



www.govori.se

www.govori.se reports daily on all the latest celebrity gossip, announces and reports on the biggest media events on a local as well as on a global scale. Govori.se webportal is enriched with entertaining content from the lives of ordinary people, whom remarkable or extra-ordinary things have happened, with news on the latest scientific and technological break-throughs, historic backgrounds on current events, with contributions on lifestyle, psychology, and, of course, the ever so popular astrology!

WEB USER INFORMATIONS

| | |
|--|----------------------|
| Number of unique users per month: | 174.494 |
| Number of impressions per month: | 2.431.219 |
| Average number of page views per user per month: | 14 |
| Average time spent per user per month on particular website: | 12 min 22 sec |
| Distribution by gender: | women 62 %, men 38 % |
| Total number of AML webzine subscribers: | 870 |

Source: MOSS, january 2019, internal data AML

Social media



Facebook: govori.se (@govorise)



Twitter: govorise (@govorise)



Photo: Shutterstock

Online price list 2019

| Ad display | Display and unit, ad placement per 1 website (CPT) | Display and unit, ad placement per 3 website (CPT) | Display and unit, ad placement per 4 website (CPT) |
|------------------------------|--|--|--|
| Banner 300 x 250 px | 12,60 EUR | 12,00 EUR | 11,70 EUR |
| Banner 160 x 600 px | 10,60 EUR | 10,00 EUR | 9,80 EUR |
| Banner 728 x 90 px | 8,40 EUR | 8,00 EUR | 7,80 EUR |
| Banner 300 x 600 px | 15,00 EUR | 14,00 EUR | 13,00 EUR |
| Billboard 940 x 250 px | 23,00 EUR | 21,00 EUR | 19,00 EUR |
| Video ad 15 s | 23,00 EUR | 21,00 EUR | 19,00 EUR |
| Double billboard | 34,50 EUR | 31,50 EUR | 28,50 EUR |
| Background change on website | 34,50 EUR | 31,50 EUR | 28,50 EUR |
| Mobile banner 300 x 250 px | 20,00 EUR | 19,00 EUR | 17,00 EUR |
| Mobile banner 320 x 50 px | 12,60 EUR | 12,00 EUR | 11,70 EUR |

| Dynamic display ad unit | Cost per thousand (CPT) |
|----------------------------------|-------------------------|
| Small floating 250 x 250 px | 43,00 EUR |
| Large floating 500 x 500 px | 55,00 EUR |
| Ad break or full-page ads | 110,00 EUR |
| Mobile ad break or full-page ads | 55,00 EUR |
| Expandable ad | basic price + 30 % |



Photo: Shutterstock

Online price list 2019

| Special advertising options | Price per publication |
|--|-----------------------|
| Promotional message | 460,00 EUR |
| Editorial promotional message + FB post + e-zine | 960,00 EUR |
| Contests (no contact information collected) | 510,00 EUR |
| Contests (contact information collected) | 800,00 EUR |
| Promotional video piece | 1.200,00 EUR |
| Sponsor section | 1.010,00 EUR* |
| Small banner on website | 1.010,00 EUR* |

| Advertising on Fb profile AML | Price per publication |
|---------------------------------|-----------------------|
| Facebook / Instagram post | 220,00 EUR |
| Photogallery | 250,00 EUR |
| Facebook prize winning question | 350,00 EUR |
| Facebook application | 810,00 EUR |
| Insta story | 750,00 EUR |

| Advertising in e-zine | Price per publication |
|-----------------------|-----------------------|
| Banner 600 x 150 | 320,00 EUR |
| Promotional message | 580,00 EUR |

Price per contact information collected in a contest

| Quantity | Price per contact |
|----------------------------|-------------------|
| 100 Contacts or less | 1 EUR |
| From 100 to 200 Contacts | 0,8 EUR |
| From 200 to 500 Contacts | 0,7 EUR |
| From 500 to 1000 Contacts | 0,5 EUR |
| From 1000 to 3000 Contacts | 0,4 EUR |
| More than 3000 Contacts | 0,3 EUR |

* Price per month
CPT - cost per thousand





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