Site	Placement	Publisher	Client format	Comment	Buying method	Plan unit	Unit type	Format	Targeting	Est impression	Price without VAT	VAT 20%	Total price including VAT
Femina.hu	ROS	Indamedia	Native package	• native article:prepared by publisher using topics and materials provided by advertiser on Femina.hu with FB boosting • banners (300x600 or 640x360) in the article or a special box at the end of the article (with client's direct message) • cover page highlighting on index.hu cover page - Femina box (24 hours) + retargeting AV package (200.000 AV)	Time based	1	day	Standard native package		10 000	5 583	1 117	6 700
Femina.hu	femina.hu/utazas/	Indamedia	PR article	ready advertorial material is to be delivered by the advertiser	Time based	1	week	PR article		5 000 000	1 476	295	1 771
Quality Placement_multiscreen RON mix	Index (excluding cover page), Divany, Femina, Sólkert, Totalcar, Nagi.hu	Indamedia	Half page, Roadblock, Billboard, Mobil banner top		CPM	200 000	AV	300x600px, 640x360px, 970x250px, 300x250px		200 000	1 233,00	247	1 480
nlc.hu	Leisure time section	Centrál Média	Native article sponsorship	prepared by publisher using topics and materials provided by advertiser banners in the article (640x360 desktop, 300x250 mobile	Time based	2	day	native article with banners (desktop: 640x360 mobile: 300x250)		3 000	2 456	491	2 947
nlc.hu	Technical Cost	Centrál Média	Technical Cost native article)		Time based	2					868	174	1 042
ng.hu	full site	Centrál Média	Roadblock		Time based	1	week	640x360; mobile: 300x250		165 000	1 096	219	1 315
utazomajom.hu	all pages	Infinety	banner + mobile banner	Infinety banner package with gratis, in case of booking utazomajom.hu (gratis 180.000 AV), kirandulastippek..hu (gratis 230.000 AV)	Time based	1	week	Desktop: 970x250 Mobil: 300x250		350 000	5 706	1 141	6 847
kirandulastippek.hu	all pages				Time based	1	week	Desktop: (970x250) Mobil: 300x250		60 000			
Infinety - travel + family sitemix	see worksheet Infinety sitelist				CPM	410 000	AV	desktop: sponsor (640x360; 970x250, 300x600, 300x250) Mobil: Inspiration 3D (300x250) Kínáljon 600x500		410 000			
At Reach +	At Reach + Fixed: interest target: Hikers, Lifestyle - Outdoor, Light TV Viewers tv2play .hu, eurosport.hu,evamagazin.hu, instyle.hu, joy .hu, lifetv .hu,liner.hu, mafab.hu, motor1.com, motorsport.com, otthonokesmegoldasok. hu, ozonetv. hu, radio1.hu, runnersworld.hu	Atmedia	multiplatform		CPM	248 000	AV	Pre-roll / mid-roll, Max 30 sec	interest target: Hikers, Lifestyle - Outdoor, Light TV Viewers	248 000	5 270	1 054	6 324
RTL Digital	RTL Digital / Full site rotation	RTL	multiplatform Fullvideo+ (max 30 sec, pre- és midroll, multiplatform)		CPM	200 000	AV	Pre-roll / mid-roll, Max 30 sec		200 000	4 350	870	5 220
Total											**28 038,00 €**	**5 607,60 €**	**33 645,60 €**

Travel AV	
Drivemebaby.hu	Okosulas.hu
Iranymagyarorszag.hu	Programturizmus.hu
Kavezom.hu	Vakaciozzunk.co.hu
Kirandulastervezo.hu	
Myonlineradio.hu	
Family AV	
Babasoldal.co.hu	Marmalade.co.hu
Cinemo.hu	Minimatline.hu
Colore.hu	Myonlineradio.hu
Foteldoki.hu	Papasmamasmagazin.hu
Kepmas.hu	Sorozatbarat.club
Kirandulastervezo.hu	onmov.me
Kirandulastippek.hu	

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