

# WMG

LEADING TRANSFORMATION

*DIGITAL*

Cenovnik / 2025



LEADING TRANSFORMATION

## Sadržaj

1.

**KURIR**

2.

 **MONDO**

3.

**ESPRESSO**

4.

*Stil*

5.

**Glossy**

6.

**Lepa&Srećna**

7.

**ELLE**

8.

**sensa**

9.

**Wanted!**

10.

**yumama** 

11.

 **STVAR UKUSA**



LEADING TRANSFORMATION

## Specijalni formati

| Formati                                | Cena                |
|----------------------------------------|---------------------|
| Preroll                                | <b>7.00 €</b>       |
| Geotargetiranje                        | <b>CPM+50%</b>      |
| Specijalni baner formati               | <b>CPM+30%</b>      |
| Video baner                            | <b>CPM+50%</b>      |
| Embedovani video u okviru<br>PR teksta | <b>Uvećanje 25%</b> |

# 1. **KURIR**

## 1.1.

PR Tekst

## 1.2.

Brendiranje

## 1.3.

Desktop formati

## 1.4.

Biznis

## 1.5.

Zabava, Planeta,  
Sport, Stars

## 1.6.

Mobilni formati

## 1.7.

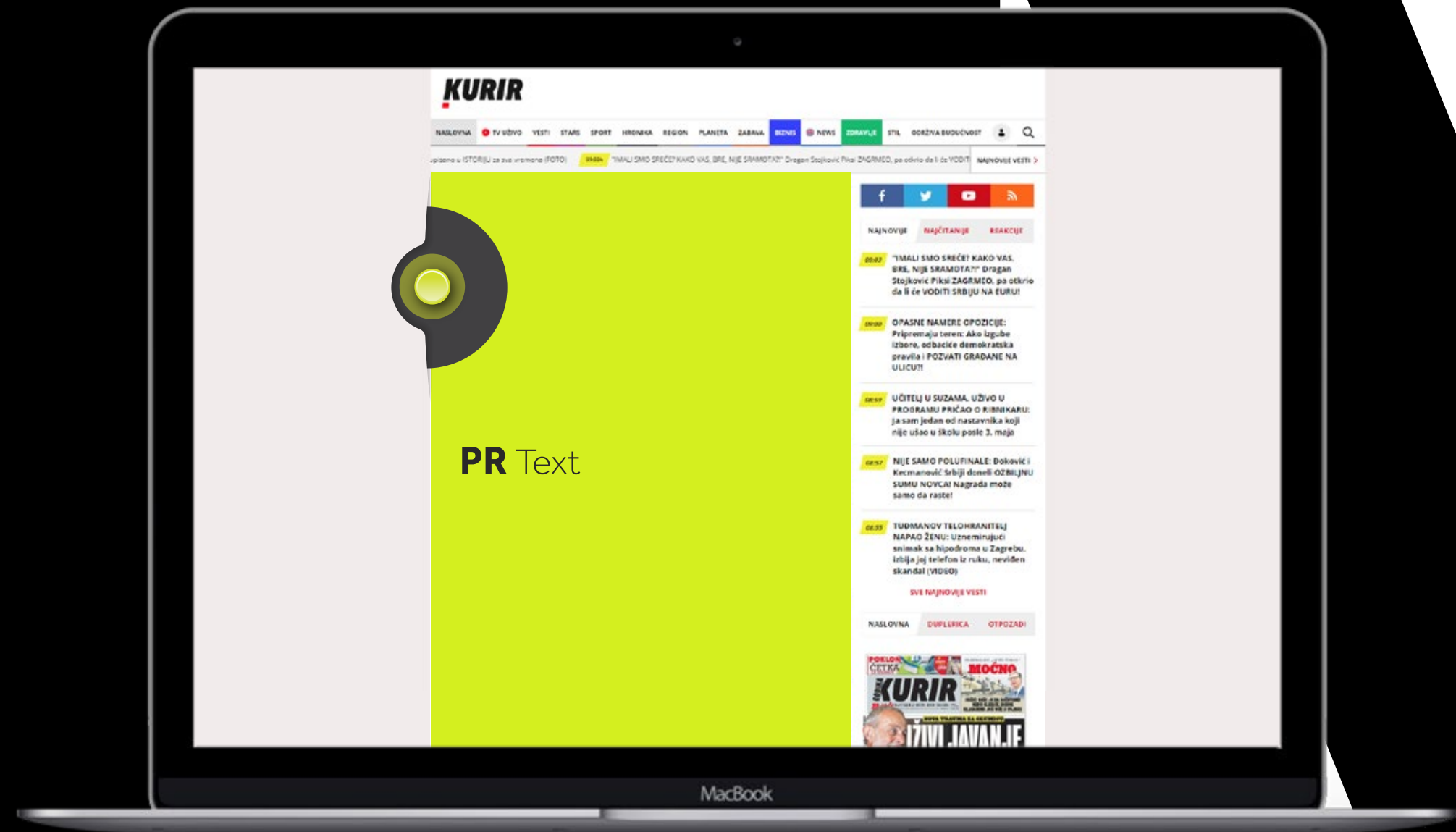
Aplikacije





# PR Tekst

| Formati                                                                 | Cena    |
|-------------------------------------------------------------------------|---------|
| Native PR tekst<br>(6h naslovna, 4500 karaktera, link, dve fotografije) | 1.650 € |
| PR tekst<br>(6h naslovna, 4500 karaktera, link, dve fotografije)        | 1.450 € |
| Nepozicionirani PR tekst<br>(4500 karaktera, link, dve fotografije)     | 1.100 € |
| FB post / IG story                                                      | 400 €   |
| Brendiranje PR teksta                                                   | 300 €   |
| Intervju<br>(4500 karaktera, link i dve fotografije)                    | 2.700 € |



## Brendiranje

| Kategorija             | Cena    |
|------------------------|---------|
| Naslovna               | 1.000 € |
| Info paket + Region    | 600 €   |
| Sport                  | 500 €   |
| Stars + Zabava         | 700 €   |
| Biznis paket + Planeta | 500 €   |

