

Brzo • Tačno • Pristojno • Objektivno • Zabavno



- **3. Najčitaniji news portal u Srbiji***
- **12. godina postojanja**
- **3 redakcije u 3 države**
- **3 mobile platforme**

Regionalne redakcije

Mondo.ba

- **300k users**
- **1,5 Million visits**
- **4 Million pages**

Mondo.rs

- **2,8 Million users**
- **10 Million visits**
- **65 Million pages**

Mondo.me

- **100k users**
- **1 Million visits**
- **1,5 Million pages**





www.mondo.rs

2,7+ miliona ljudi

Over 250,000

Facebook fans

10+ miliona poseta

61+ miliona otvorenih strana



Source: Users, Visits Google Analytics per month
Page Views: Gemius Audience per month

Svi vole MONDO



Facebook

Preko 250,000
fanova na svim profilima



Twitter

Preko 50,000
pratilaca



YouTube

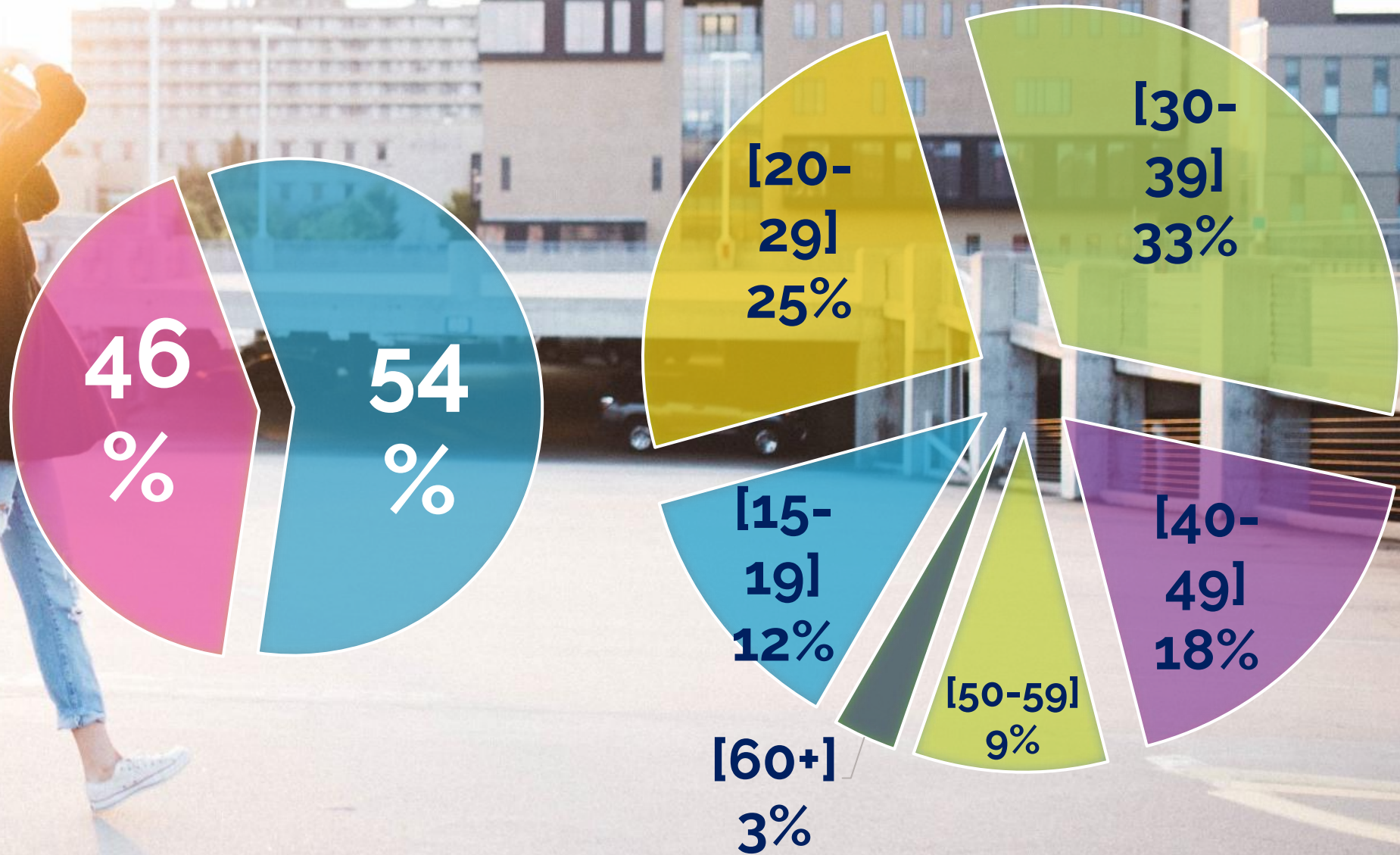
Preko 6,5 pratilaca



Instagram

Preko 5.000
pratilaca

Naši čitaoci su vaša ciljna grupa



Naši čitaoci su vaši klijenti...

30%

70k+

RSD

20%

50k+

RSD

16%

100k+

RSD

75%

redovna
mesečna
primanja

Gemius Audience 12/15 Audience composition – household monthly income

Gemius Audience 12/15 Audience composition – personal monthly income

Gemius Audience 12/15 Audience composition – household monthly income

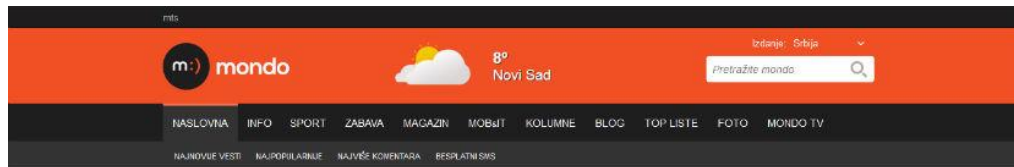
Gemius Audience 12/15 Audience composition – employed or in pension (except students)

Cenovnik / Display banner price list



www.mondo.rs

2016



Billboard
970x250

300x250
P1

FOTO

FOTO

300x250
P2

RIJALITI

SPORT NAJNOVIJE

NAJPOPULARNIJE

NAJNOVIJE

