

AUTOVIT.RO



storia

Media Kit

June 2017



Number 1 in Romania



Web site traffic and audience:

OLX Impressions per month 335.120.921
 Impressions per month desktop 172.296.708 – 51%
 Impressions per month mobile 162.824.213 – 49%

Unique users per month 9.351.657
 Unique users per month desktop 3.282.530 – 40%
 Unique users per month mobile 6.069.1272 – 60%

Newsletter subscribers 3.200.000

Facebook fans 913.399

Distribution channels:



Desktop



Mobile

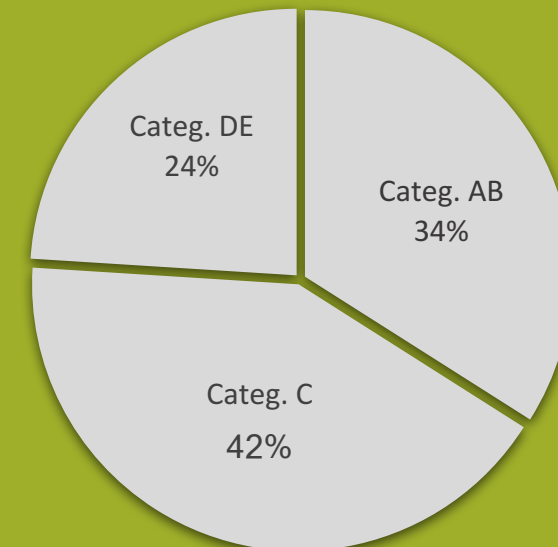
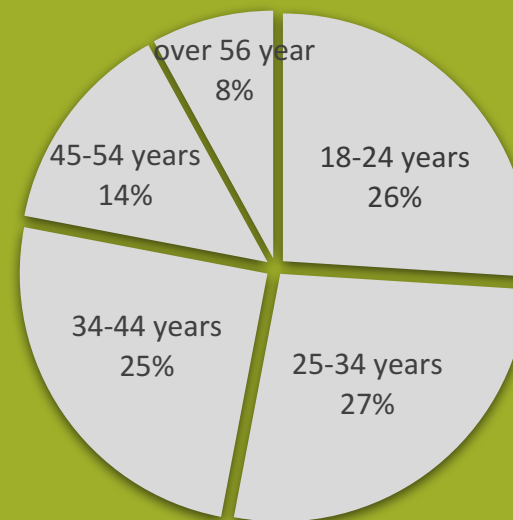
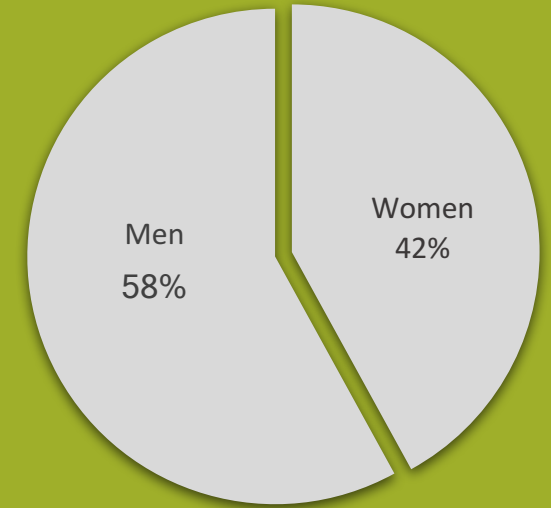
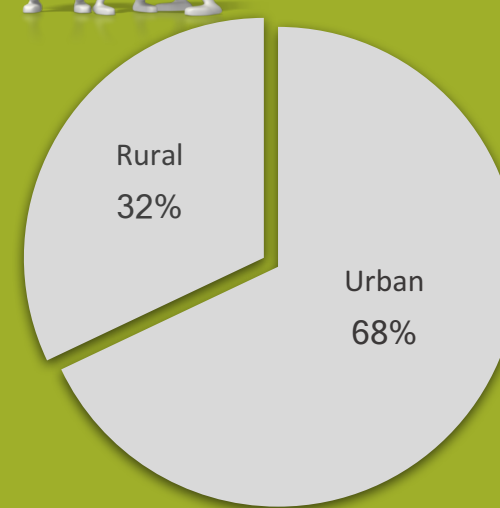


iOS App.



