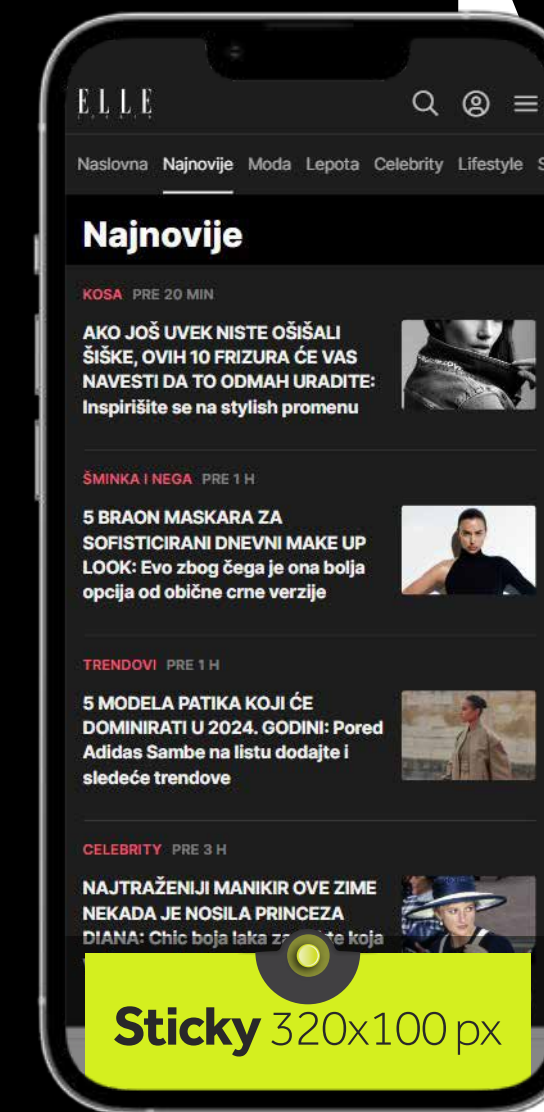
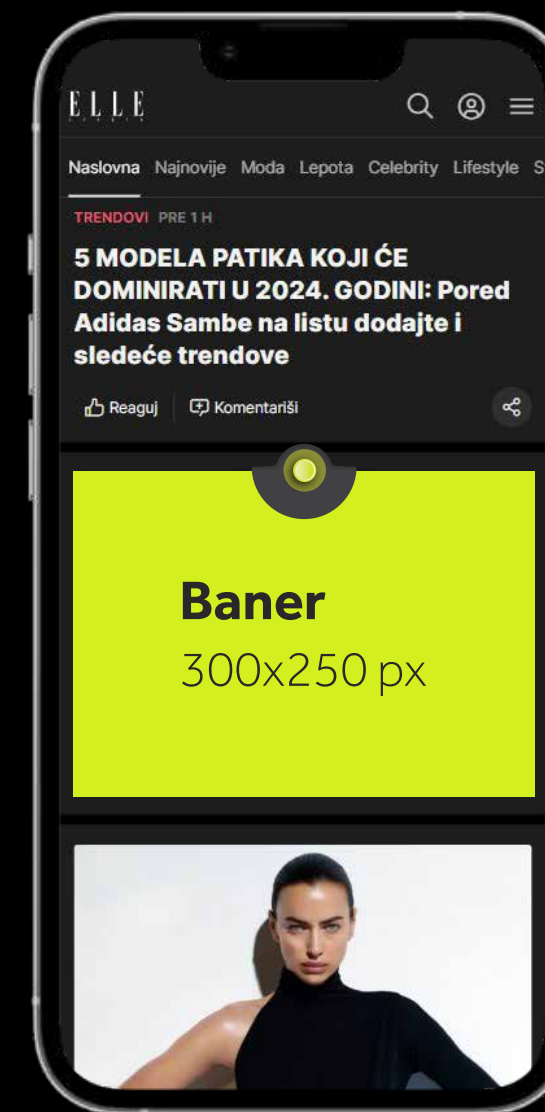
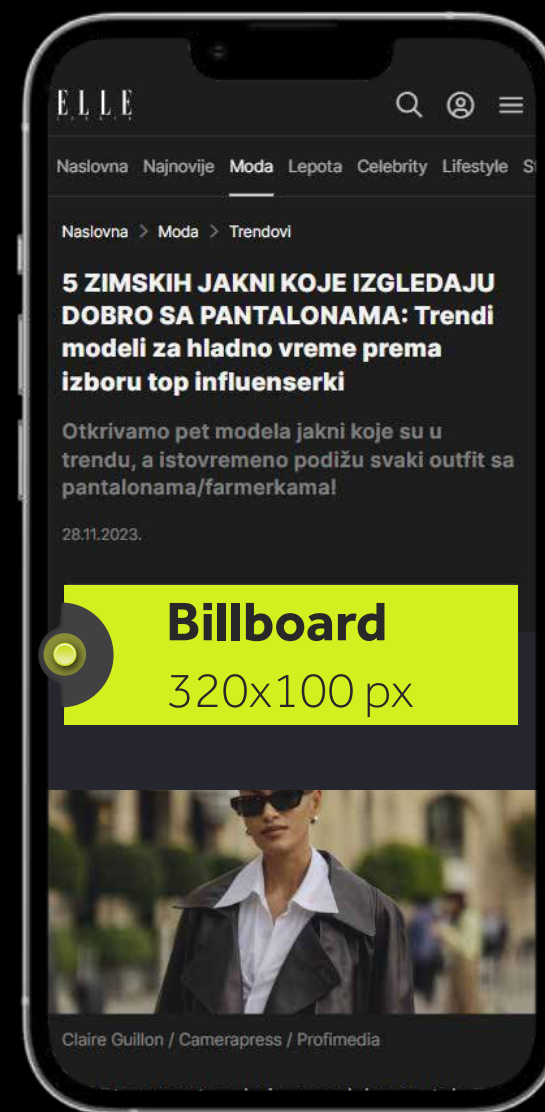
# 8.3.

# ELLE

# WMG

## Mobilni formati

Formati	Cena
Billboard 320x100px	2.0 €
300x250 px	1.7 €
Sticky 320x100 px	2.5 €
Interscroller	4.0 €
Incorner	3.25 €