Tuž folkera za

472x1080

472x1080

Naslovna strana

Name	Size / Position	Share	CPD*
Billboard	970x250 (728x200,320x100)	25%	175
Medium rectangle	300x250 P1	25%	90
	300x250 P2	25%	72
Wallpaper	472x1080px	100%	200

Info rubrika

Name	Size / Position	Share	CPD*
Billboard	970x250 (728x200,320x100)	25%	120
Medium rectangle	300x250 P1	25%	75
	300x250 P2	25%	60
Wallpaper	472x1080px	100%	200

*CPD – Cost per Day / Cena za dnevni zakup

Billboard
970x250

300x250
P1

300x250
P2

Sport

Name	Size / Position	Share	CPD*
Billboard	970x250 (728x200,320x100)	25%	140
Medium rectangle	300x250 P1	25%	85
	300x250 P2	25%	68
Wallpaper	472x1080px	100%	270

Mob&IT

Name	Size / Position	Share	CPD*
Billboard	970x250 (728x200,320x100)	25%	35
Medium rectangle	300x250 P1	25%	25
	300x250 P2	25%	15
Wallpaper	472x1080px	100%	100

*CPD – Cost per Day – Cena za dnevni zakup

The screenshot shows the Mondo website interface. At the top, there's a navigation bar with categories like NASLOVNA, INFO, SPORT, ZABAVA, MAGAZIN, MOB&T, KOLUMNISTE, BLOG, TOP LISTE, FOTO, MONDO TV. Below this, there are sub-categories: NAJNOVIJE, ZVEZDE I TRAJEVI, MUZIKA, FILM, KULTURA, VEČERAS U GRADU, TV, LUDI SVET, MARKA ZVAKA, SMIŠNI VIDEO. The main content area features several articles and video thumbnails. Ad placements are highlighted with pink boxes: a large 'Billboard 970x250' at the top left, a '300x250 P1' ad on the right side, and a '300x250 P2' ad at the bottom right. The 'ZABAVA IZDOVOJENO' section shows a carousel of related content.