**\*po danu**



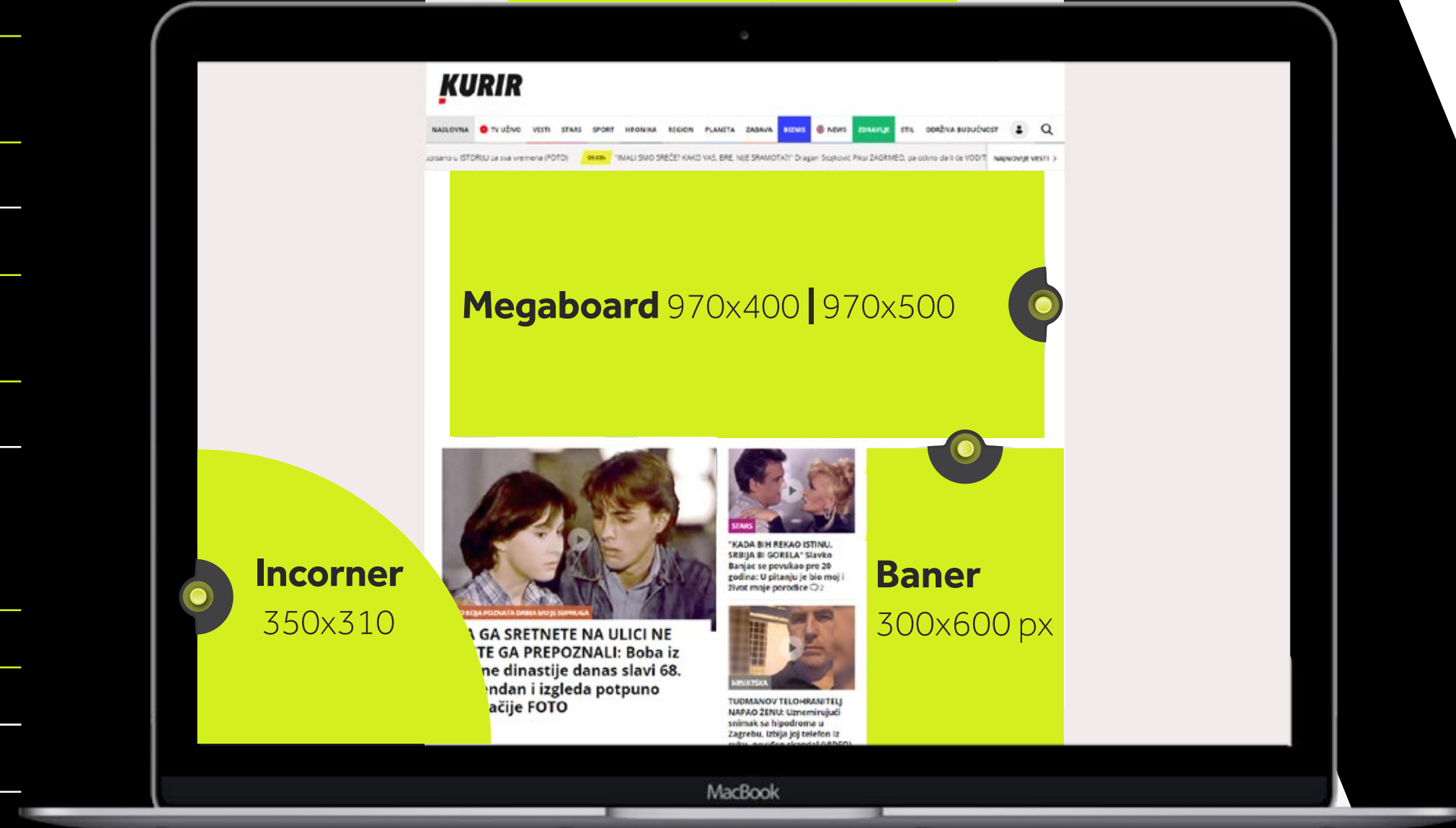
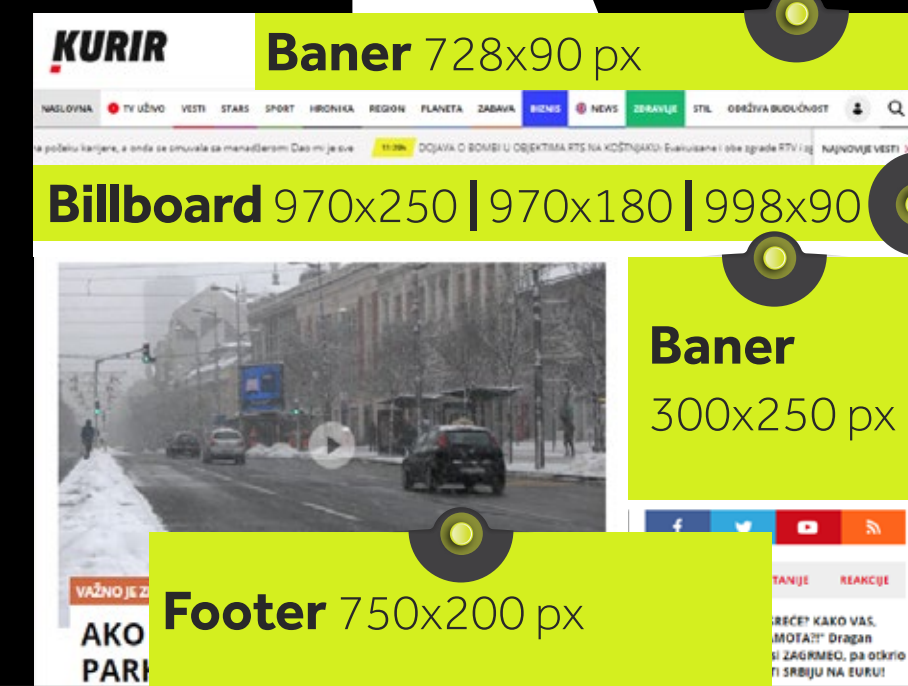
# 1.3.