# 9. sensa

## 9.1.

PR Tekst

## 9.2.

Desktop formati

## 9.3.

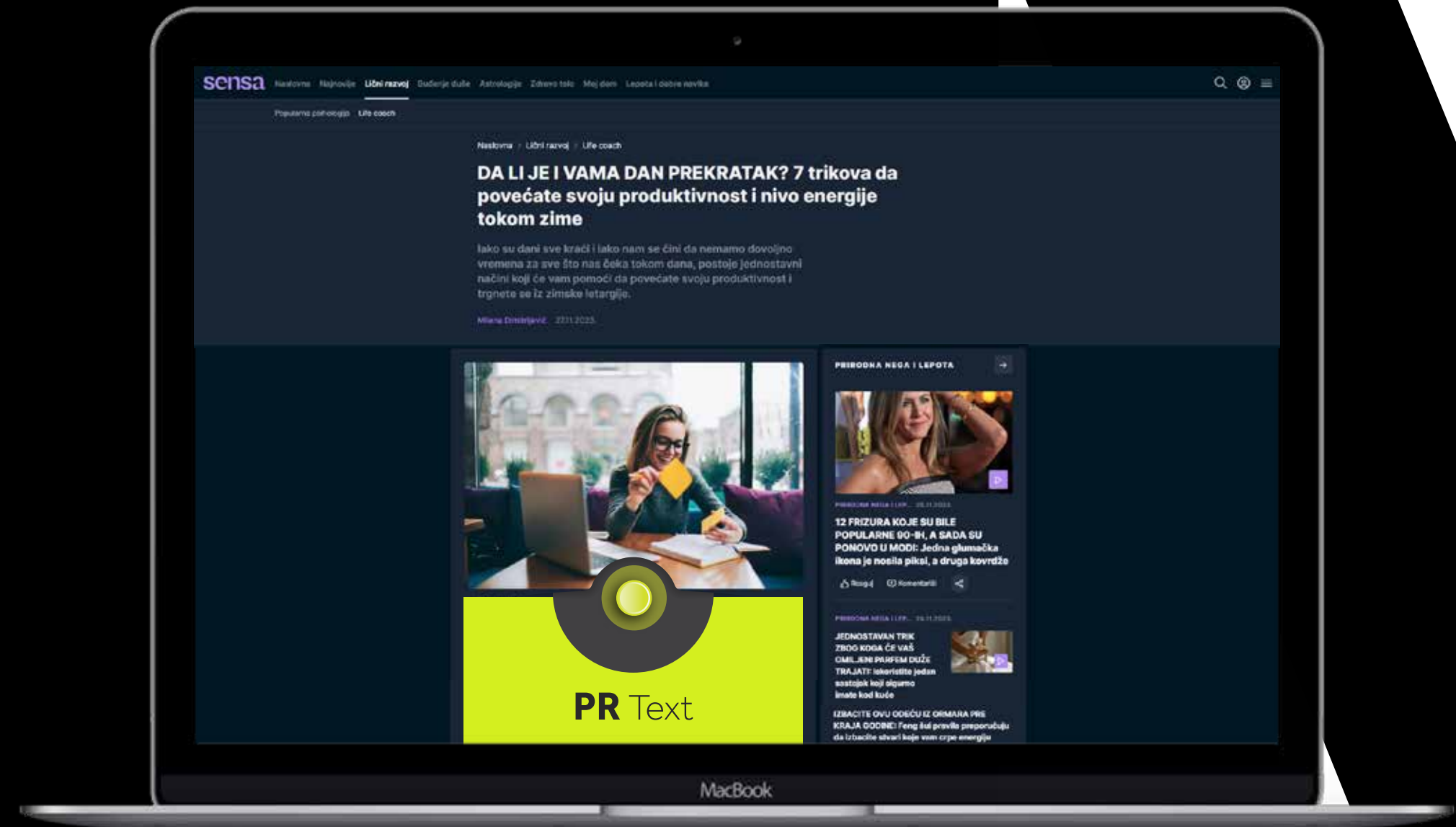
Mobilni formati



# 9.1. sensa

## PR Tekst

Formati	Cena
Native PR tekst (Naslovna 24h & FB)	900 €
PR tekst (Naslovna 24h & FB)	700 €
Nepozicionirani PR tekst	550 €
Brendiranje PR teksta	200 €
IG story	200 €

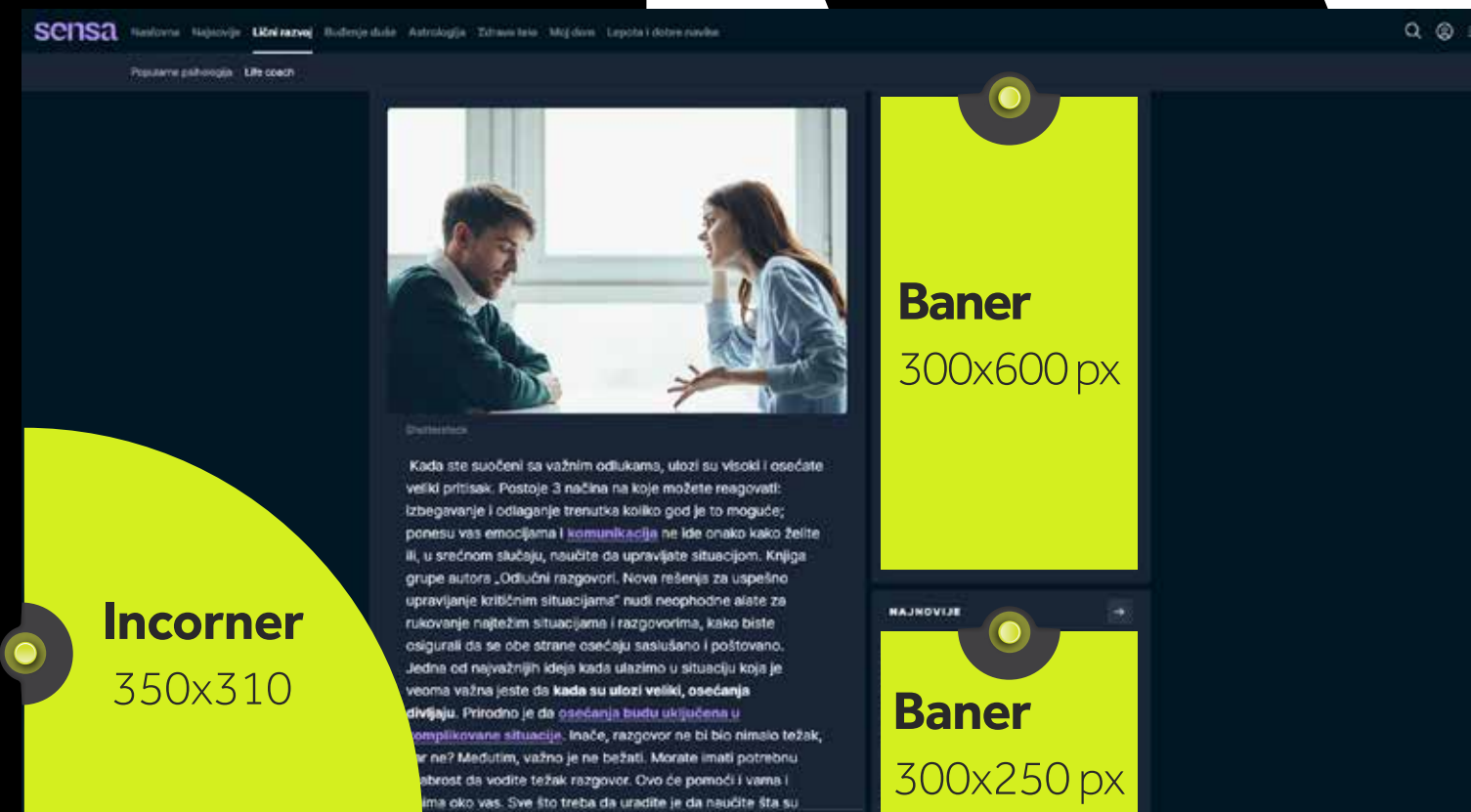


# 9.2. sensa

## Desktop formati

Formati	Cena
Billboard 970x250 px	4.5 €
300x600 px	2.1 €
300x250 px	1.8 €
Footer 750x200 px	4.5 €
Incorner	6.0 €
Brending	250 € *