Zabava

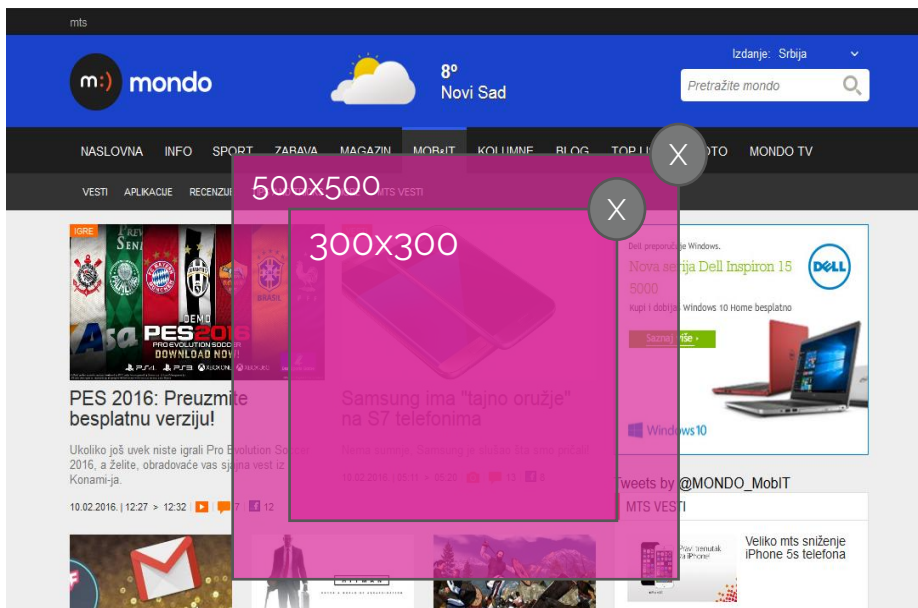
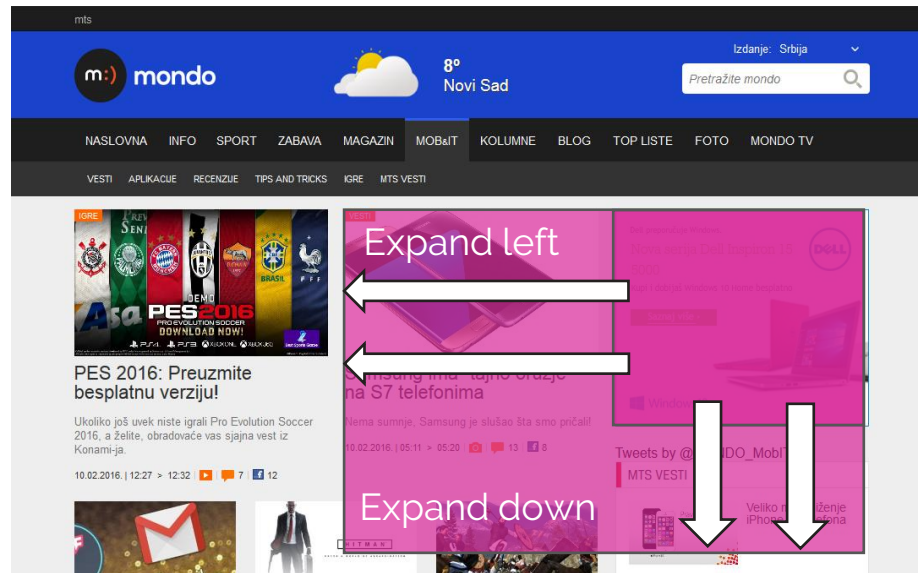
Name	Size / Position	Share	CPD*
Billboard	970x250 (728x200,320x100)	25%	80
Medium rectangle	300x250 P1	25%	45
	300x250 P2	25%	28
Wallpaper	472x1080px	100%	160

