

GameStar

ONLINE

MEDIA OFFER

2021



Our agency sales partner:



GameStar Online is the most significant technology and geek culture sites of Hungary, with a massive reach towards a wide audience.

Monthly page views: **more than 4,1M**

Monthly Unique users: **more than 650k**

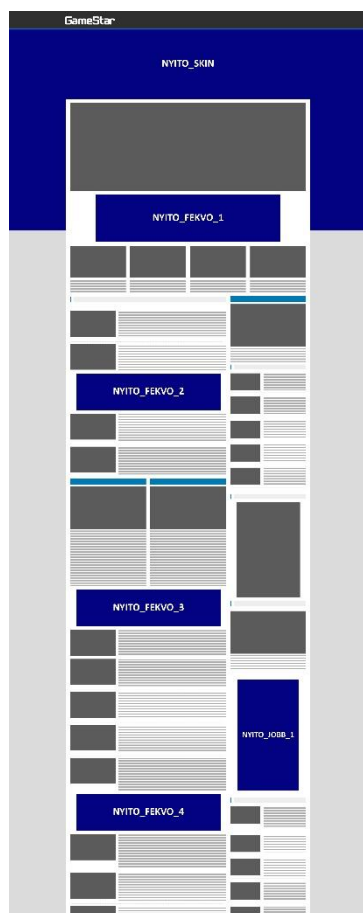
Facebook followers: **more than 135k**

Desktop ad placement

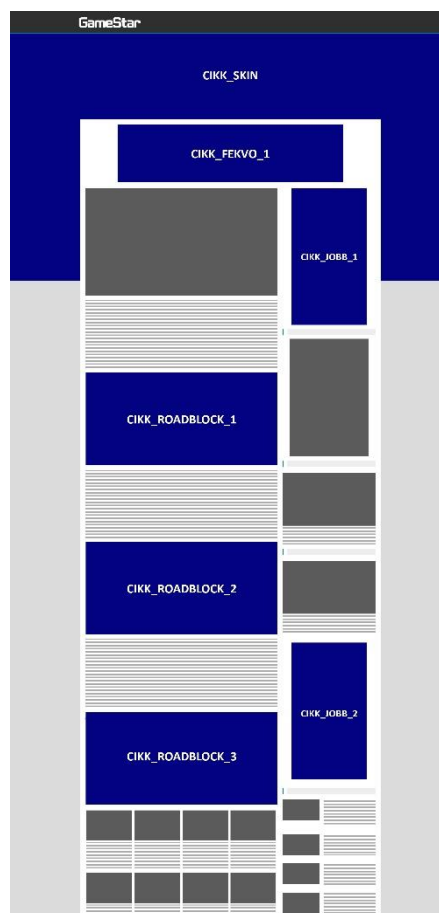
| SURFACE | DISPLAYED | |
|---------------|--|---|
| | ON MAIN PAGE | ON ARTICLE PAGES* |
| DESKTOP 1 | Skin or 970 x 250 banner below header | Skin or 970 x 250 banner below header |
| DESKTOP 2 | 970 x 250 or 640 x 360 banner below the highlighted news | 640 x 360 banner below article lead |
| DESKTOP 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 page



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 the top article | 300 x 250 banner below GameStar header |
| MOBILE 2 | 300 x 250 banner below highlighted news | 336 x 280 banner below lead of the article |
| MOBILE 3 | not available | First 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 page



For a specialized offer contact your dedicated sales manager, or contact us on the ajanlat@project029.com 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 | 400 000 AV | 1 300 000 HUF |
| | MOBILE 2 | 400 000 AV | 1 150 000 HUF |
| MOBILE + DESKTOP OFFERS | ALL-IN 1 (MOBILE 1 + DESKTOP 1) | 600 000 AV | 1 800 000 HUF |
| | ALL-IN 2 (MOBILE 2 + DESKTOP 2) | 600 000 AV | 1 600 000 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.

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NATIVE CONTENT LIST PRICES 2021

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

| TIME BASED OFFERS | | | |
|---------------------------|--------------------------------------|--|--------------------------------------|
| | CONTENT | SHORT DESCRIPTION | LIST PRICE |
| PR ARTICLES | GAMESTAR 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. 150k estimated lead AV</i> | 300 000 HUF / article |
| | GAMESTAR 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 | GAMESTAR FACEBOOK POST | <i>Post published on the Facebook page of GameStar Hungary</i> | 35 000 HUF / post |
| | GAMESTAR FACEBOOK CAMPAIGN | <i>Unique Facebook post boost or advertisement campaign run on the PC World Hungary Facebook page with full operative management. (without creative content development)</i> | 80.000 HUF / campaign + media fee |
| | GAMESTAR INSTAGRAM POST | <i>Unique editorial concept with self-made picture, posted and distributed as organic content</i> | 80 000 HUF |
| | GAMESTAR INSTAGRAM IDŐSZAKOS KAMPÁNY | <i>Longer campaign that consist of several posts, IG stories and videos.</i> | unique offer |
| | GAMESTAR YOUTUBE VIDEO | <i>Video published on the YouTube channel of GameStar and PC World, and boosted with discovery ads, to reach minimum 20k viewers. (special video shooting requirements can increase the price)</i> | 350 000 HUF / video |
| COLUMN SPONSORSHIP | GAMESTAR YOUTOUBE COLUMN SPONSORSHIP | <i>GameStar Reviews, Top Lists, Previews, Deep-Dive, or Speak-It-Out videos are sponsored by partner. Sponsorship is displayed at the beginning of the video. 1 video per week.</i> | 120 000 HUF / mont |
| | GAMESTAR 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 |