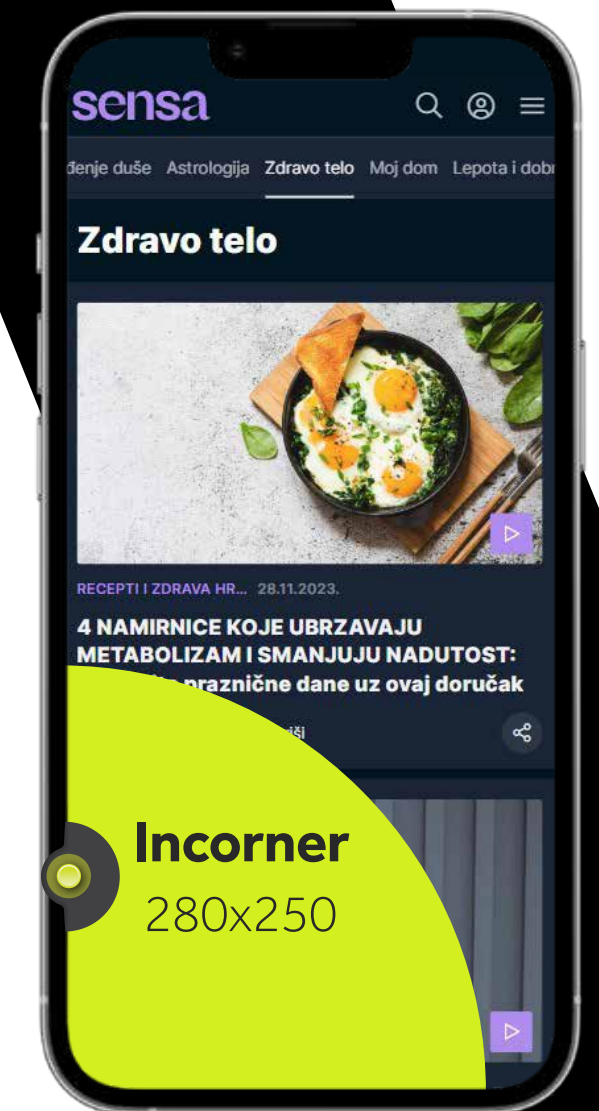
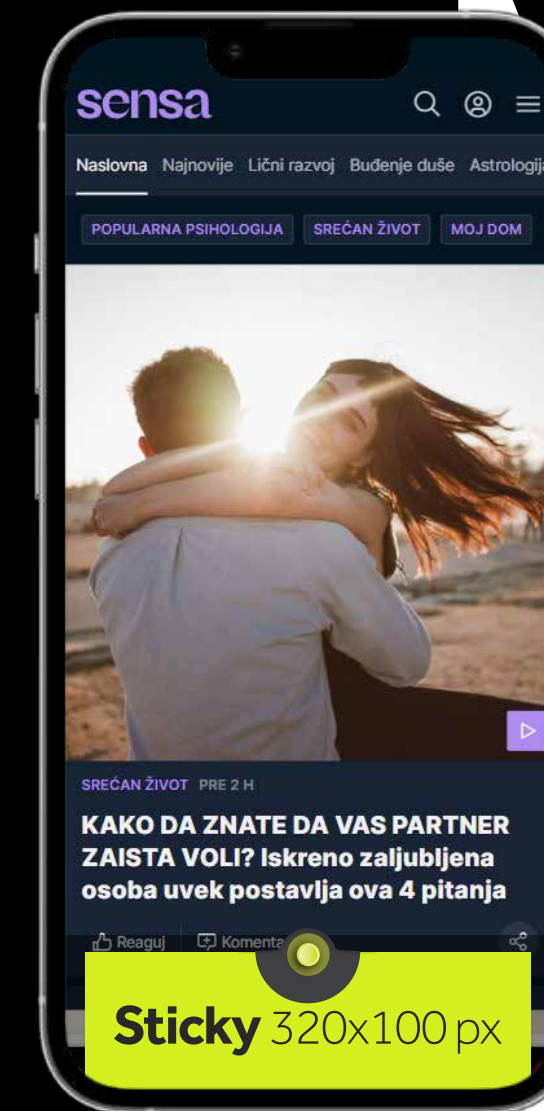
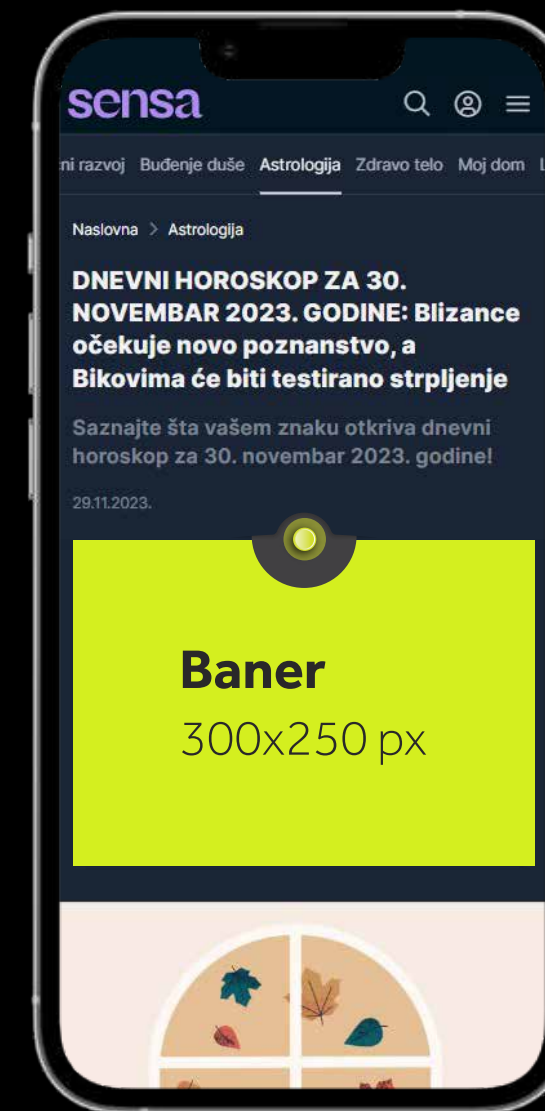
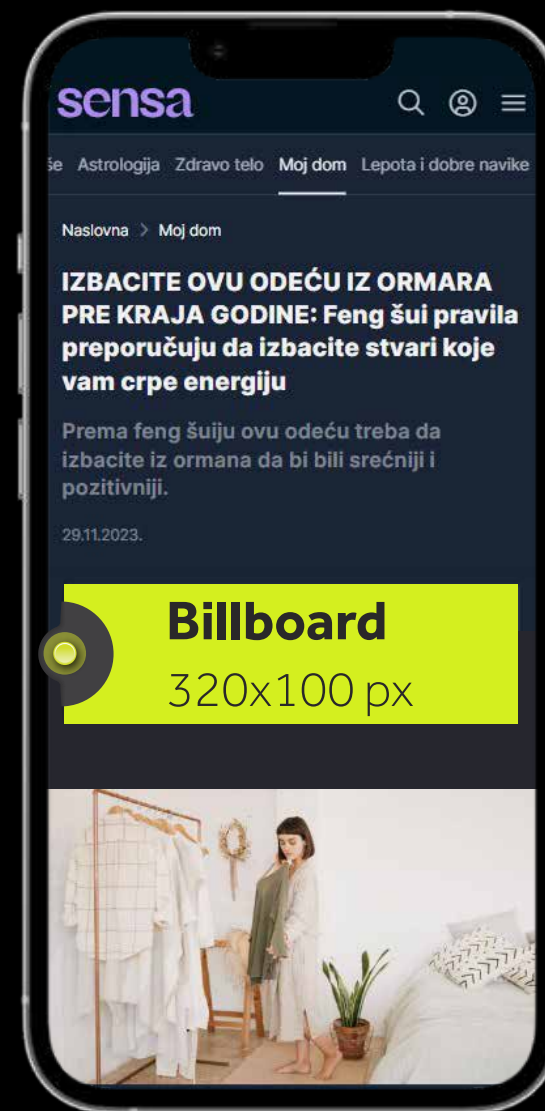
\* CPD cena



