

www.homebydleni.cz

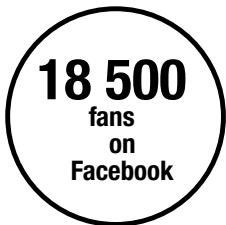
ATTRACTIVE WEBSITE

ABOUT HOUSING

A modern and progressive portal about living. Almost 4,000 articles and 30,000 inspirational images. Houses, apartments, gardens, domestic and foreign visits, and many examples and inspirations.

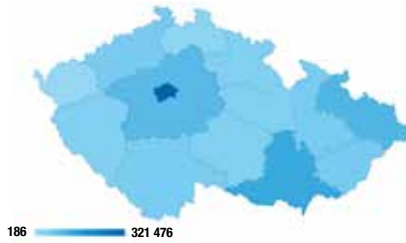
And we are still growing!

Source: Google Analytics 7/2018 - 6/2019, Facebook 7/2019

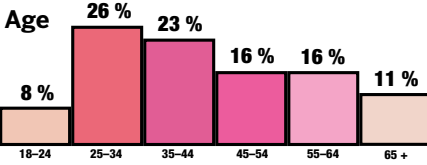


Source: Google Analytics 7/2018 - 6/2019

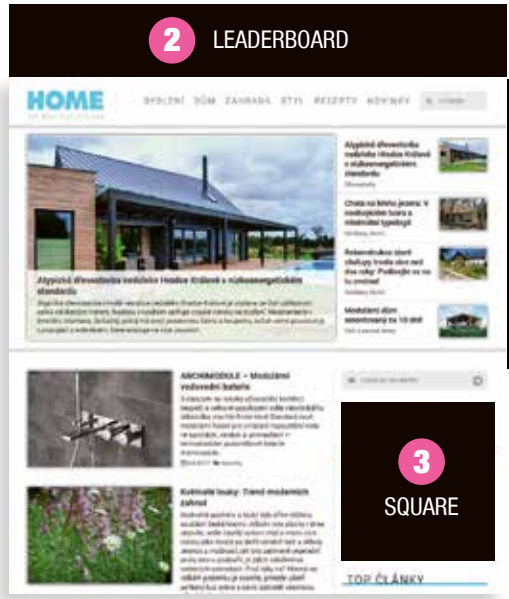
Percentage of users by region



Source: Google Analytics 7/2018 - 6/2019



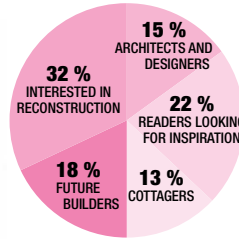
Source: Google Analytics 7/2018 - 6/2019



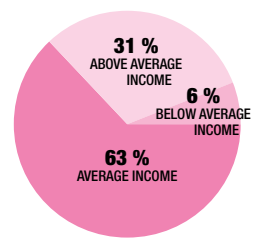
7 SKY SCRAPER

3 SQUARE

Who reads us?



How much do they earn?



Source: visitors survey at homebydleni.cz on a sample of 4,134 respondents

Advertising formats and prices www.homebydleni.cz

Why advertise on homebydleni.cz?

- 1 Modern mobile-compatible website.
- 2 Thanks to daily updated content, a rich archive of articles, photos and cooperation with major companies, www.homebydleni.cz has guaranteed continuous growth of traffic.
- 3 Effective ad targeting to portal visitors.
- 4 Resonating brand on social networks.
- 5 Strong virality of Facebook posts.

BOX-IN in the photo gallery



1 BRANDING



BRANDING

BRANDING

3 SQUARE

5 DOUBLE SQUARE

4 SQUARE SCROLL

Advertising formats sold for the period

Table with 6 columns: Format, placement, Dimensions, Data size, production price, price per week. Lists formats 1-7 and non-standard formats.

*Banner is displayed on desktop and mobile (in case of branding it is the leaderboard). ** Prices of non-standard formats may change during the year.

Advertising formats in the form of an article

Table with 4 columns: Formát, Placement, Specifications, Price. Lists PR article formats 8, 9, 10.

Table with 4 columns: Formát, Placement, Specifications, Price. Lists news and video formats 11, 12, 13.

** Article will be marked as PR article. The price of the PR article does not include translation of the delivered text into another language.

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**** Only news not previously published on www.homebydleni.cz is published as news. News are posted on the main page and in sections as standard articles.

Advertising formats in e-newspapers

Table with 4 columns: Format, Placement, Specifications, Price. Lists PR article and banner ad link formats 14, 15.

**** Periodicity of e-newspapers: once a week. Prices are without VAT and are approximate.

The ordering party is responsible for the formal and content aspects of the advertisements ordered, as well as for any damages that the publisher or third parties may incur.



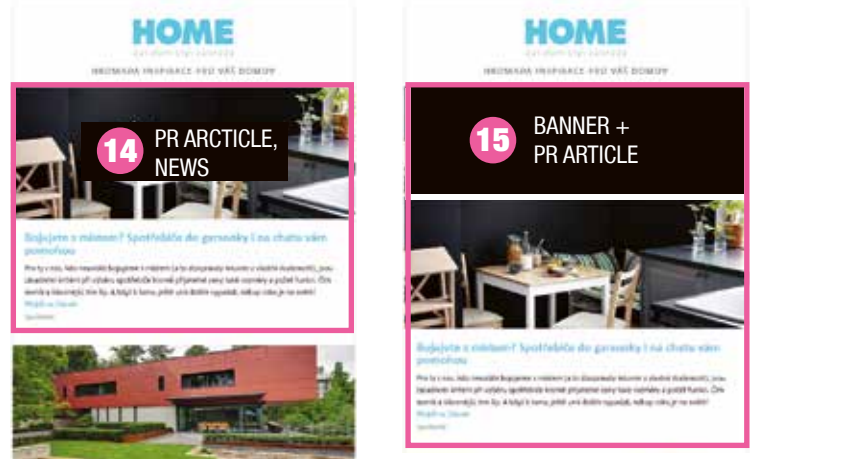
3 SQUARE

6 BOX-IN

Mobile formats



Advertising formats in e-newspapers



14 PR ARTICLE, NEWS

15 BANNER + PR ARTICLE

13 SECTION PARTNER



9 PR ARTICLE WITH TAGGED IMAGES



8 PR ARTICLE