Magazin + Foto

Name	Size / Position	Share	CPD*
Billboard	970x250 (728x200,320x100)	25%	50
Medium rectangle	300x250 P1	25%	25
	300x250 P2	25%	17
Wallpaper	472x1080px	100%	100

*CPD – Cost per Day – Cena za dnevni zakup

Specijalni formati



Expandable formats

From	To	Coefficient
300x250	500x250	X1,5
300x250	900x250	X1,75
300x250	800x600	X2

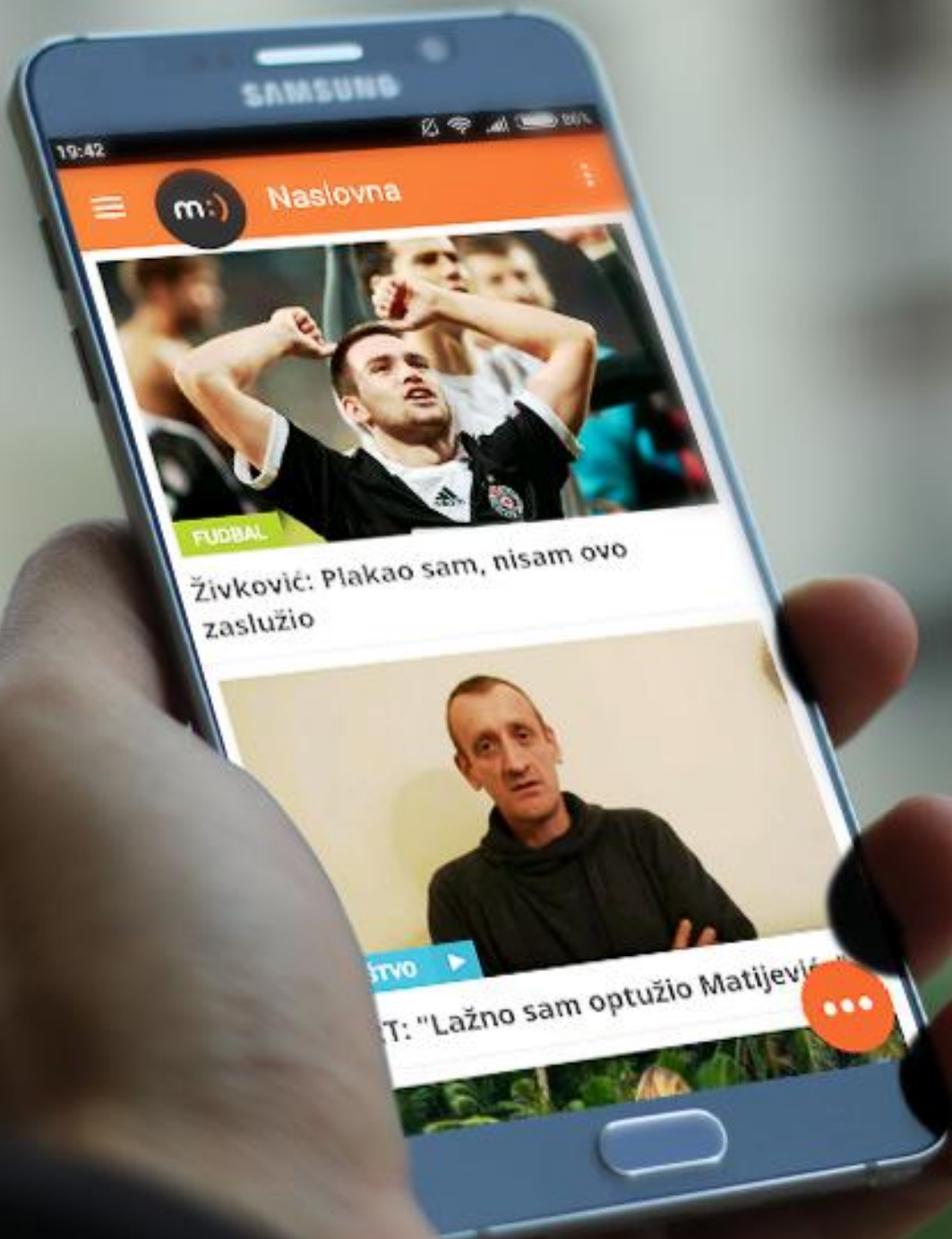
Floating formats

Name	Size / Position	CPM**
Floater	300x300	5
Floater	500x500	7
Takeover	300x250 P2	15