# 9.3. sensa

## Mobilni formati

Formati	Cena
Billboard 320x100px	2.0 €
300x250 px	1.7 €
Sticky 320x100 px	2.5 €
Interscroller	4.0 €
Incorner	3.25 €



# 10. Wanted!

**10.1.**  
PR Tekst

**10.2.**  
Desktop formati

**10.3.**  
Mobilni formati



# 10.1.

# WMG

## Wanted!

## PR Tekst

Formati	Cena
Native PR tekst (Naslovna 24h & FB)	900 €
PR tekst (Naslovna 24h & FB)	700 €
Nepozicionirani PR tekst	550 €
Brendiranje PR teksta	200 €
IG story	200 €



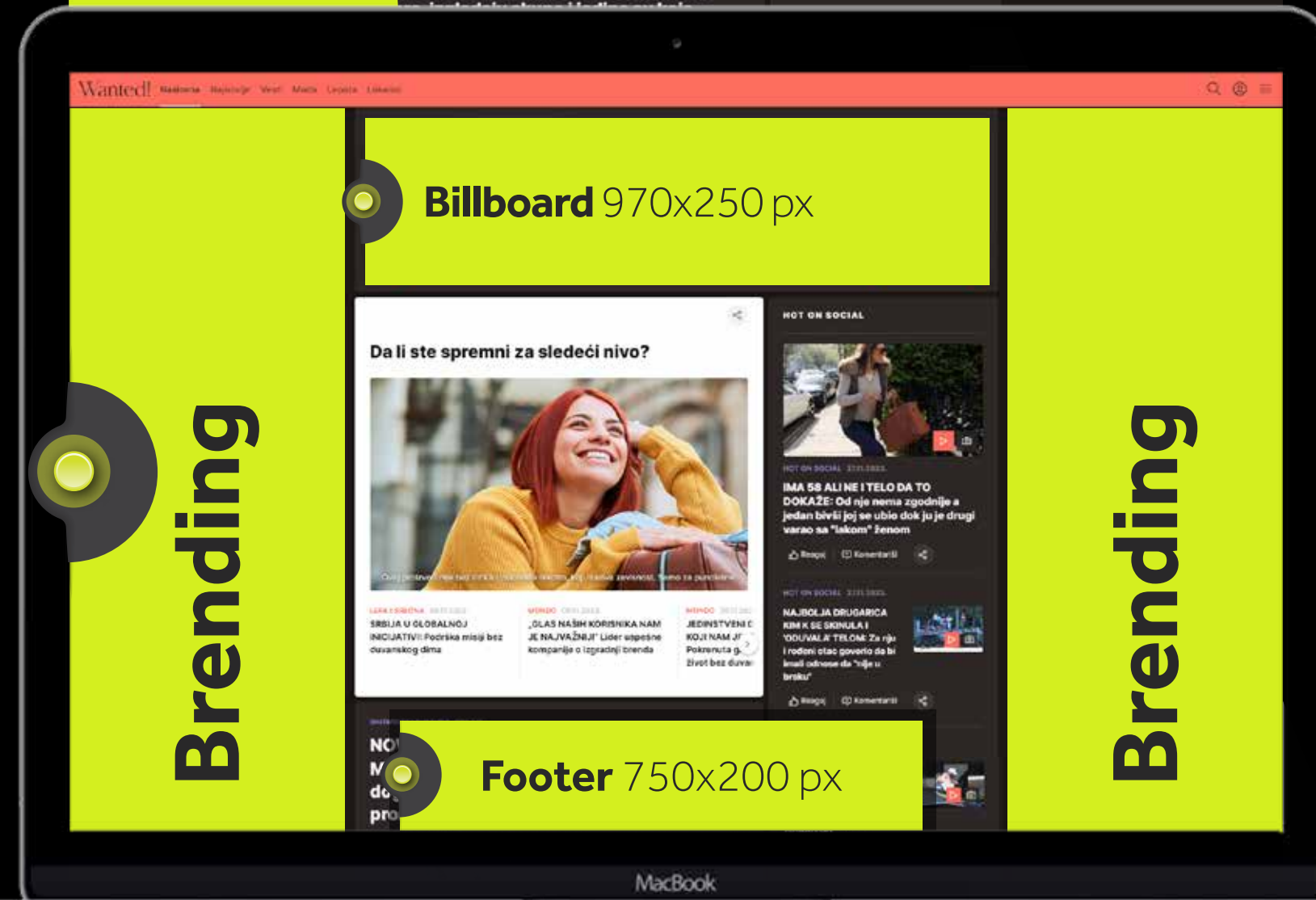
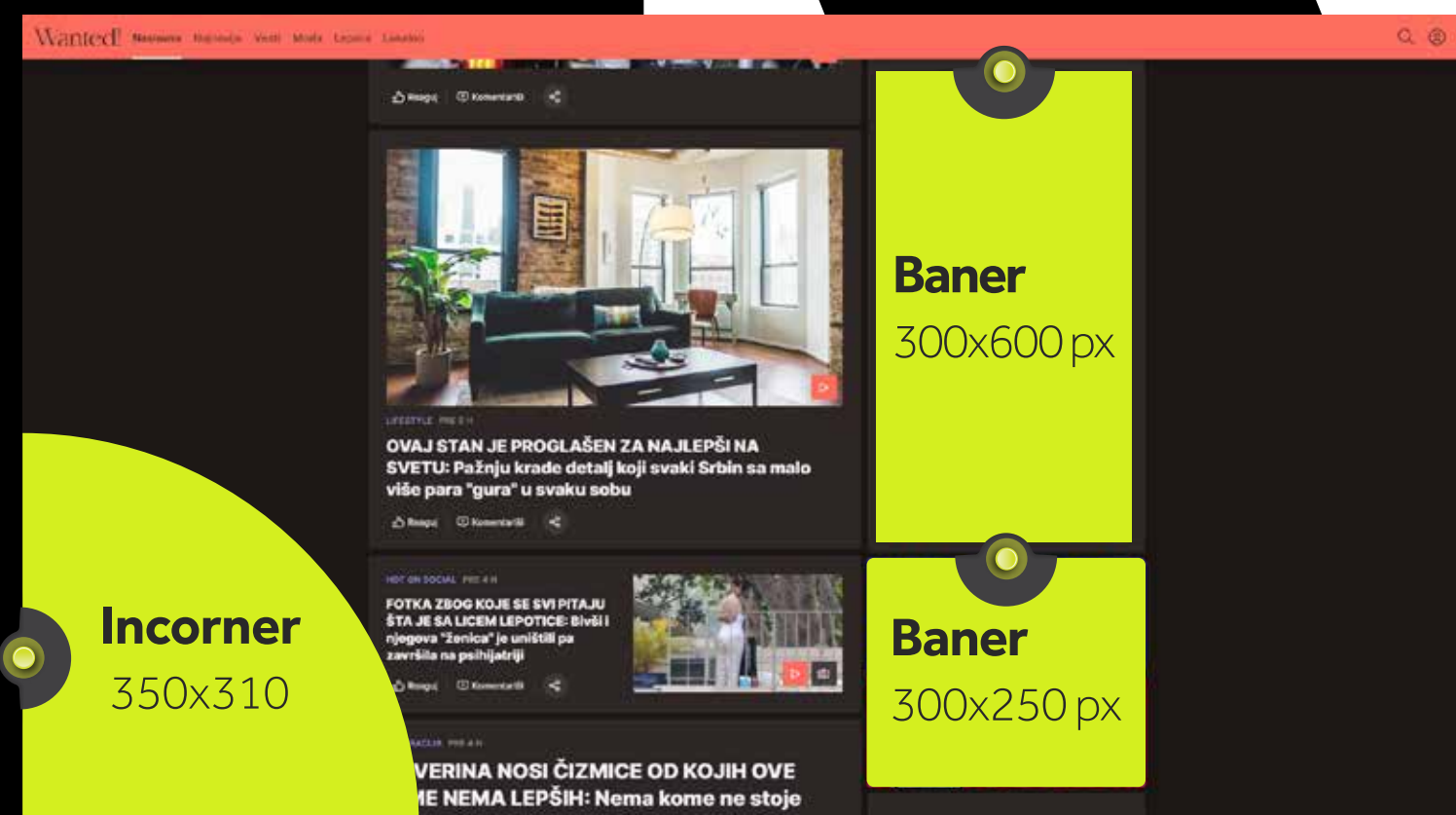
# 10.2.

