

WELCOME TO

SLOBODEN PECCAT.

ONE OF THE MOST VISITED AND RELEVANT
MEDIA SERVICES IN NORTH MACEDONIA

SLOBODEN PECAT.

- Oline edition of Sloboden Pecat, the newspaper with the largest circulation in North Macedonia
- Top 3 news and media website in Macedonia for 2022 and 2023
- A community that is continuously growing on all platforms
- Regional and international cooperation with renowned news agencies and media
- Original content of written and video content every day of the year

**source: SimilarWeb, Google Analytics*



78.000 followers

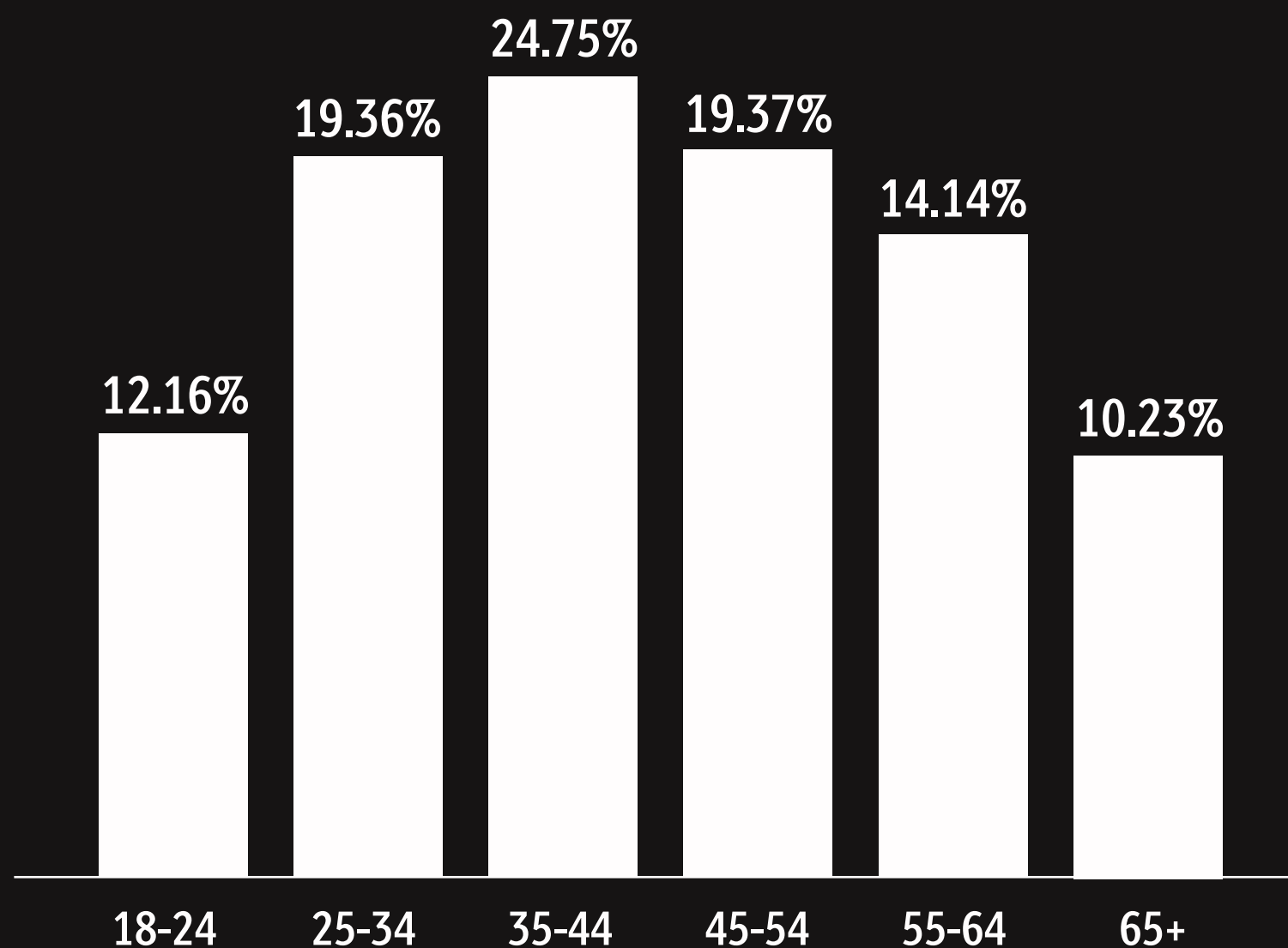


3.600 subscribers

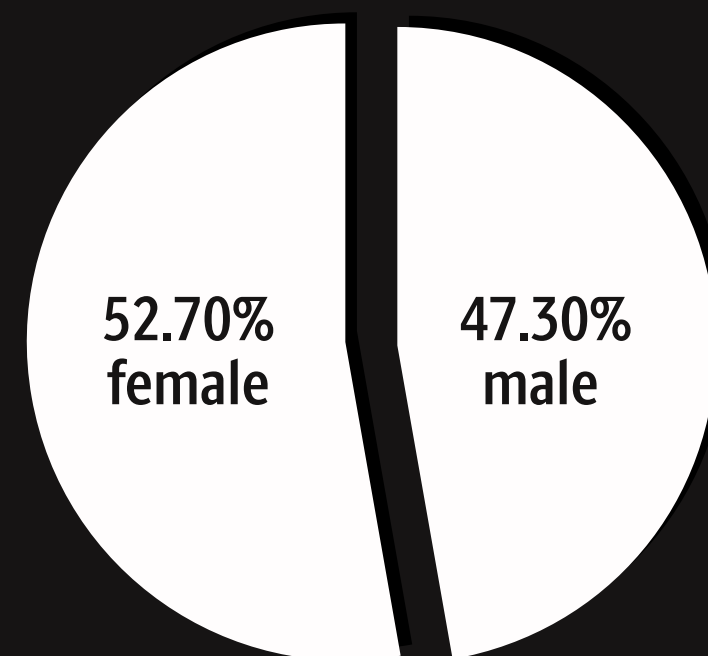


24.200 followers

OUR AUDIENCE