KURIR

## Desktop formati

| Formati      |     | Broj prikaza / rotacija | Naslovna | Info paket & planeta |
|--------------|-----|-------------------------|----------|----------------------|
| 728x90 px    | CPD | 25% rotacija            | 80 €     | 70 €                 |
|              |     | do 499.999              | 2.3 €    | 2.2 €                |
| 300x250 px   | CPM | od 500.000 do 1.000.000 | 2.0 €    | 1.9 €                |
|              |     | od 1.000.000            | 1.6 €    | 1.5 €                |
| 300x600 px   | CPM | do 499.999              | 3.5 €    | 3.3 €                |
|              |     | od 500.000 do 1.000.000 | 3.0 €    | 2.9 €                |
|              |     | od 1.000.000            | 2.3 €    | 2.1 €                |
| 300x250px II | CPD | 25% rotacija            | 200 €    | 150 €                |
| Billboard    | CPM | 970x250                 | 6.0 €    | 5.0 €                |
|              |     | 970x180                 | 5.0 €    | 4.0 €                |
|              |     | 998x90                  | 4.0 €    | 3.0 €                |
| Megaboard    | CPM | 970x400 / 500           | 10.0 €   |                      |
| Footer       | CPM | 750x200 px              | 6.5 €    |                      |
| Incorner     | CPM | 350x310 px              | 8.00 €   |                      |