## Wanted!

### Desktop formati

Formati	Cena
Billboard 970x250 px	4.5 €
300x600 px	2.1 €
300x250 px	1.8 €
Footer 750x200 px	4.5 €
Incorner	6.0 €
Brending	250 € *

\* CPD cena



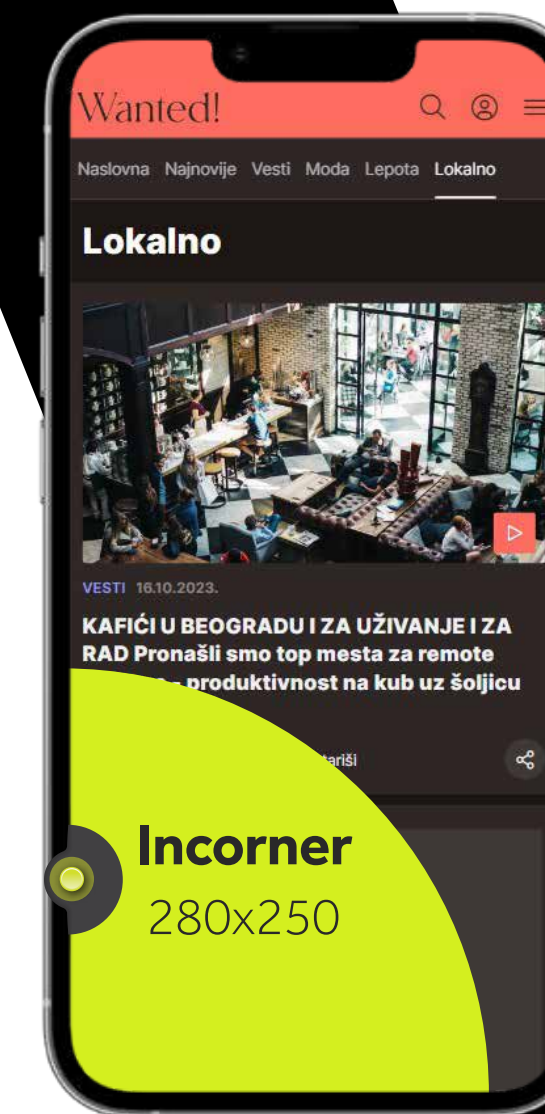
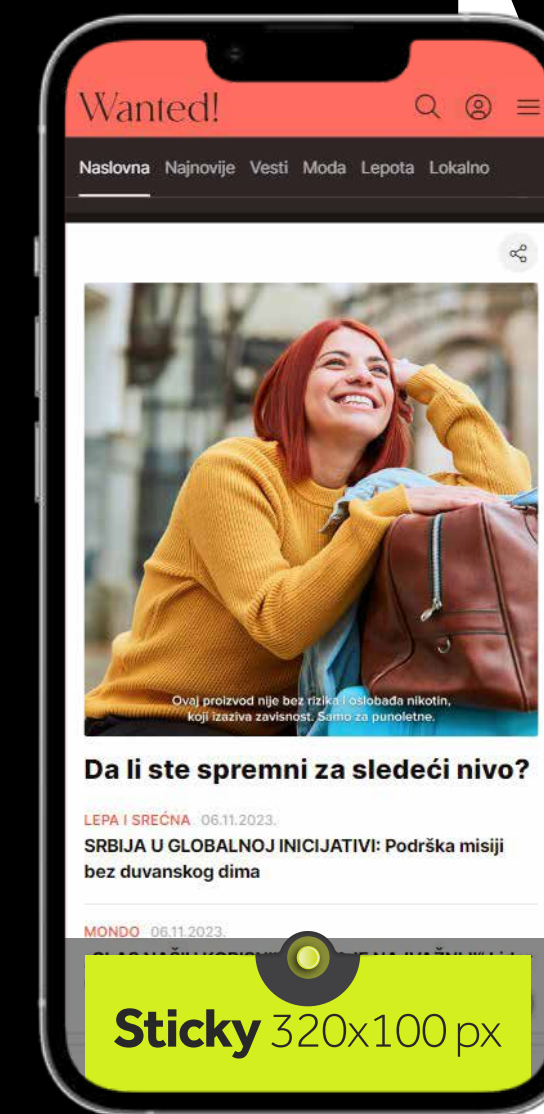
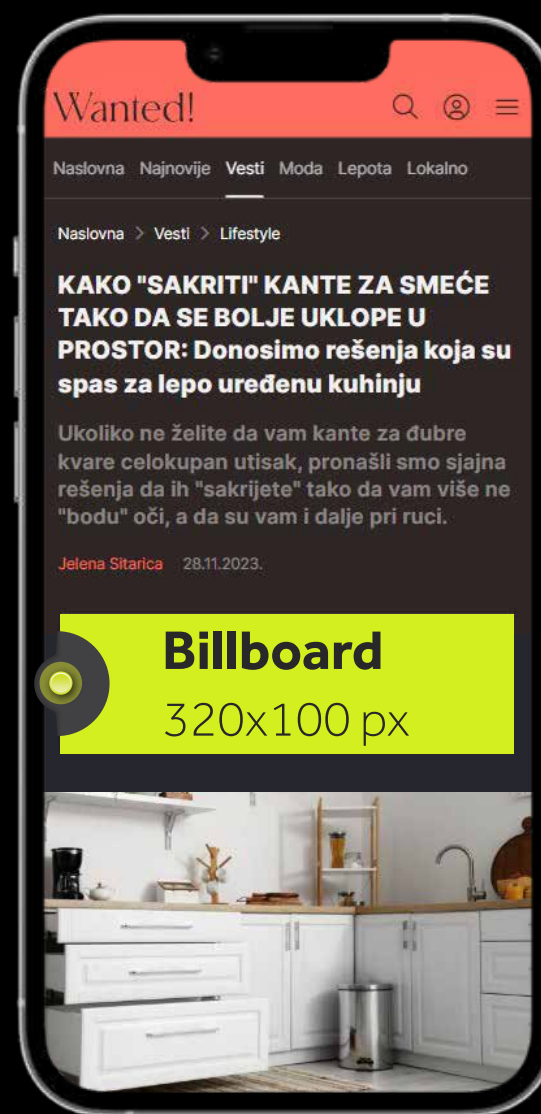


# 10.3.

## Wanted!

### Mobilni formati

Formati	Cena
Billboard 320x100px	2.0 €
300x250 px	1.7 €
Sticky 320x100 px	2.5 €
Interscroller	4.0 €
Incorner	3.25 €



“

yumama 

**11.1.**

PR Tekst

**11.2.**

Desktop formati

**11.3.**

Mobilni formati





# PR Tekst

Formati	Cena
Native PR tekst (Naslovna 24h & FB)	700 €
PR tekst (Naslovna 24h & FB)	600 €
Nepozicionirani PR tekst	450 €
Brendiranje PR teksta	200 €
IG story	200 €