Source: Google Analytics / Data from January 2022 - March 2023

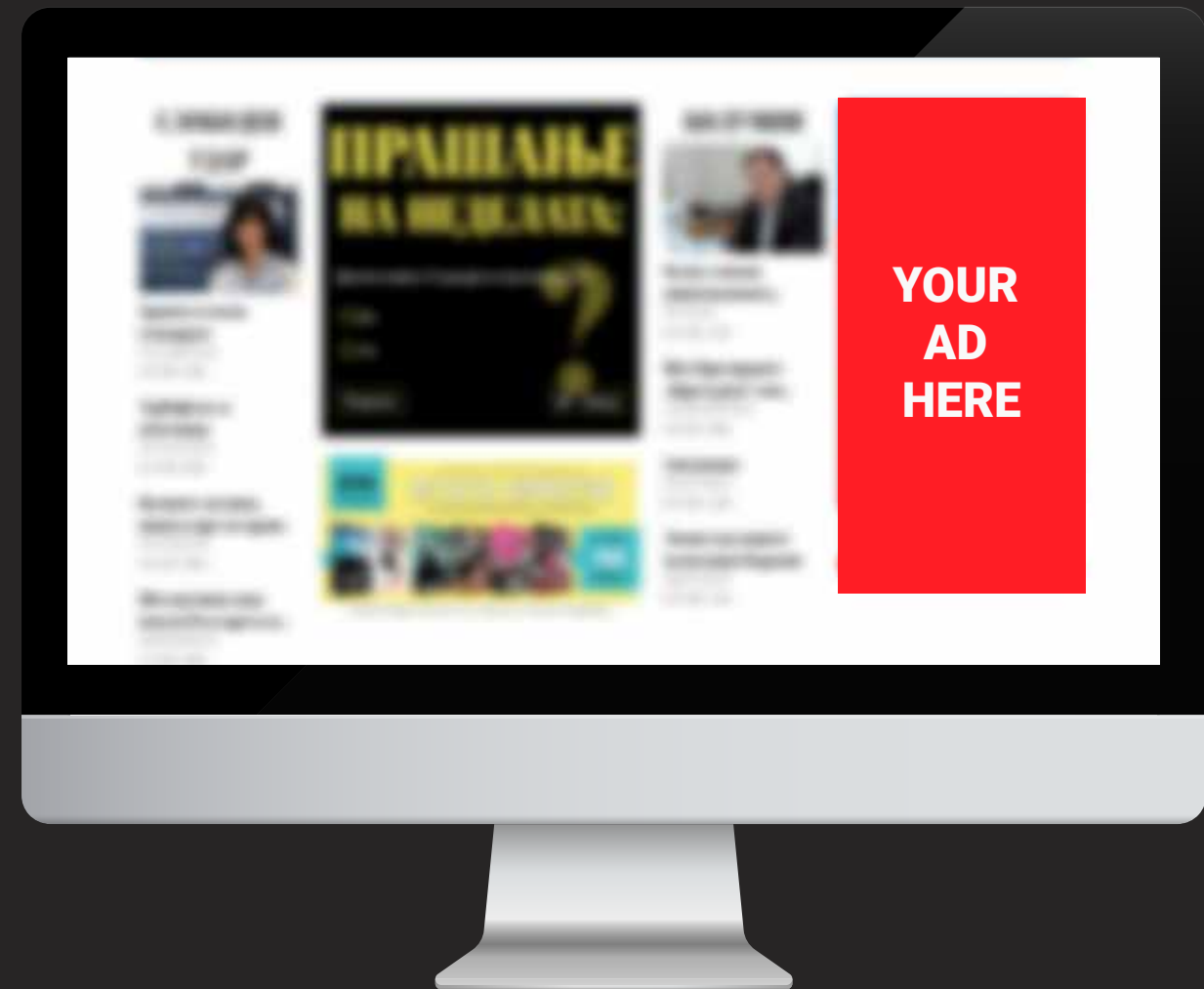


GEOGRAPHY

1. NORTH MACEDONIA (57.63%) 🇲🇰
2. USA (5.98%) 🇺🇸
3. BULGARIA (3.81%) 🇧🇬
4. GERMANY (3.76%) 🇩🇪
5. TURKEY (3.67%) 🇹🇷
6. ITALY (2.42%) 🇮🇹
7. GREECE (2.25%) 🇬🇷
8. INDONESIA (1.93%) 🇮🇩
9. NORWAY (1.51%) 🇳🇴
10. GREAT BRITAIN (1.31%) 🇬🇧

