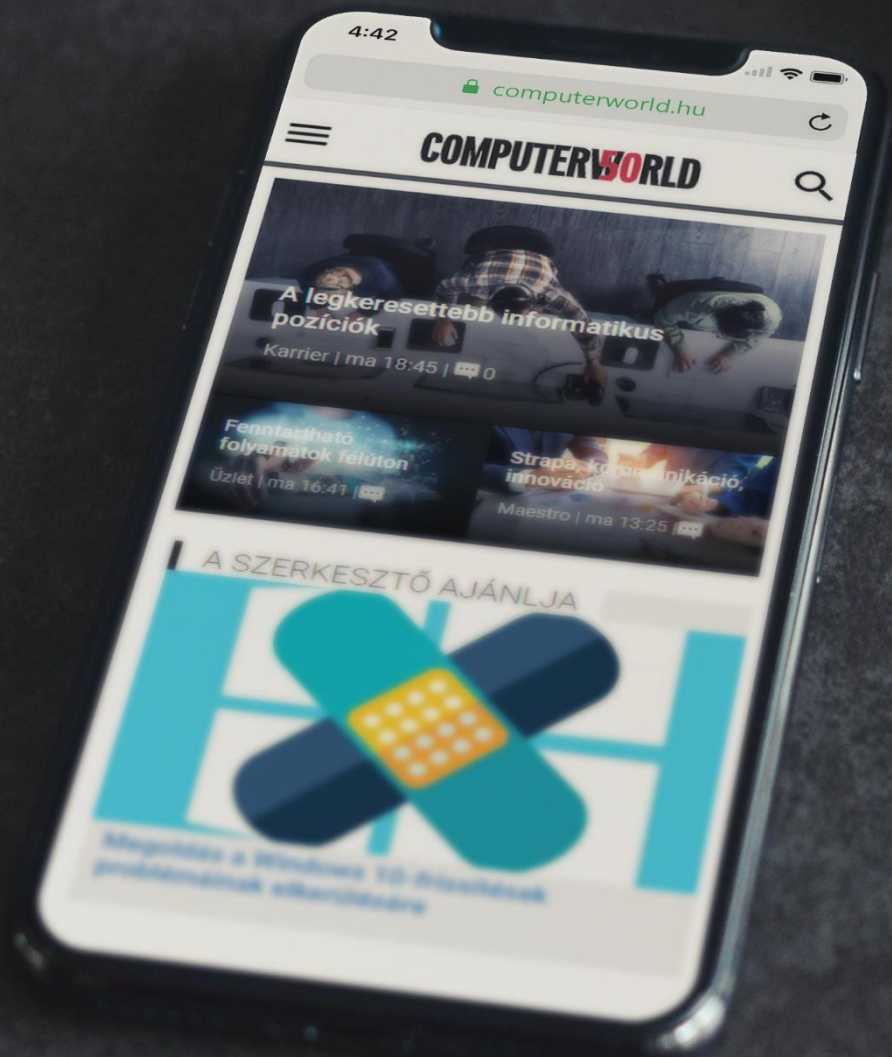


# COMPUTERWORLD

ONLINE

MEDIA OFFER

2020



Computerworld Online is the most visited specialized site in Hungary, dedicated to the decision makers of the informatics and infocommunications sector

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

Monthly Unique users: **more than 250k**

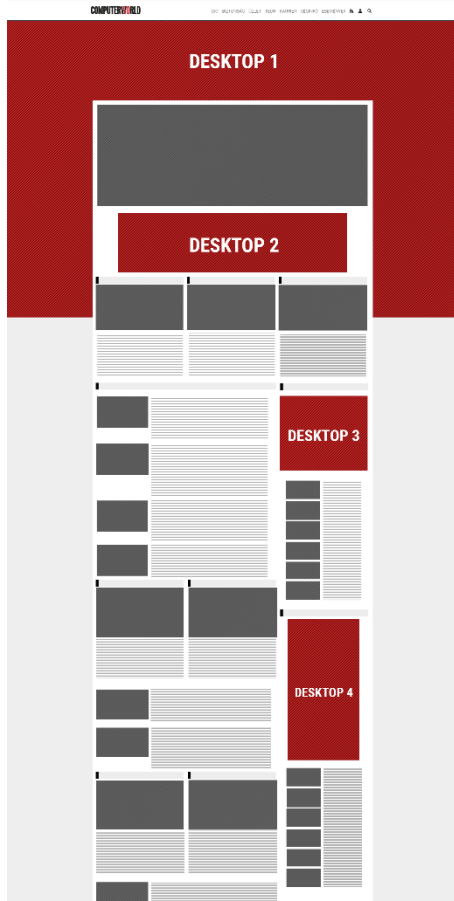
Newsletter subscribers: **more than 18k**