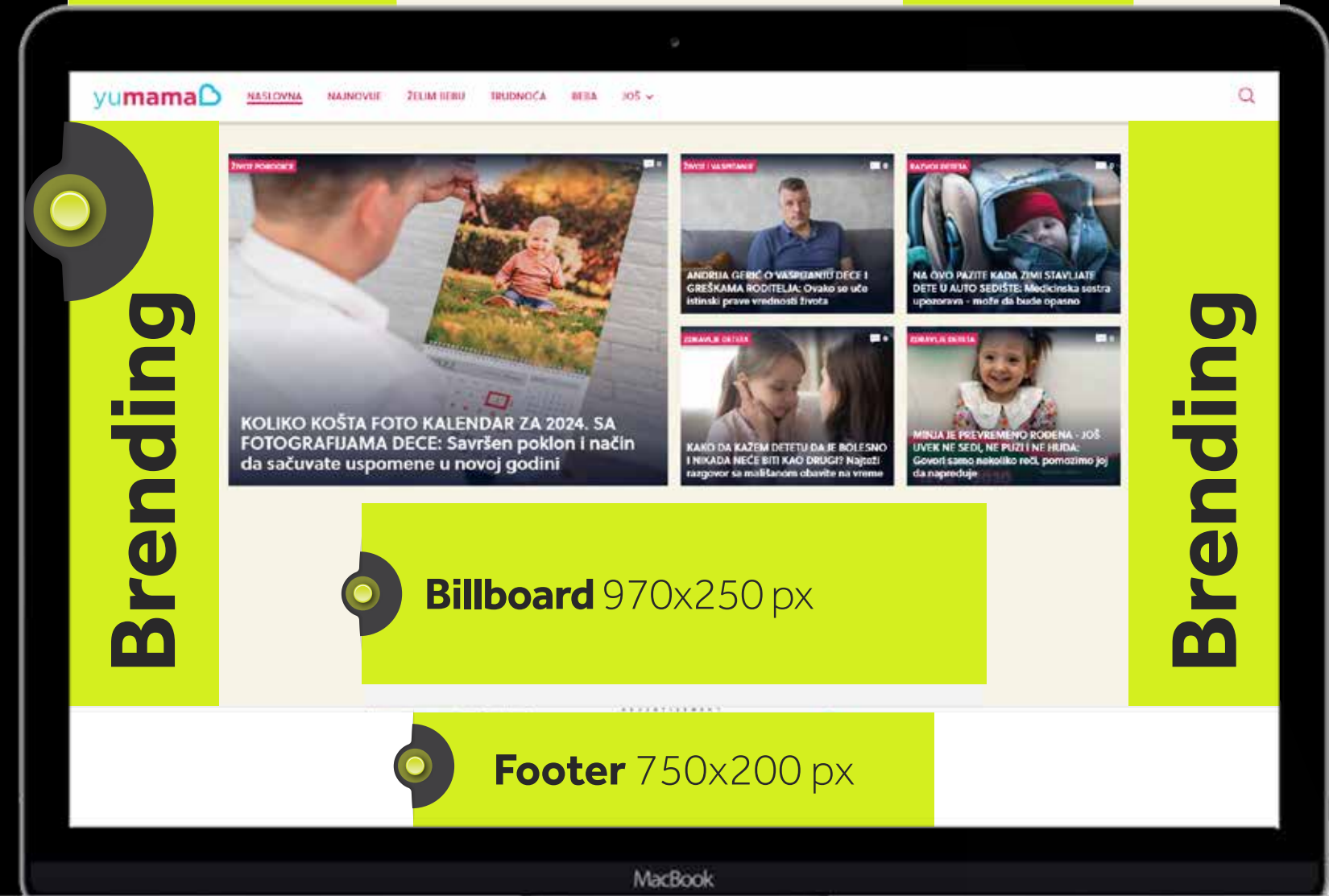
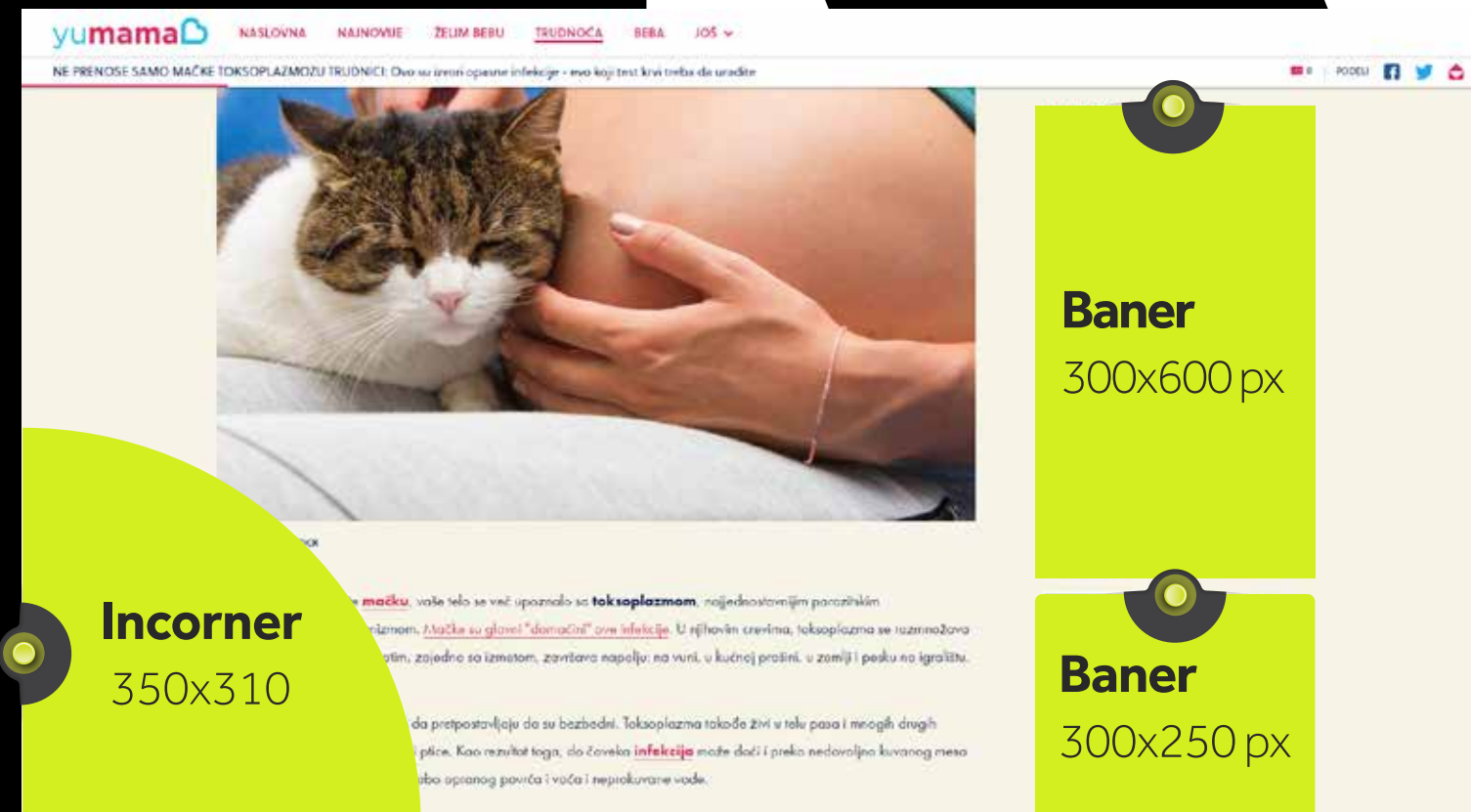
# 11.2.