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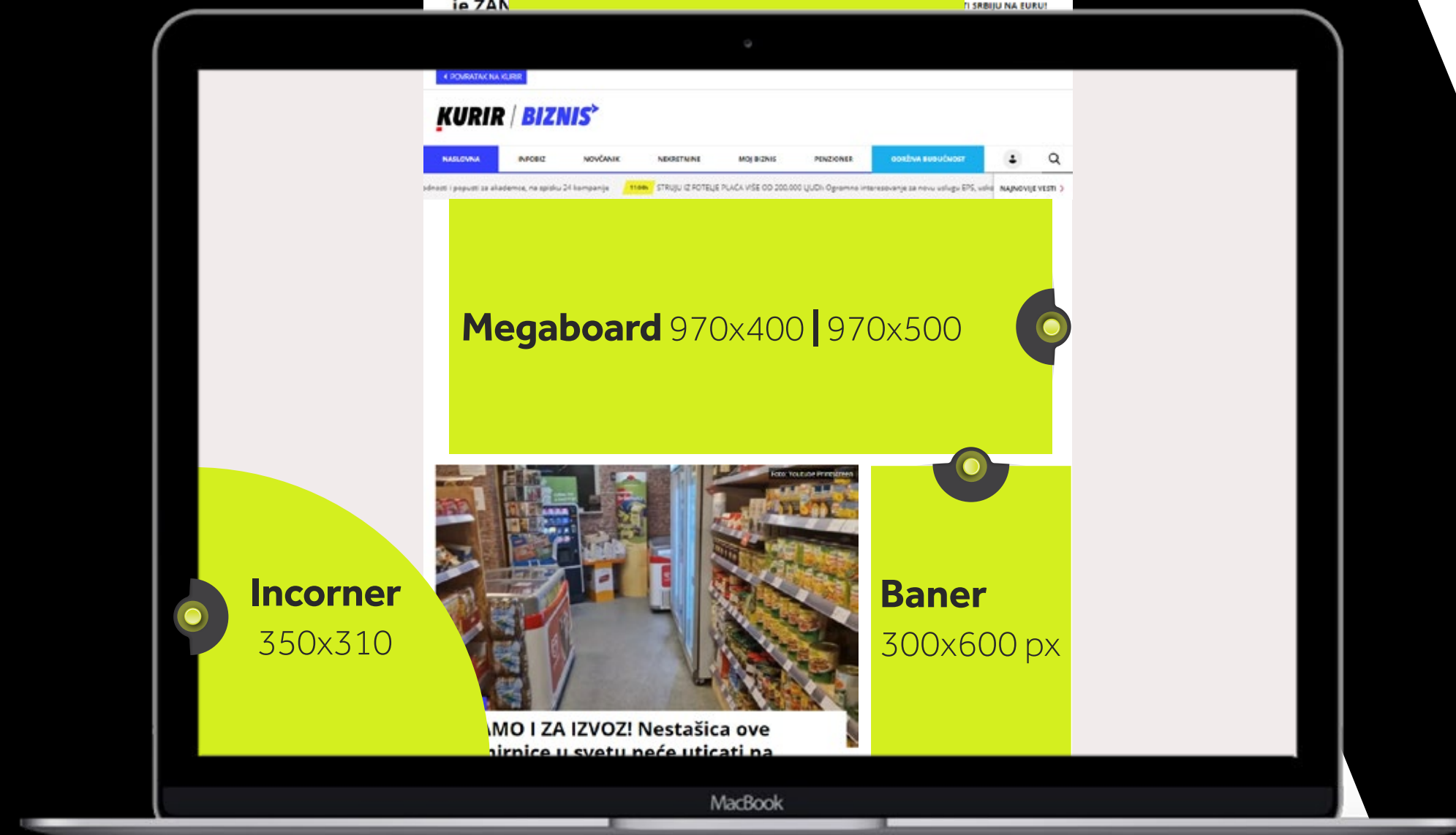
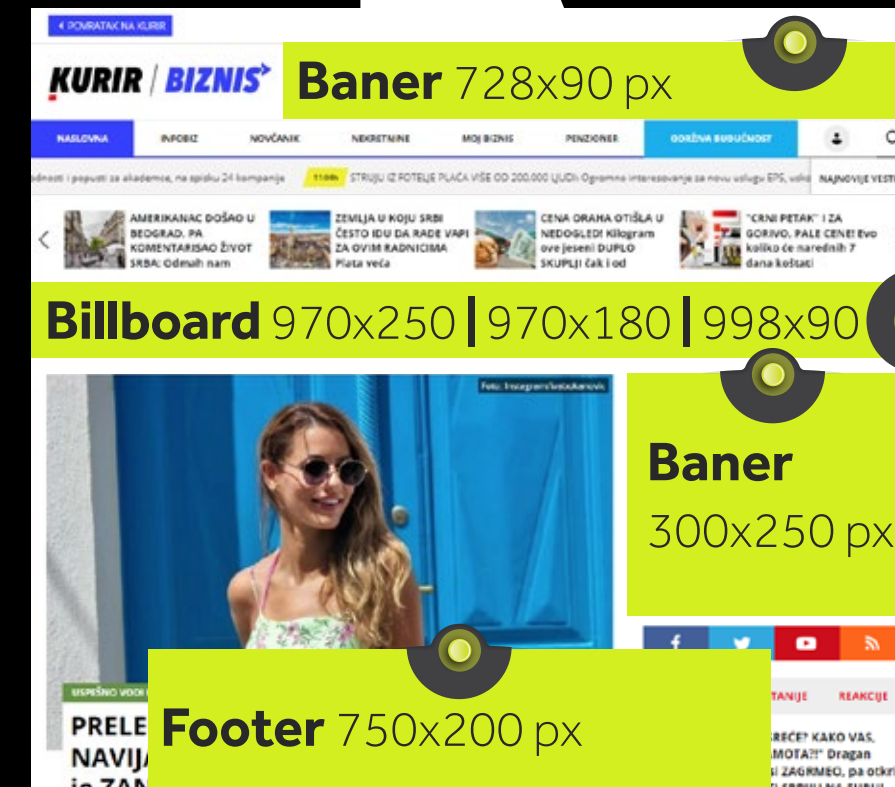


1.4.

