

ZWIERCIA DLO · pl

The first polish lifestyle and psychological online service.
 Exclusive and trusted brand. News in the field of lifestyle, design, psychology, food, health, fashion and beauty. One of the most influential services for woman in Poland.
 Target group: representatives of the middle / premium class. Women with higher education or during studies, residents of large urban agglomerations.
 Modern women with high socio-professional status.

Statistics**		Views	Billboard 750x100	Double billboard 750x200/ Rectangle 300x250	Triple billboard 750x300/ Halfpage 300x600	Wideboard 950x200	FloorAd/ Toplayer with billboard***	Triboard/ Toplayer with billboard	Screening (double billboard +background) ****
Unique Users	Visits								
340 000	1 800 000	100 000	88 PLN	90 PLN	92 PLN	110 PLN	96 PLN	96 PLN	250 PLN
		200 000	84 PLN	88 PLN	90 PLN	106 PLN	92 PLN	92 PLN	240 PLN
		500 000	81 PLN	83 PLN	85 PLN	102 PLN	87 PLN	86 PLN	231 PLN
		750 000	73 PLN	75 PLN	77 PLN	98 PLN	79 PLN	82 PLN	210 PLN
		1 000 000	70 PLN	72 PLN	74 PLN	95 PLN	75 PLN	77 PLN	195 PLN
		2 000 000	63 PLN	65 PLN	67 PLN	87 PLN	68 PLN	73 PLN	180 PLN
		2 500 000	58 PLN	60 PLN	62 PLN	82 PLN	63 PLN	70 PLN	170 PLN
		3 000 000	56 PLN	58 PLN	60 PLN	80 PLN	61 PLN	67 PLN	165 PLN
5 000 000	46 PLN	48 PLN	50 PLN	70 PLN	52 PLN	56 PLN	150 PLN		

SURCHARGE TO ADVERTISING FORMS

Surcharge	Value of surcharge	Surcharge	Value of surcharge
Expand	50%	Audio/Video	15%
Scroll	50%	Stream	30%
Push	50%	Geotarget IP	15%
		Capping	10%

***Surcharge to toplayer with dbb +35%

****Surcharge to background with triple bb +35%

* RC prices for 1000 views (CPM). Offer for bussines.

** Data source: Google Analytics, October 2017.

Mailing CPM (37 000 records)	175 PLN
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