



www.011info.com
MEDIA KIT

www.381info.com

WHO ARE WE?

www.011info.com is the most visited information portal in Belgrade and Serbia. 25 years of work and clear vision, over 500,000 interested visits per month, 10,000 well-argued satisfied companies and entrepreneurs, thousands of successful purchases and collaborations.

www.381info.com is part of the 011info.com company. At the beginning of 2008, after 7 years of jointly exploring Belgrade, 011info.com grew, so the joyful news is that we moved beyond the reach of Belgrade traffic.

WHO VISITS US?

The primary target group consists of visitors whose focus is on searching for the things/services they need. The secondary target group consists of owners and managers of companies and family businesses from various industries who feel that 011info.com is a website where, in addition to presenting themselves, they can see other companies and establish cooperation with them.

CAN THIS BE MEASURED IN ANY WAY?

Website optimization for global search engines has been fully completed, and for these reasons, as well as due to the popularity of the website itself, we record excellent internet traffic and a daily increase in visits. Did you know that every month 500,000 people view the presentation of at least 5/6 companies, so it can be said that almost half of Serbia searches for something on 011info or 381info.com every month?

WHAT DOES YOUR COMPANY GAIN BY BEING PRESENTED ON OUR PORTALS?

If you present yourself on our portals now, you will very quickly see and feel the results, you will hear comments from visitors, and if, on the other hand, you do not present yourself—nothing will change, the situation for you will remain the same.



STATISTICS & ANALYTICS

unique visitors **415 000**

monthly pageviews **2 350 000**

visitors per day **135 000**

pageviews per day **75 000**

unique visitors by gender
Male **51.9%**
Female **48.1%**

unique visitors by city
Belgrade **215.077**
Umka **25.490**
Novi Sad **24.826**
Niš **11.445**
Kruševac **6.669**
Užice **6.695**
Novi Pazar **6.532**

unique visitors by interests
Sport i fitness/Soccer **34.927**
News and politics **26.532**
Travel **23.553**
Restorants and food **23.130**
News and fun **22.945**

unique visitors by age
55-64
45-54
25-34
65+
35-44
18-24

unique visitors by language
english
serbian
chinese
croatian
german
bosnian

ADVERTISING RATES

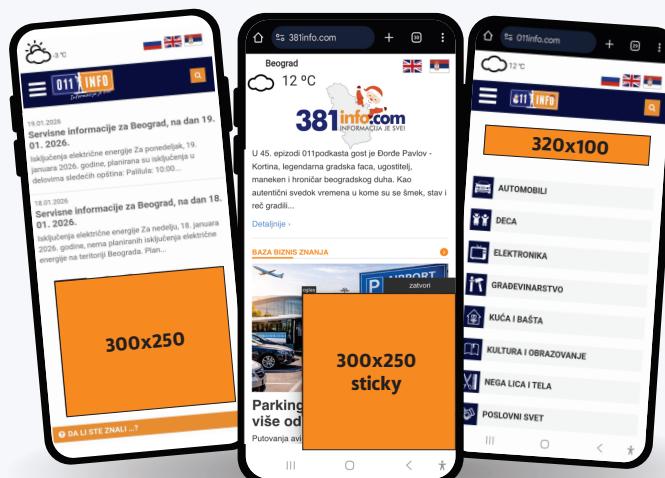
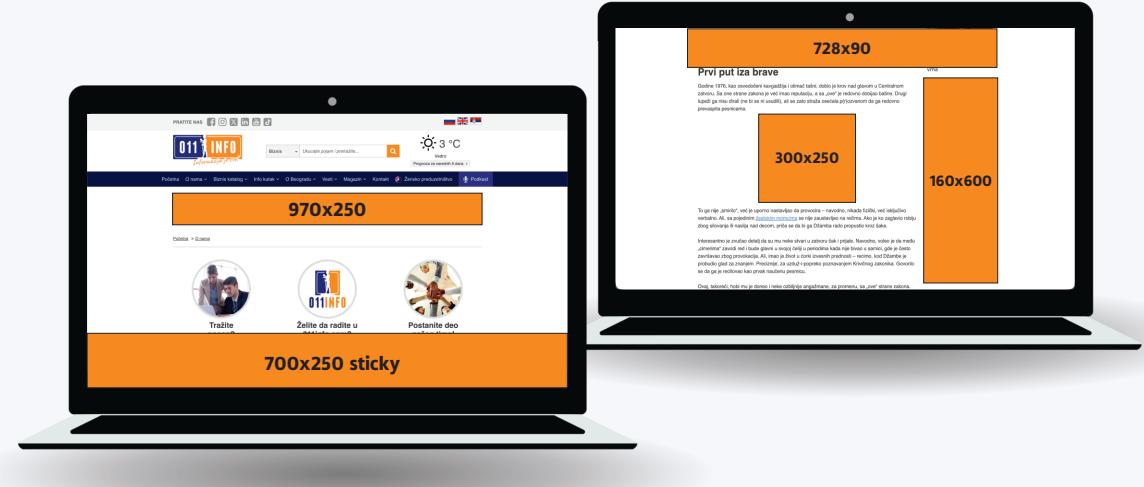
Desktop

banner size

price

970x250	2€
728x90	1.5€
300x250	1.2€
160x600	1.2€
700x250 sticky	2€

*The price is calculated using the CPM model – expressed per 1,000 impressions



Mobile

banner size

price

300x250	0.8€
320x100	1€
300x250 sticky	1.2€

*The price is calculated using the CPM model – expressed per 1,000 impressions

Notes

- Prices are shown in euros, excluding 20% VAT
- Invoicing is carried out in serbian dinar equivalent at the NBS middle exchange rate on the invoicing date – the last day of the campaign
- Banners should be delivered in one of the following formats: JPG, GIF, PNG, or HTML5
- The recommended banner size is 40 KB
- Banner design increases the price by 20%

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