### Desktop ad placement

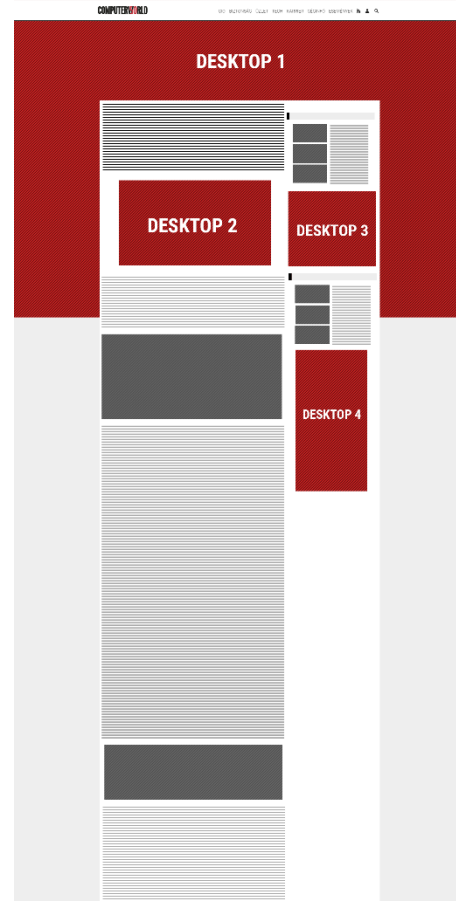
SURFACE	DISPLAYED	
	ON MAIN PAGE	ON ARTICLE PAGES*
DESKTOP 1	Skin or 970 x 250 banner below header	Skin or 970 x 250 banner below header
DESKTOP 2	970 x 250 or 640 x 360 banner below the highlighted news	640 x 360 banner below article lead
DESKTOP 3	300 x 600 first banner on the right	300 x 600 first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



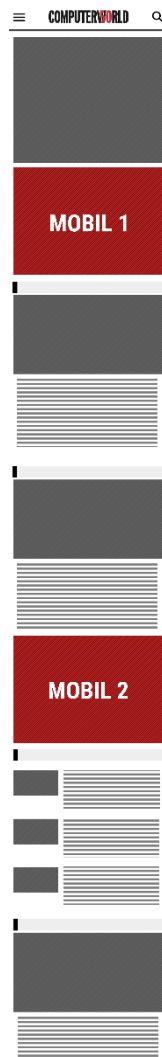
More than 60% of visits happen on mobile devices.

Mobile ad placement

SURFACE	DISPLAYED	
	ON MAIN PAGE	ON ARTICLE PAGES*
MOBILE 1	300 x 250 banner below highlighted articles	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.

Főoldal



Cikkoldal



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

## ADVERTISEMENT LIST PRICES 2020

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

TIME BASED OFFERS			
	SURFACE	EXPECTED AV / WEEK	LIST PRICE / WEEK
MOBILE OFFERS	MOBILE 1	70 000 AV	420 000 HUF
	MOBILE 2	70 000 AV	350 000 HUF
MOBILE + DESKTOP OFFERS	ALL-IN 1 (MOBILE 1 + DESKTOP 1)	95 000 AV	570 000 HUF
	ALL-IN 2 (MOBILE 2 + DESKTOP 2)	95 000 AV	475 000 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 [info@smartsense.hu](mailto:info@smartsense.hu) email address!

## NATIVE CONTENT LIST PRICES 2020

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

TIME BASED OFFERS			
	CONTENT	SHORT DESCRIPTION	LIST PRICE
PR ARTICLES	COMPUTERWORLD 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>	300 000 HUF / article
	COMPUTERWORLD PR ARTICLE SERIES	<i>Longer campaign with several PR articles, professional search engine optimization, editorial strategy development and execution</i>	unique offer
NEWSLETTERS	DAILY NEWSLETTER	<i>Targeted newsletter for 4 265 subscribers</i>	150 000 HUF / newsletter
	SECURITY NEWSLETTER (MONDAY)	<i>Targeted newsletter for 4 326 subscribers</i>	80 000 HUF / newsletter
	BUSINESS NEWSLETTER (TUESDAY)	<i>Targeted newsletter for 2 254 subscribers</i>	50 000 HUF / newsletter
	TECH NEWSLETTER (WEDNESDAY)	<i>Targeted newsletter for 6 198 subscribers</i>	95 000 HUF / newsletter
	CIO NEWSLETTER (WEDNESDAY)	<i>Targeted newsletter for 1 057 subscribers</i>	20 000 HUF / newsletter
COLUMN SPONSORSHIP	COMPUTERWORLD 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