

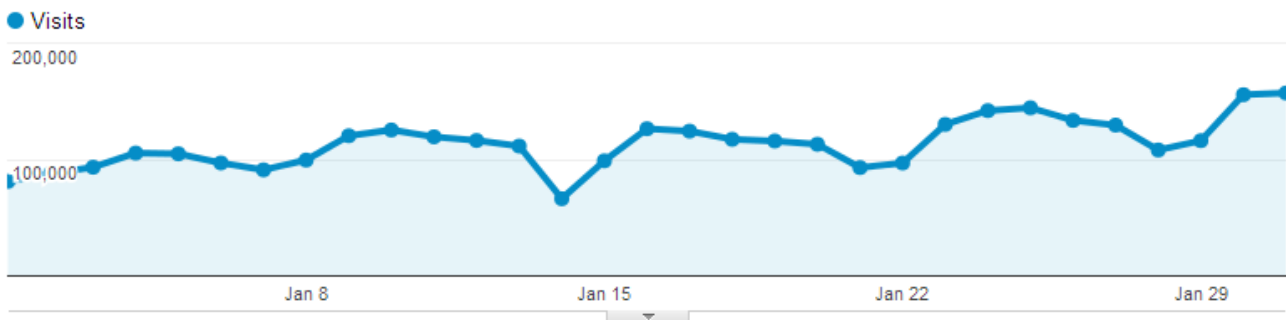
## Naslovi.net introduction and statistics

Internet site Naslovi.net is a news aggregator and news search engine for Serbian news. As additional services, Naslovi.net also provides web search, weather forecast, stock market and TV guide information to its visitors.




Site has been founded in 2003 and since then it was awarded multiple times as one of the best news sites in Serbia by domestic IT magazines and web conferences. According to Google AdPlaner, Gemius audinece and similar services, it is estimated that the site is currently among top five most visited Serbian news sites.

Naslovi.net currently records over **3.5 millions of visits per month**. Daily statistics shows that each business day, site gets over **1250.000** visits averaging 3.75 pages per visit which means that site records over **13 millions** page views per month. Monthly reach of absolute unique visitors is **1.200.000** (Source: Google Analytics, January 2012)



**1,202,727** people visited this site

-  **3,522,826** Visits
-  **1,202,727** Unique Visitors
-  **13,193,794** Pageviews
-  **3.75** Pages/Visit
-  **00:05:21** Avg. Time on Site
-  **31.00%** Bounce Rate
-  **21.86%** % New Visits



-  **21.85%** New Visitor  
769,712 Visits
-  **78.15%** Returning Visitor  
2,753,114 Visits

## References

Some of our advertising clients:



**Banner positions**

The screenshot shows the homepage of naslovi.net with the following elements:

- Top Navigation:** Logo 'naslovi.net', search bar with 'Pretražite vesti i Internet strane', and 'Pretraga' button.
- Header:** 'Vesti | Google' and 'Podešavanja | Odjavite se'.
- Main Banner:** A large banner at the top with the text 'otvori za radost' and '728x90'.
- Navigation Bar:** A blue bar with categories: Naslovna, Politika, Ekonomija, Svet, Društvo, Hronika, Kultura, Sport, Srbija, Vojvodina, Tehnologija, Zabava, Putovanja, Video, Berza, TV program, Vreme.
- Left Column:**
  - Vesti dana »**
    - O Kosovu u Hagu: Srbija za pregovore (VIDEO)** - Mondo pre 1 sat
    - Škundrić: Bez nuklearki do 2015.** - B92 pre 3 sata
    - Mesi: Priznanje je zaslužio neko iz Barcelone!** - Sportal.rs pre 7 sati
  - Putežite Srbi, ne trebaju vam vize** - 24 Sata pre 3 sata
  - Sponzorisani članak:** 'Kit Kat Remake – mnogo zabave i vredne nagrade' with a 'PR box' label.
  - Politika**
    - Uhapšen nalogodavac ubistava na Kosovu** - Mondo pre 1 sat
- Right Column:**
  - Najnovije vesti**
    - Popusti samo reklama** - Večernje novosti pre 1 sat
    - Rasmusen: Srbija ključni igrač na Balkanu** - Mondo pre 1 sat
    - "Zapad ne može da izoluje Iran"** - B92 pre 1 sat
    - Moratorijum na izgradnju privremen** - B92 pre 1 sat
    - Hrvatska bez bitnog napretka** - B92 pre 1 sat
    - Posle viza i posao** - Večernje novosti pre 1 sat
  - Vremenska prognoza** - Kragujevac, The Weather Channel®
  - Aktuelno** - Pretraga vesti

## Pricing

### Banner positions 728x90, 160x600

Banners on this positions are priced per view:

Format	CPM (per 1000 views)	Per 1000 views > 250.000 views	Per 1000 views > 500.000 views	Per 1000 views > 1.000.000 views
728x90, 160x600	3.0 EUR	2.5 EUR	2.0 EUR	1.5 EUR

Campaign examples:

**900.000 banner views, price 1,350 EUR** (with 1.5 EUR/CPM)

- Period of 15 days, est. frequency ~16% of total banners shown

**1.800.000 banner views, price 2,700 EUR**

- Period of 30 days, est. frequency ~16% of total banners shown

### Banner 300x250 on homepage

Banners on 300x250 position are sold per rotation. Each 25% rotation costs **625 EUR per week** or **2.500 EUR per month**.

### PR box

Publishing your PR letter on our homepage on central position below headlines costs **400 EUR per week**. Text lead and small image are shown while the link leads the visitor to the full PR text hosted on naslovi.net.

Please contact us for more details, advertising options and discounts.

## Contact

For advertising agencies, please refer to Httpool advertising agency. For direct clients, please refer to Netmark.

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