Ostali formati

Format	Coefficient
300x600	300x250 price X1,5
Video	X1,5

**CPM – Cost per mille – Cena za 1000 prikaza



**Mondo
Android App**

210,000+ Installations

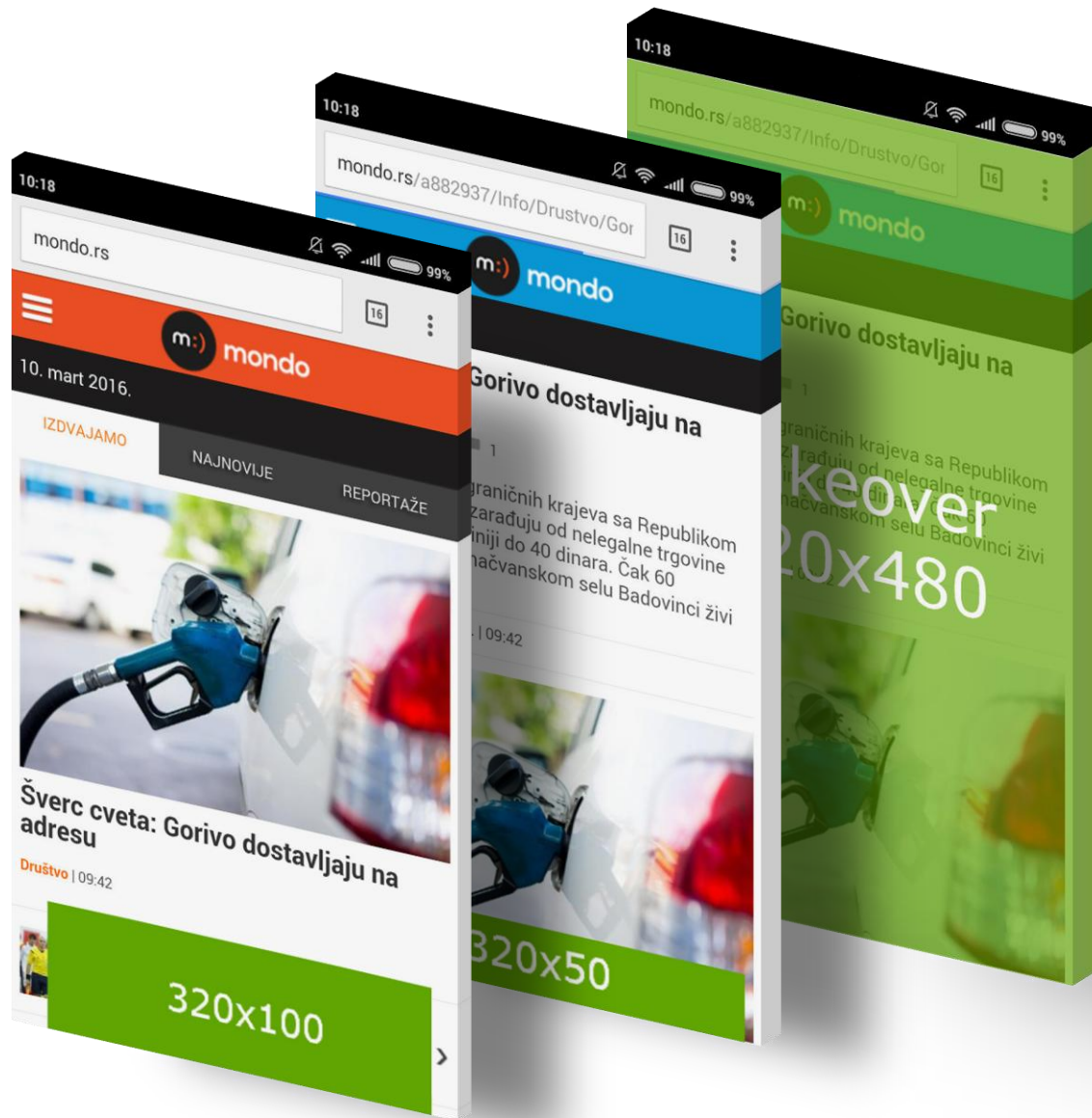


Mondo
iOS App
27,000+ Installations



Mondo
Windows App
8.000+installation

Mobile web / Mobile apps



Name	Size / Position	Share	CPD*
Sticky	320x50	20%	70
Sticky	320x100	20%	90
TakeOver	320x480	CPM	12

**CPM – Cost per mille – Cena za 1000 prikaza

Promo tekstovi / PR objave

The screenshot shows the MTS Mondo website interface. At the top, there's a navigation bar with categories like NASLOVNA, INFO, SPORT, ZABAVA, MAGAZIN, MOB&IT, KOLUMNE, BLOG, TOP LISTE, FOTO, MONDO TV. Below the navigation, there are several news thumbnails. The main article is titled "iPhone 7: Dizajn od 4S uz AMOLED zakrivljen ekran" by the author "mondo.rs". The article text discusses the design changes for the iPhone 7, mentioning the curved AMOLED screen and the removal of the home button. There are social media sharing options (Facebook, Twitter, Instagram) and a "Like" button. At the bottom, there's a "GIGATRON" advertisement for Intel Inside computers and a "MTS VESTI" section with a list of news items.

Rubrika	Objava	Native PR
Info	350	500
Sport	350	500
Zabava	350	500
Magazin	300	450
Mob&It	300	450

Dodatno isticanje teksta na FB-u, Twitteru, Instagramu 150e

Autorski video formati / Owned video formats

- 60 sekundi sa...
- Mondo Autointervju

Mogućnosti oglašavanja Advertising possibilities

- Sponzorstva / Sponsorships
- Preroll/MidRoll/Postroll video advertising