Android App.

Demographic:





Formats

Native formats

Native text link  

Native ad  

Native category 

Native button 

Standard formats

300x250  

320x100 

728x90 

160x600 sticky 

300x600 

Premium formats

Branding 

Billboard 

Special format

Skin log-in 

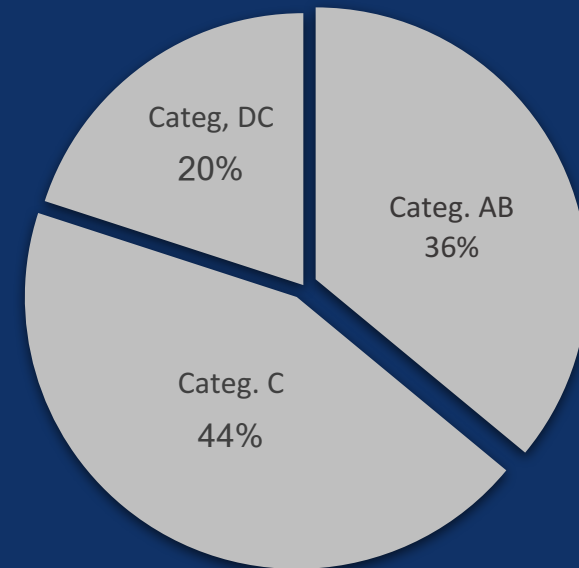
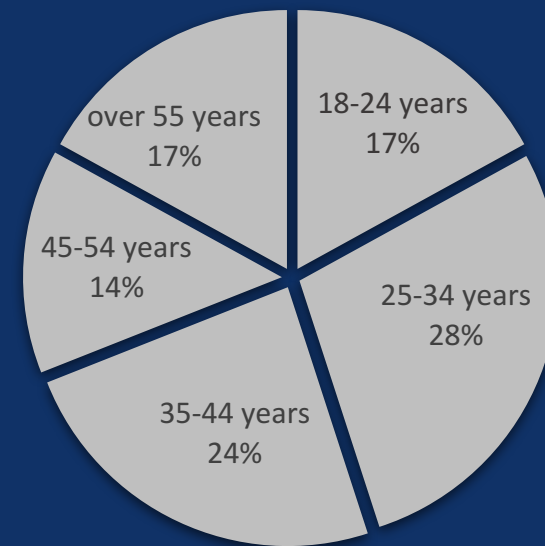
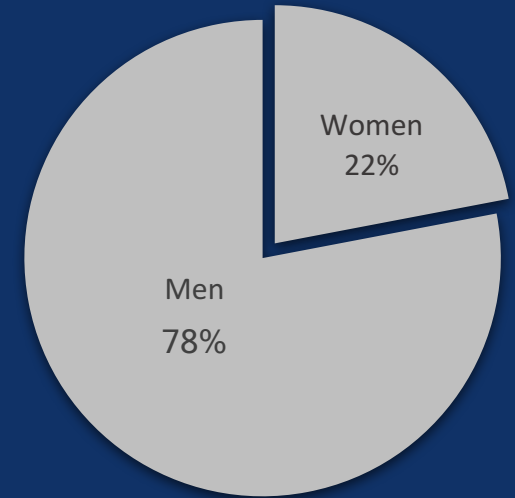
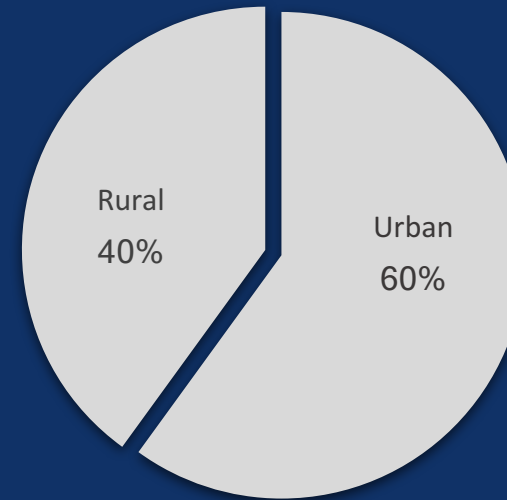
Branding XXL 



