



DUBROVAČKI VJESNIK

Dan objave: SUBOTA

Dubrovački vjesnik je najstariji lokalni medij s tradicijom dugom 70 godina i najčitaniji je županijski tjednik u Dubrovačko-neretvanskoj županiji.

■ CRNO-BIJELI OGLASI

FORMAT	
1/1	615,00
Junior Page	540,00
3/4	465,00
1/2	320,00
1/3	235,00
1/4	155,00
1/8	80,00
1/16	45,00
pasica po cm visine	20,00
1 cm u 1 stupcu na stranici	2,50
1 cm u 1 stupcu unutar rubrike osmrtnice	4,50

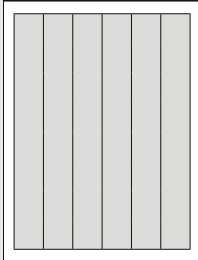
■ COLOR OGLASI

FORMAT	
1/1	765,00
1/2 Junior Page	695,00
1/2	460,00
1/3	285,00
1/4	182,00
1/8	100,00
1/16	55,00
pasica po cm visine	25,00
1 cm u 1 stupcu na stranici	3,00
1 cm u 1 stupcu unutar rubrike osmrtnice	5,00
1 cm u 1 stupcu na prvoj stranici s ograničenim prostorom	25,00
1 cm u 1 stupcu na zadnjoj stranici s ograničenim prostorom	20,00

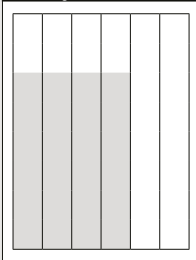
Sve cijene izražene su u eurima, te se na njih obračunava PDV!

■ FORMATI OGLASNOG PROSTORA

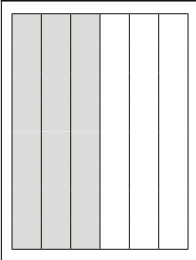
1/1 stranica 254x355 mm



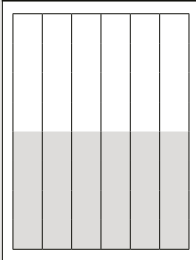
Junior Page 168x264 mm



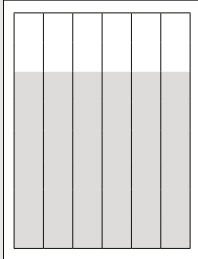
1/2 stranice 125x355 mm



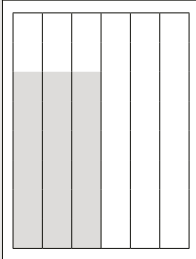
1/2 stranice 254x174 mm



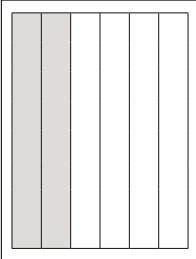
6/8 stranice 254x264 mm



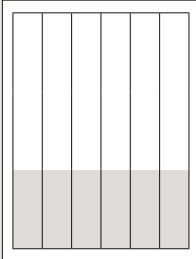
3/8 stranice 125x264 mm



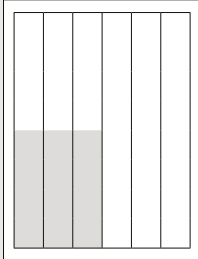
1/3 stranice 82x355 mm



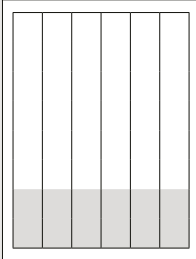
1/3 stranice 254x114 mm



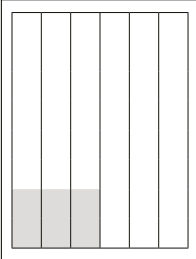
1/4 stranice 125x174 mm



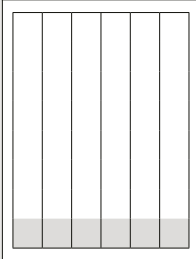
1/4 stranice 254x83 mm



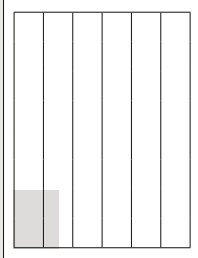
1/8 stranice 125x83 mm



1/8 stranice 254x38 mm



1/16 stranice 60x83 mm



OSMRTNICE

■ OBAVIJESTI O SMRTI

do 20 riječi	6,60
svaka sljedeća riječ	0,95
religijsko obilježje	8,00
fotografija	8,00

■ SJEĆANJA

do 30 riječi	6,60
svaka sljedeća riječ	0,95
fotografija	8,00
religijsko obilježje	8,00

■ ZAHVALE

do 50 riječi	6,60
svaka sljedeća riječ	0,95
fotografija	8,00
religijsko obilježje	8,00

FORMAT	
1/4	200,00
1/2	400,00
1/1	800,00

objava na stranicama sjećanja i zahvala
1 cm u 1 stupcu unutar rubrike sjećanja, zahvala - 3,40

Sve cijene izražene su u eurima, te se na njih obračunava PDV!



dubrovacki.hr

Portal Dubrovačkog vjesnika od nedavno redizajniran pod domenom Slobodne Dalmacije nudi novi način izvještavanja i oglašavanja. Svojim dizajnom postiže kontinuirani rast u svim segmentima. Novi responzivni portal također je namijenjen i za mobilne i tablet uređaje.