KURIR / BIZNIS

WMG

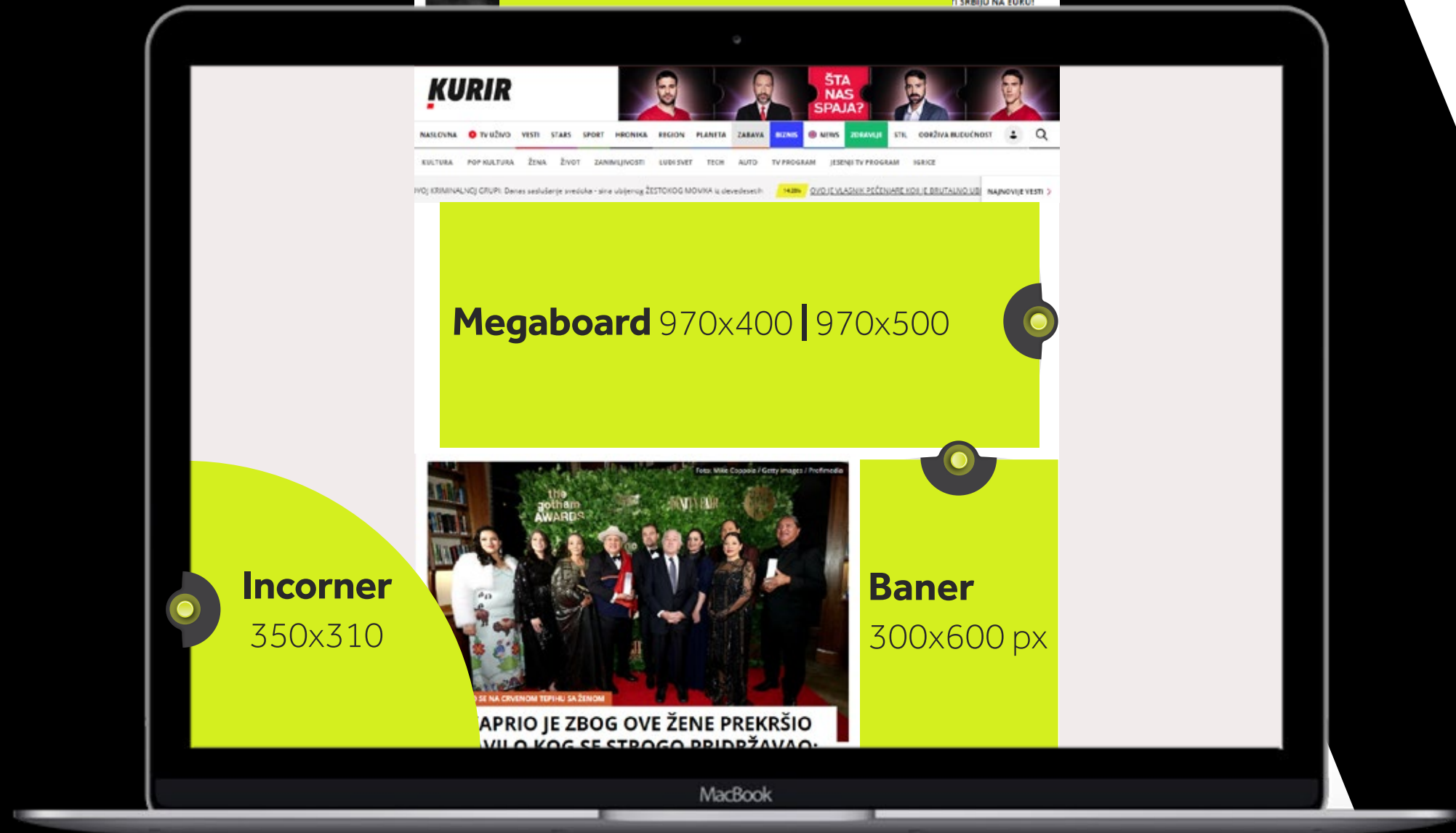
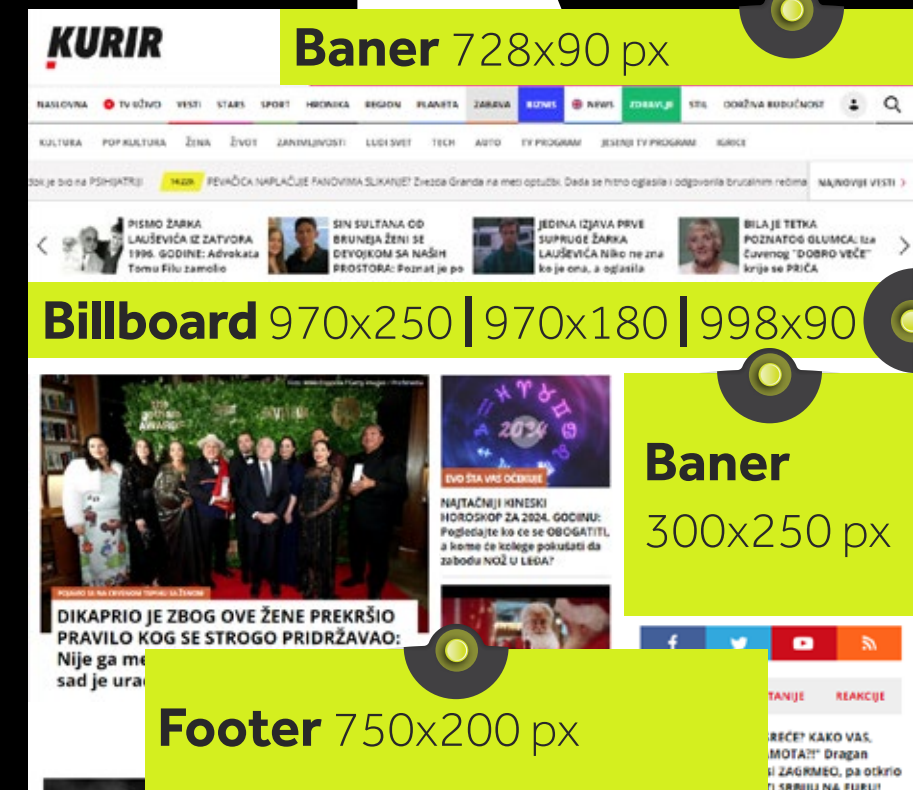
| Formati       | Rotacija   |              | Cena  |
|---------------|------------|--------------|-------|
| 728x90 px     | CPD        | 25% rotacija | 55 €  |
| 300x250 px    | CPM        |              | 2.0 € |
| 300x600 px    | CPM        |              | 3.0 € |
| 300x250 px II | CPD        | 25% rotacija | 150 € |
| Billboard     | 970x250 px |              | 5.0 € |
|               | 970x180 px | CPM          | 4.0 € |
|               | 998x90 px  |              | 3.0 € |
| Megaboard     | 970x500 px | CPM          | 8.0 € |
| Footer        | 750x200 px | CPM          | 6.5 € |
| Incorner      | 350x310 px | CPM          | 8.0 € |