## Desktop formati

Formati	Cena
Billboard 970x250 px	4.0 €
300x600 px	1.9 €
300x250 px	1.6 €
Footer 750x200 px	3.5 €
Incorner	4.5 €
Brending	200 € *

\* CPD cena



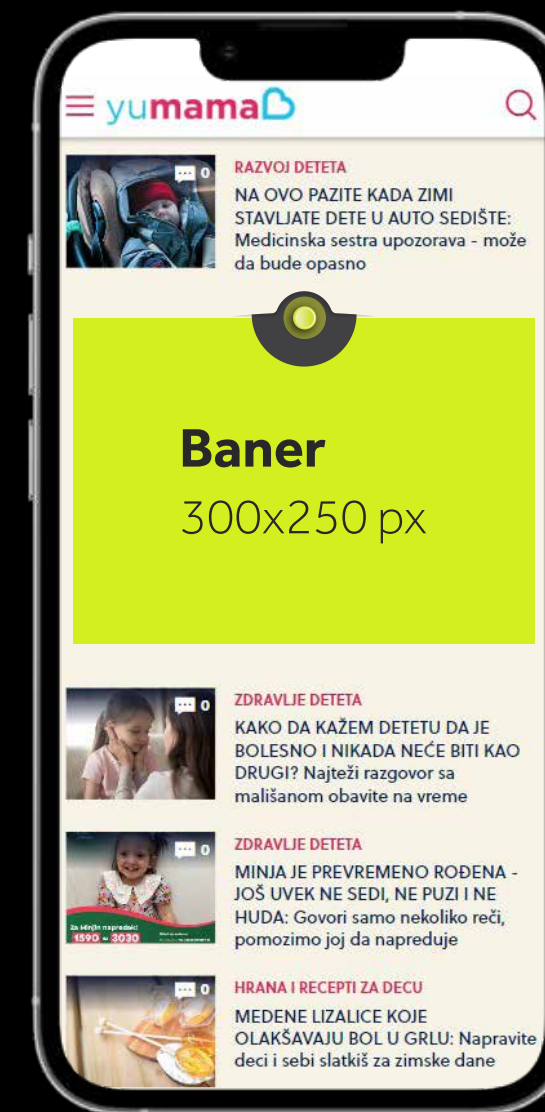
# 11.3.

## yumama

# WMG

## Mobilni formati

Formati	Cena
Billboard 320x100px	1.8 €
300x250 px	1.5 €
Sticky 320x100 px	2.5 €
Interscroller	3.5 €
Incorner	3.25 €



# 12.

 STVAR UKUSA

## 12.1.

PR Tekst

## 12.2.

Desktop formati

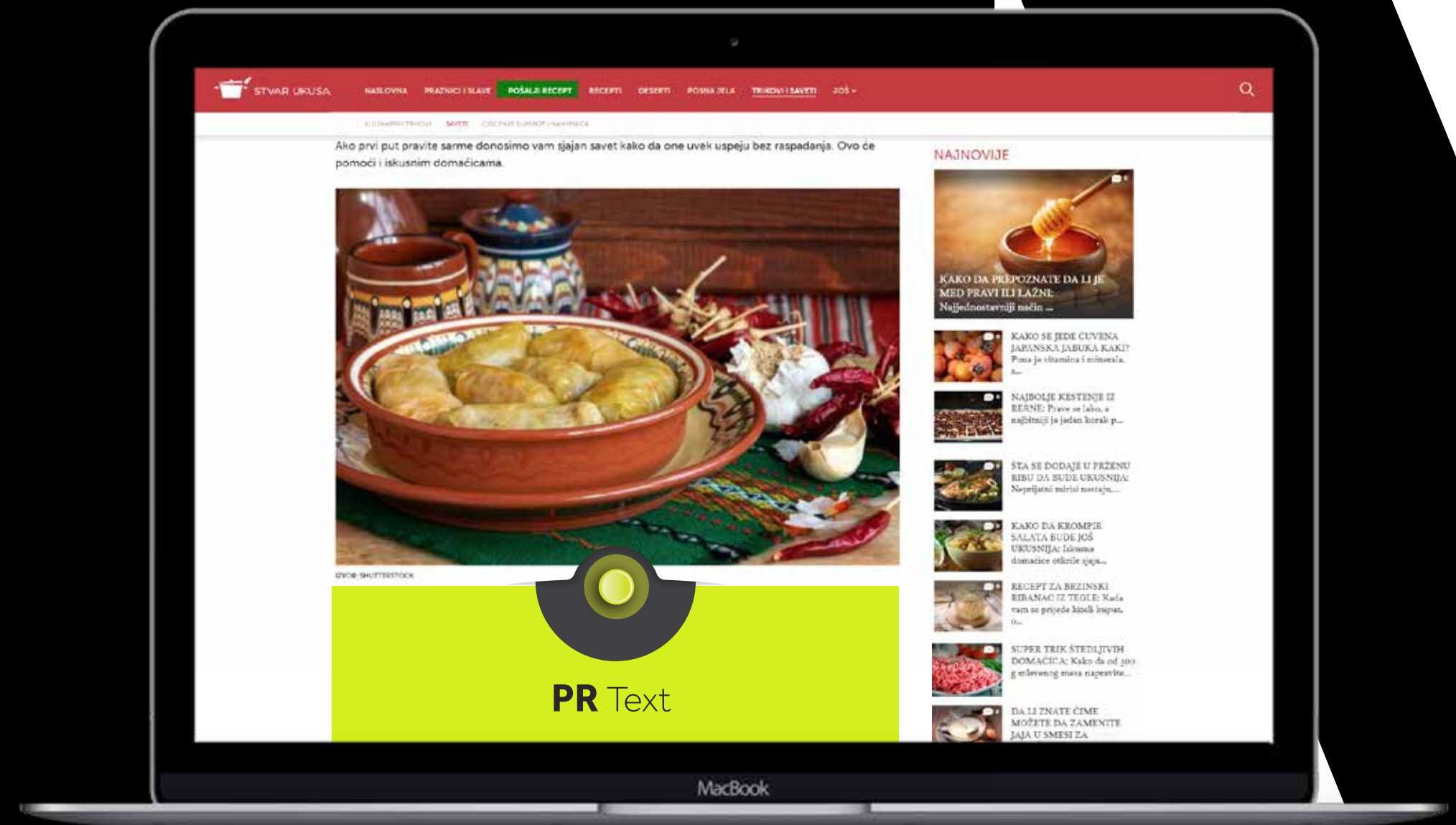
## 12.3.