Uzorna devojka koja voli da gleda Dnevnik
mondo

22 |



Kad je Veki propitivao Velimira
mondo

9 |



Šta se uči u školi za sado-mazo seks u Beogradu?
mondo

41 |



Od Radašinove ćerke do stand up komičarke
mondo

9 |



Muškarce privlači vaša ličnost, a ne izgled
mondo

22 |



Golo žensko telo više nije ekskluziva
mondo

10 |



Nije ništa strašno biti lezbijka
mondo

101 |



Lepotice, je li mogu da ti pipnem kosu?
mondo

29 |

Pravila i uslovi / Terms and conditions

- Cene su izražene bez uračunatog PDV-a koji iznosi 20%
- Fakturisanje se vrši u dinarskoj protivvrednosti po srednjem kursu nbs na dan fakturisanja
- Politički sadržaj banera +100%
- Mondo (Wireless media) zadržava pravo da odbije oglasna rešenja koja nisu u skladu sa uređivačkom politikom kuće
- Rezervacije se primaju isključivo pismenim putem najkasnije 7 dana pre početka kampanje
- Kreativna rešenja se dostavljaju minimalno 48 sati pre planiranog početka kampanje
- All prices are in Euros and not including VAT (20%)
- Invoicing in RSD by NBS average exchange rate on date of invoicing
- For political campaigns ad +100% on standard prices
- Mondo and Wireless Media withheld right to decline creative solutions which are not in line with editorial policies of the house
- Please send your reservations, at least 7 days before the campaign planned start, in opposite we are not able to guarantee inventory for the campaign
- Banner ads / Creatives / Third party ad serving codes should be send at least 48h before planned campaign start

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