AUTOVIT.RO Number 1, auto category



Demographic:



Web site traffic and audience:



Impressions per month 55.934.899

Impressions per month desktop 30.028.400 – 54%

Impressions per month mobile 25.906.499 – 46%



Unique users per month 2.522.023

Unique users per month desktop 997.289 – 40%

Unique users per month mobile – 1.524.734 – 60%



Newsletter subscribers 340.000



Facebook fans 241.347

Distribution channels:



Desktop



Mobile



iOS App.



Android App.

AUTOVIT.RO Formats

Native formats

Native text link 

Standard formats

300x250  

320x50 

728x90 

160x600 sticky 

300x600 

Premium formats

Billboard 

Special format

Skin home page 

Billboard XXL 



Desktop



Mobile

storia The newest real estate website

Web site traffic and audience:

 **Impressions per month 3.622.345**
Impressions per month desktop 1.919.843 – 53%
Impressions per month mobile 1.702.502 – 47%

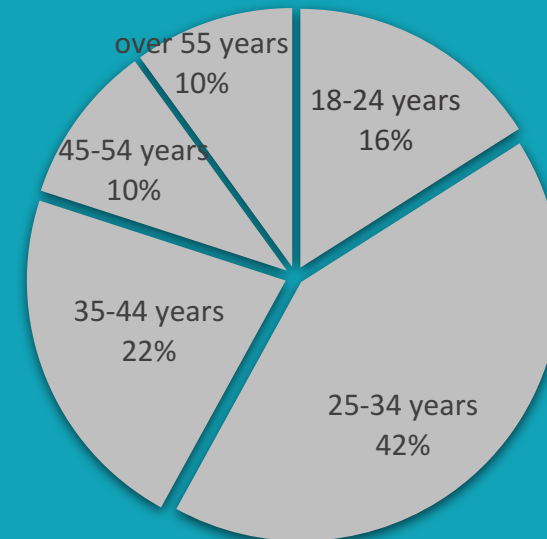
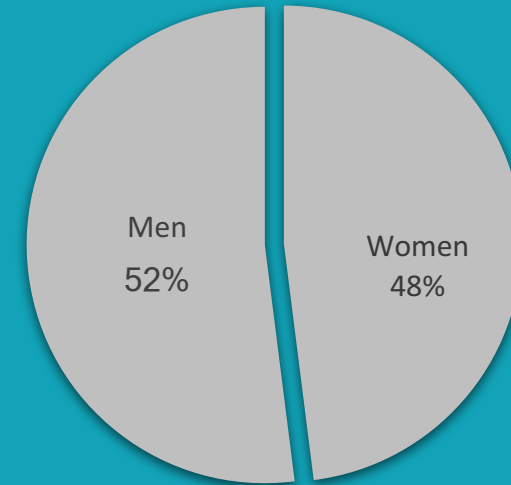
 **Unique users per month 363.978**
Unique users per month desktop 183.658 – 50%
Unique users per month mobile 180.297 – 50%

 **Newsletter subscribers 15.200**

 **Facebook fans 26.142**

Distribution channels:

 *Desktop*  *Mobile*  *iOS App.*  *Android App.*



storia Formats

Native formats

Native text link



Standard formats

300x250



320x50



750x200



300x600



Desktop



Mobile

Rate Card (desktop & mobile)

Site	Chanel	Category	Page Impressions	Ratecard CPM (standard formats)
www.olx.ro	Desktop	Classifieds	283.756.983	10 €
	Mobile	Classifieds	222.305.624	15 €
www.autovit.ro	Desktop	Auto	31.206.236	10 €
	Mobile	Auto	25.404.941	15 €
www.storia.ro	Desktop	Real Estate	1.919.843	10 €
	Mobile	Real Estate	1.702.502	15 €
Run of network			566.296.129	15 €



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