Mobilni formati



# PR Tekst

Formati	Cena
Native PR tekst (Naslovna 24h & FB)	700 €
PR tekst (Naslovna 24h & FB)	600 €
Nepozicionirani PR tekst	450 €
Brendiranje PR teksta	200 €
IG story	200 €



# 12.2.

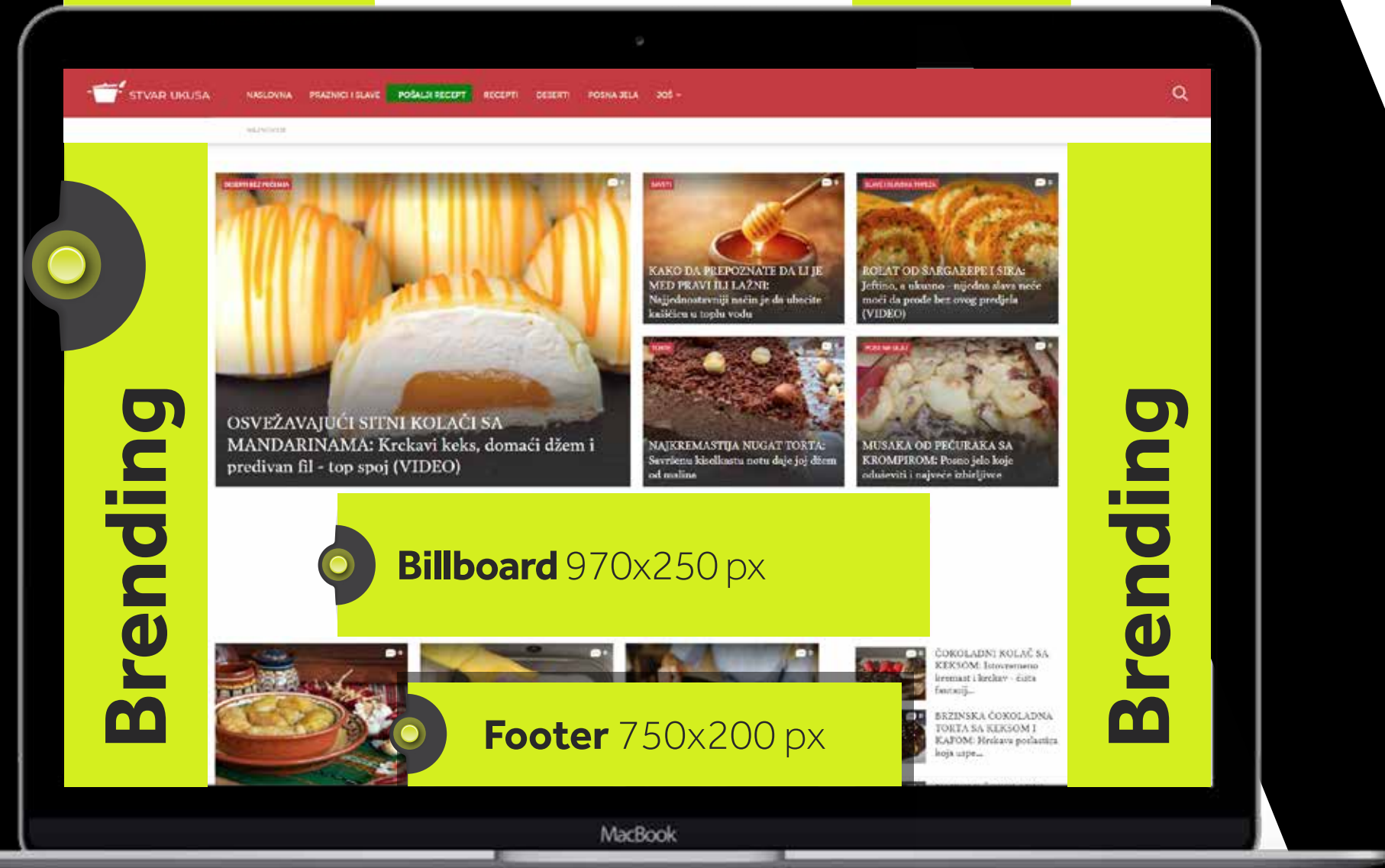
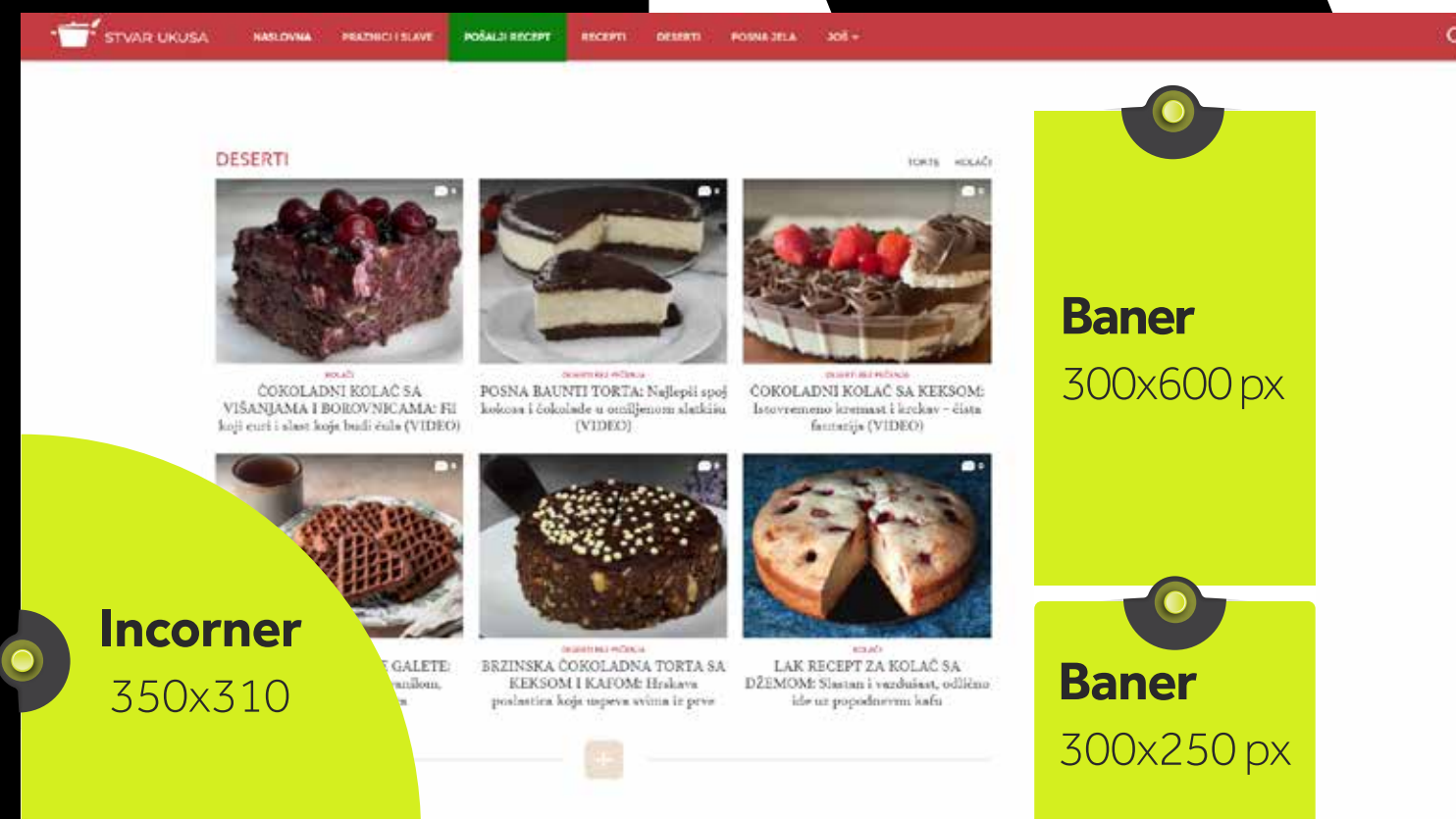


# WMG

## Desktop formati

Formati	Cena
Billboard 970x250 px	4.0 €
300x600 px	1.9 €
300x250 px	1.6 €
Footer 750x200 px	3.5 €
Incorner	4.5 €
Brending	200 €*

\* CPD cena







## Mobilni formati

Formati	Cena
Billboard 320x100px	1.8 €
300x250 px	1.5 €
Sticky 320x100 px	2.5 €
Interscroller	3.5 €
Incorner	3.25 €