BANNER	DIMENZIJE (px)	CPM / EUR
Leaderboard	728x90	6,64
Billboard	970x250	13,27
Veliki billboard	1245x150	13,27
Wallpaper	2x200x800	18,58
Rectangle	300x250	6,64
Half page	300x600	7,96
Mobile billboard	320x50/100	10,62
Mobile rectangle	300x250	13,27
Mobile takeover	320x480	26,54
PR članak 3500 znakova + foto/video + link / naslovnica - - 159,27 EUR / dan		
PR članak 3500 znakova + foto/video + link / rubrika - - 79,63 EUR / dan		

■ POPUSTI

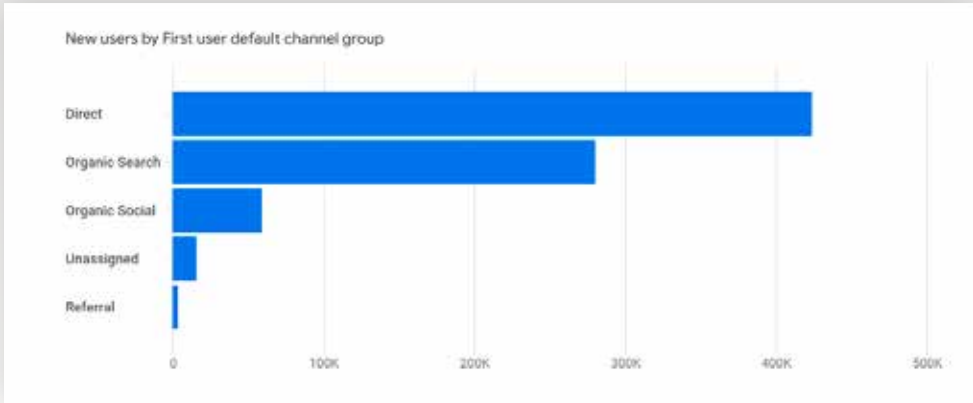
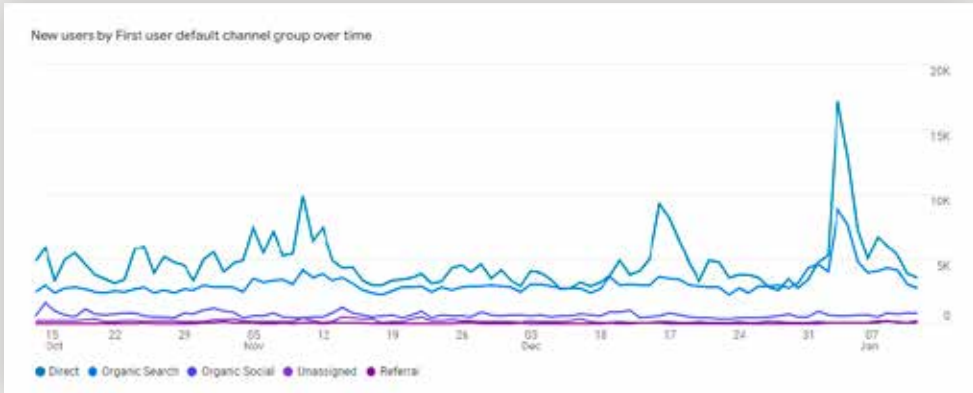
- 18% AGENCIJSKI POPUST / pravo na njega imaju agencije
- 5% avansni popust (za plaćanje prije početka oglašavanja)
- 50% wellcome popust (za prvu narudžbu klijenta koji se dosad nije oglašavao na portalu, isključuje sve ostale popuste)

■ AGENCIJSKA PROVIZIJA

- Jednokratna narudžba do 663,614 EUR - 5%
- Jednokratna narudžba od 663,614 EUR - do 1061,78 EUR - 10%
- Jednokratna narudžba od 1061,78 EUR - do 1.592,67 EUR - 15%
- Jednokratna narudžba od 1592,67 EUR - do 2654,45 EUR - 20%
- Jednokratna narudžba iznad 2654,45 EUR - 25%

