



[www.011info.com](http://www.011info.com)  
**MEDIA KIT**  
[www.381info.com](http://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 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



## 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 language

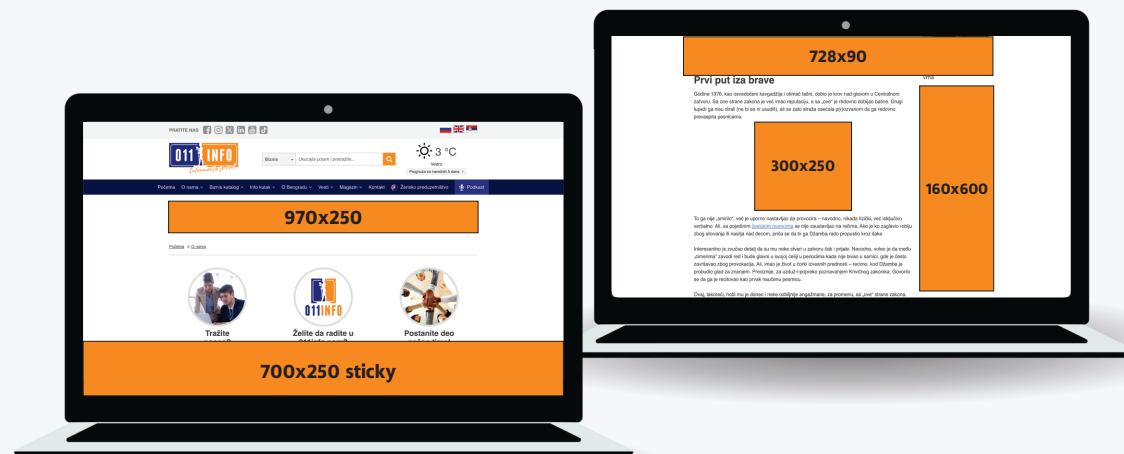




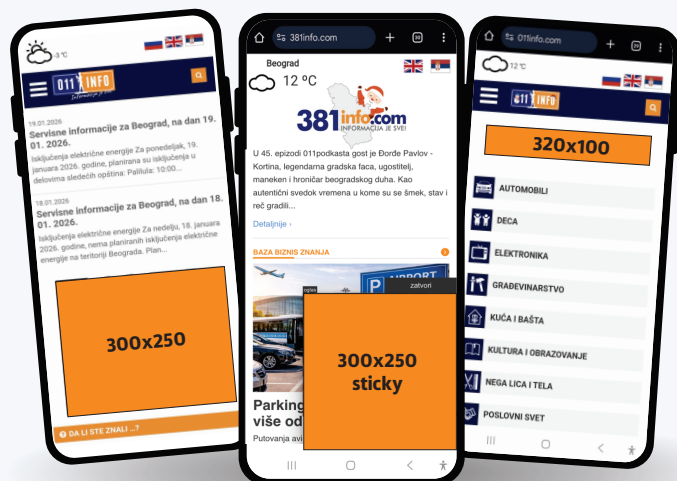
# ADVERTISING RATES

## 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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