Slovakia Travel

Client: Slovakia Travel
Brand: Slovakia Travel - City Break Campaign
TIMING 15.10.-15.11.2023
Target group: A 25-59

Site	Placement	Publisher	Client Format	Comment	Buying method	Plan unite	Unite type	format	Period	Est Impression	42						43							44						45						46							CLIENT COST (EUR)	VAT (EUR)	CLIENT COST + VAT (EUR)
											16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19			
Femina.hu	femina.hu/utazas/	Indamedia	PR article	ready advertorial material is to be delivered by the advertiser	Time based	2	week	PR article	2023. october 30 - november 5.; 2023 november 13-19.	6 000 000																																		4 432,00	886,40	5 318,40
nlc.hu	nlc.hu/utazas/	Centrál Média	PR article + banner	ready advertorial material is to be delivered by the advertiser	Time based	2	week	PR article 640x360px, 300x250px	2023. october 16 - 22. 2023. october 31-november 5.	50 000																																				2 887,00	577,40	3 464,40
24.hu	24.hu/Nagyvilág	Centrál Média	PR article + banner	ready advertorial material is to be delivered by the advertiser	Time based	2	week	PR article 640x360px, 300x250px	2023. october 23 - 29. 2023. november 6 - 12.	50 000																																				2 887,00	577,40	3 464,40
Quality Placement_multiscreen RON mix	Index (excluding cover page), Divány, Femina, 50Bors, Totalcar, Napi.hu	Indamedia	Half page, Roadblock, Billboard, Mobil banner		CPM	215 000	AV	300x600px, 640x360px, 970x250px, 300x250px	2023. october 23 - november 15.	200 000																																				1 667,00	333,40	2 000,40
welovebudapest.hu welovebalaton.hu	all pages	DN Sales House	Billboard, Mobil banner		Time based	1	week	970x250px, 300x250px	2023. october 30 - november 5.	800 000																																				4 626,00	925,20	5 551,20
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	interest target: Hikers, Lifestyle - Outdoor, Light TV Viewers	CPM	185 000	AV	Pre-roll / mid-roll, Max 30 sec	2023. october 16 - november 5.	185 000																																				3 735,00	747,00	4 482,00
RTL Digital	RTL Digital / Full site rotation	RTL	multiplatform Fullvideo+ (max 30 sec, pre- és midroll, multiplatform)		CPM	155 000	AV	Pre-roll / mid-roll, Max 30 sec	2023. october 30 - november 15.	200 000																																				5 788,00	1 157,60	6 945,60
TOTAL																																											26 022,00	5 204,40	31 226,40