

# GOVORISE

MEDIA KIT



[www.govori.se](http://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:                            | 218,547            |
| Number of impressions per month:                             | 2,712,148          |
| Average number of page views per user per month:             | 12                 |
| Average time spent per user per month on particular website: | 10 min 2 sec       |
| Distribution by gender:                                      | women 61%, men 39% |
| Total number of AML webzine subscribers:                     | 842                |

Source: MOSS, January 2020, internal data AML

#### Social media



Facebook: [@govorise](https://www.facebook.com/govori.se)



Twitter: [@govorise](https://twitter.com/govorise)



Photo: Shutterstock

## Online price list 2020

| 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  |
| Mobile billboard 320 x 50 px        | 23.00 EUR  | 21.00 EUR  | 19.00 EUR  |
| Mobile billboard video 320 x 150 px | 34.50 EUR  | 31.50 EUR  | 28.50 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%       |



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## Online price list 2020

| Special advertising options                             | Price per publication |
|---|-----------------------|
| Promotional message                                     | 460.00 EUR            |
| Editorial promotional message + FB post + e-zine        | 960.00 EUR            |
| Editorial promotional message with reach 2.000 readings | 2,500.00 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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