DESKTOP

300x600 px

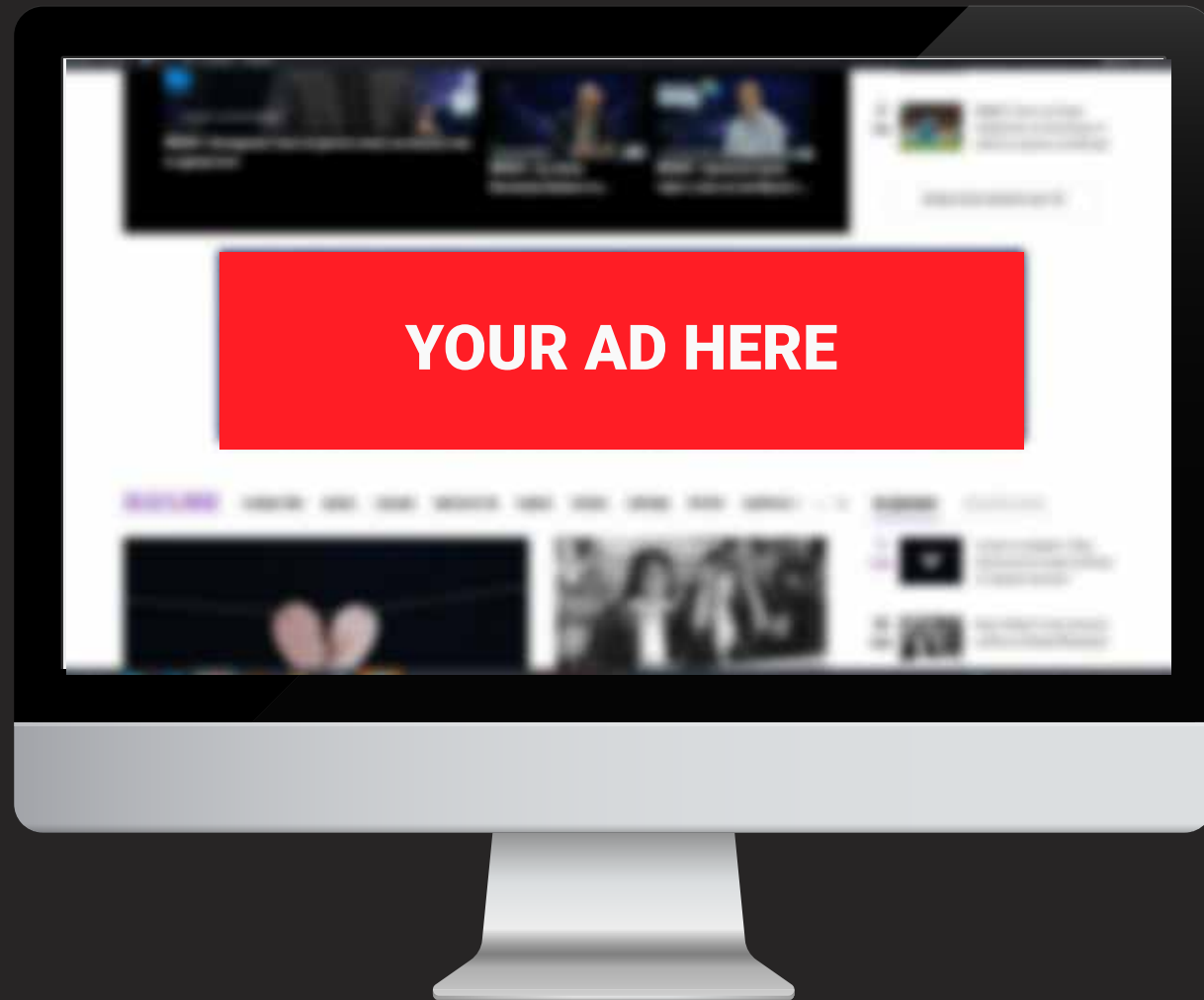


PORTRAIT BANNER

POSITION	PX	CPM*
MAIN PAGE / IN ARTICLE	300x600 px	300 MKD*

AMOUNT FOR 1000 IMPRESSIONS
MAX BANNER SIZE 80kb
All prices listed without VAT

Сите цени се изразени без ДДВ
All prices listed without VAT



HEADER BANNER

POSITION	PX	CPM*
MAIN PAGE / IN ARTICLE	970x250 px	350 MKD*

AMOUNT FOR 1000 IMPRESSIONS
MAX BANNER SIZE 80kb

970x250 px

300x250 px



BOX BANNER

POSITION	PX	CPM*
MAIN PAGE / IN ARTICLE	300x250 px	250 MKD*

AMOUNT FOR 1000 IMPRESSIONS
MAX BANNER SIZE 80kb

170x720 px

170x720 px

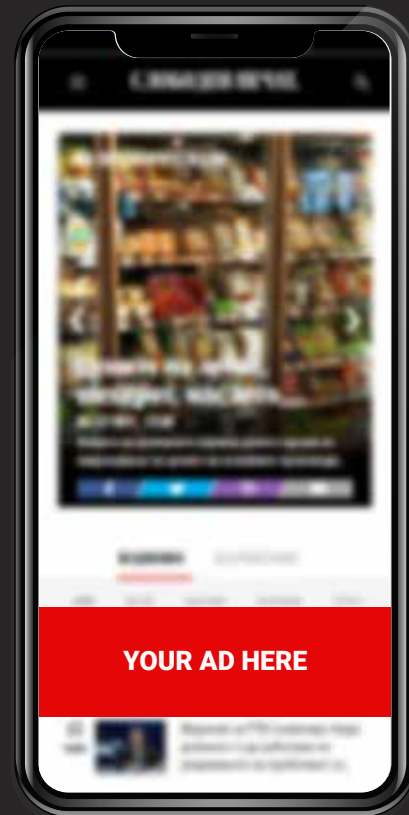


BRANDING

POSITION	PX	CPM*
MAIN PAGE / IN ARTICLE	170x720 px	500 MKD*

AMOUNT FOR 1000 IMPRESSIONS
MAX BANNER SIZE 80kb

MOBILE