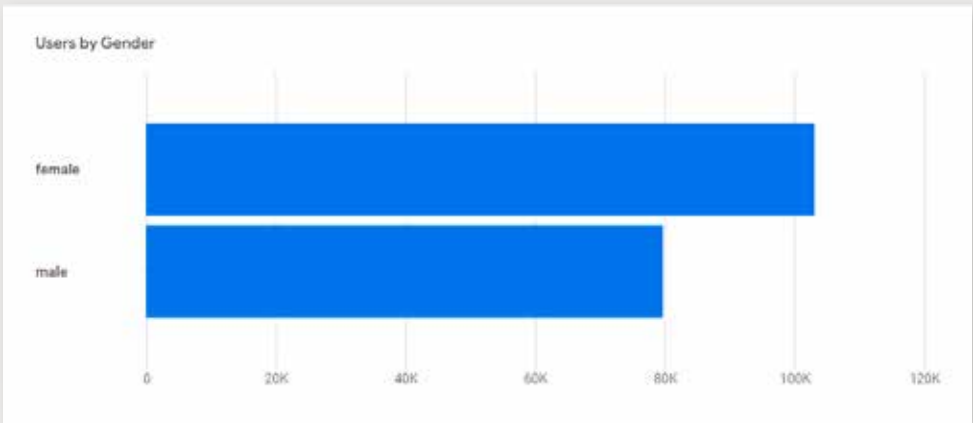
Sve cijene izražene su u eurima, te se na njih obračunava PDV!

■ UKUPNI KORISNICI (POSLEDNJA TRI MJESECA 2023.)



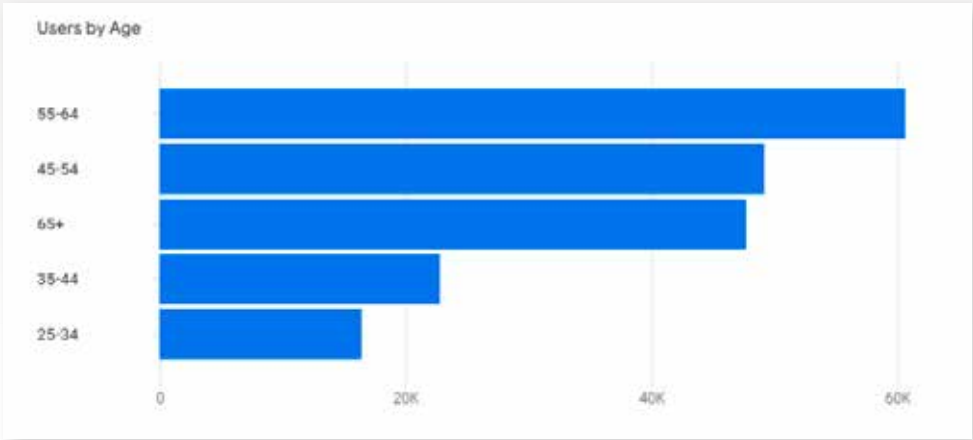
	New users	Engaged accounts	Engagement rate	Engaged accounts per user	Average engagement time	Search count (all events)	Conversion rate (all events)	Total revenue
1 Direct	758,490	1,026,756	21.98%	1.33	54	12,791,827	0.30	\$9.50
2 Organic Search	818,215	719,362	21.86%	1.45	56	1,768,948	0.00	\$0.00
3 Organic Social	299,106	81,930	14.42%	1.30	50	3,914,348	0.00	\$0.00
4 Unassigned	96,036	39,070	14.40%	0.97	50	944,036	0.00	\$0.00
5 Referral	15,050	6,054	14.11%	0.95	50	124,630	0.00	\$0.00

■ KORISNICI PO SPOLU (POSLEDNJA TRI MJESECA 2023.)



	New users	Engaged accounts	Engagement rate	Engaged accounts per user	Average engagement time	Search count (all events)	Conversion rate (all events)	Total revenue
1 Unknown	762,440	1,026,756	21.98%	1.33	54	12,791,827	0.30	\$9.50
2 female	758,215	819,261	21.86%	1.28	56	1,885,287	0.00	\$0.00
3 male	150,036	70,909	14.40%	1.97	50	1,768,948	0.00	\$0.00

■ KORISNICI PO DOBI (POSLEDNJA TRI MJESECA 2023.)



	New users	Engaged accounts	Engagement rate	Engaged accounts per user	Average engagement time	Search count (all events)	Conversion rate (all events)	Total revenue
1 unknown	758,490	1,026,756	21.98%	1.33	54	12,791,827	0.30	\$9.50
2 55-64	758,215	819,261	21.86%	1.28	56	1,885,287	0.00	\$0.00
3 45-54	80,881	36,361	21.56%	1.91	50	1,228,480	0.00	\$0.00
4 65+	47,107	12,761	19.04%	1.55	51	794,718	0.00	\$0.00
5 35-44	47,700	19,091	11.09%	1.24	50	460,117	0.00	\$0.00
6 55-64	22,019	13,247	21.78%	1.25	56	262,902	0.00	\$0.00
7 25-34	15,050	13,219	21.71%	0.78	50	143,210	0.00	\$0.00
8 18-24	1,040	3,079	1.86%	0.00	56	240,000	0.00	\$0.00