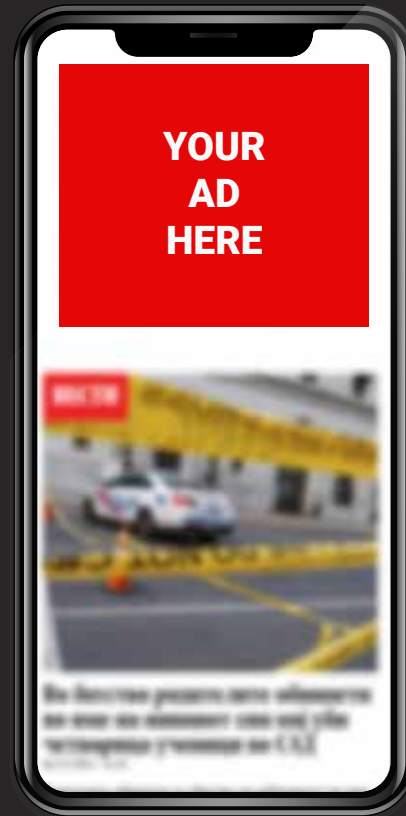


320x100 px

STICKY HEADER

POSITION	PX	CPM*
MAIN PAGE / IN ARTICLE	320x100 px	300 MKD*

AMOUNT FOR 1000 IMPRESSIONS
MAX BANNER SIZE 80kb

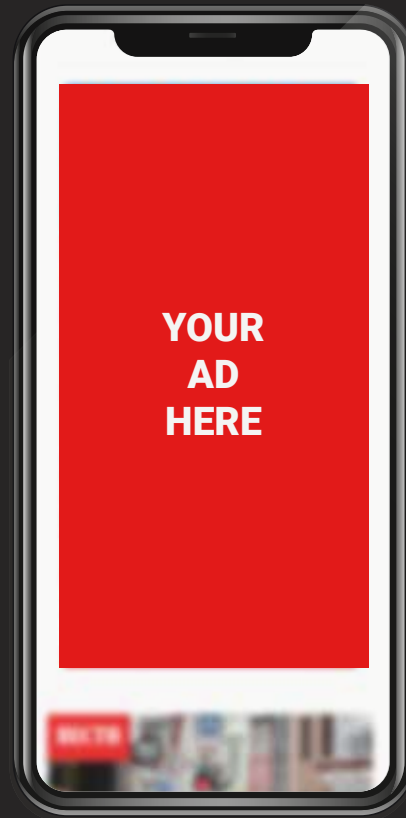


300x250 px

BOX BANNER 1

POSITION	PX	CPM
MAIN PAGE / IN ARTICLE	300x250 px	300 MKD*

AMOUNT FOR 1000 IMPRESSIONS
MAX BANNER SIZE 80kb



BOX BANNER 2

POSITION	PX	CPM*
MAIN PAGE / IN ARTICLE	300x600 px	300 MKD*

AMOUNT FOR 1000 IMPRESSIONS
MAX BANNER SIZE 80kb

300x600 px

SPONSORED CONTENT

POSITION

**MAIN PAGE /
IN ARTICLE**



COMMERCIAL PR TEXT

10.000 MKD

POSITION

**MAIN PAGE /
IN ARTICLE**

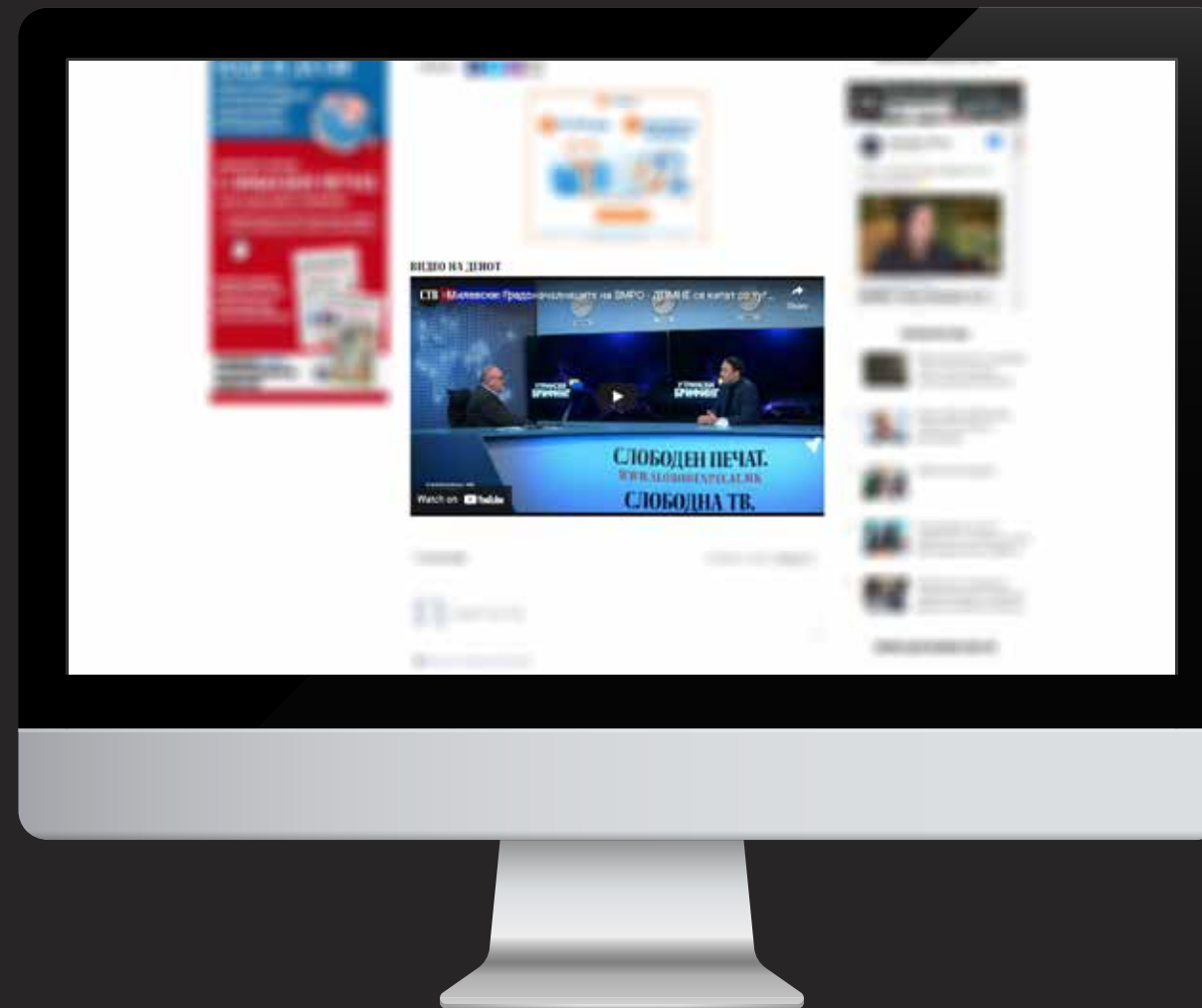


INTERVIEW

9000/12000 MKD

POSITION

**MAIN PAGE /
IN ARTICLE**



ADS IN VIDEO CONTENT

1000 MKD daily up to 30 seconds

TERMS AND CONDITIONS

QUANTITY DISCOUNT FOR IMPRESSIONS (CPM)

100.001 - 200.000	10% discount
200.001 - 300.000	15% dicount
300.001 - 400.000	20% discount
400.001 - 500.000	25% discount
over 500.001	TBD

SPECIAL DISCOUNTS

WELCOME! DISCOUNT

APPLIED TO THE FIRST CAMPAIGN
(CLIENTS THAT HAVE NOT BOUGHT AD
SPACE ON THE WEBSITE SLOBODENPECAT.MK)

10% discount

AGENCY DISCOUNT

USED ONLY FOR
MARKETING AGENCIES

20% discount

PARTNERSHIP DISCOUNT

FOR CLIENTS AND AGENCIES ALIKE
THAT MEET THE
PARTNERSHIP REQUIRMENTS

TBD

FIXED LEASE

**Lease a 300x250px* with guaranteed
500k monthly impressions**

***different dimensions available**

Duration:

1-3 months

Cost:

TBD

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