**ZABAVA** (Pop kultura, Ludi svet, Tech, Auto, Žena, Doktor i Zanimljivosti), **PLANETA, SPORT, STARS**

| Formati       | Rotacija   |              | Cena  |
|---------------|------------|--------------|-------|
| 728x90 px     | CPD        | 25% rotacija | 55 €  |
| 300x250 px    | CPM        |              | 1.5 € |
| 300x600 px    | CPM        |              | 2.3 € |
| 300x250 px II | CPD        | 25% rotacija | 80 €  |
| Billboard     | 970x250 px |              | 5.0 € |
|               | 970x180 px | CPM          | 4.0 € |
|               | 998x90 px  |              | 3.0 € |
| Megaboard     | 970x500 px | CPM          | 8.0 € |
| Footer        | 750x200 px | CPM          | 6.5 € |
| Incorner      | 350x310 px | CPM          | 8.0 € |



## Mobilni formati

### Broj prikaza

do 500.000 prikaza

do 1.500.000 prikaza

preko 1.500.000 prikaza

300x250 px

### Cena

2.3 €

2.1 €

1.9 €

### Broj prikaza

do 1.000.000 prikaza

preko 1.000.000 prikaza

**Sticky**  
320x100 px

### Cena

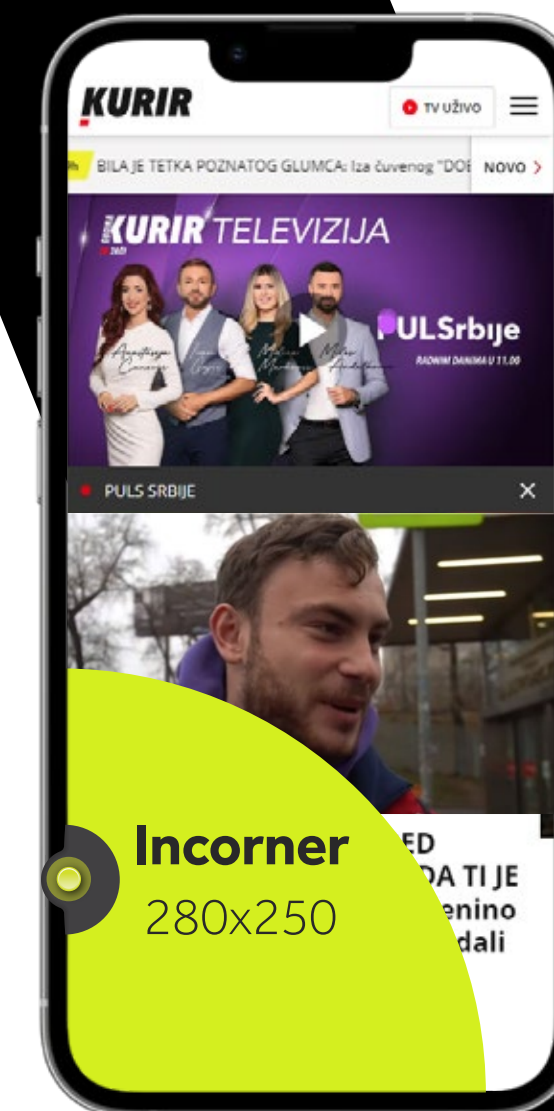
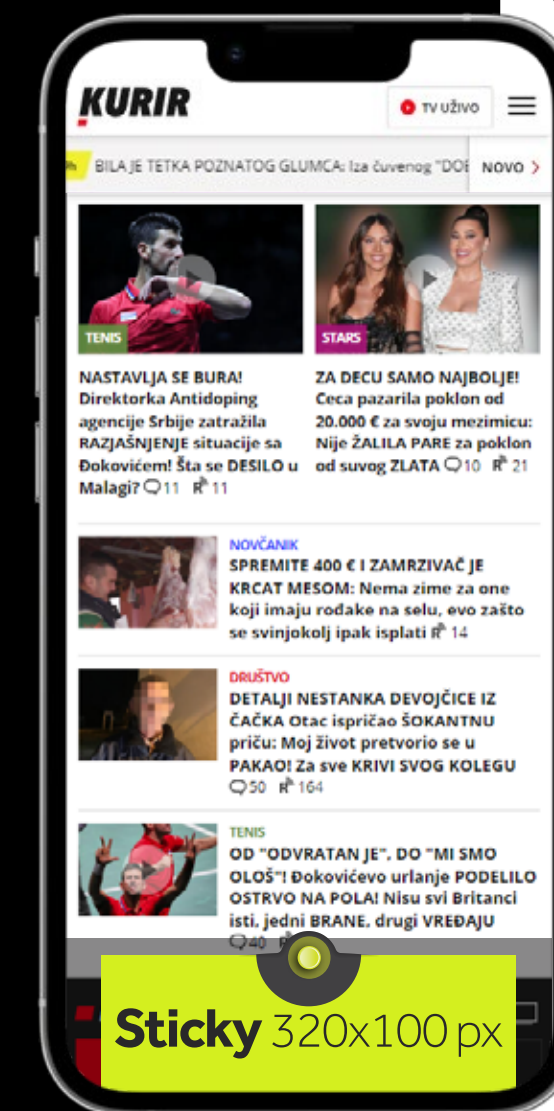
3.3 €

3.0 €

### Cena

**Interscroller** 5.0 €

**Incorner** 4.5 €

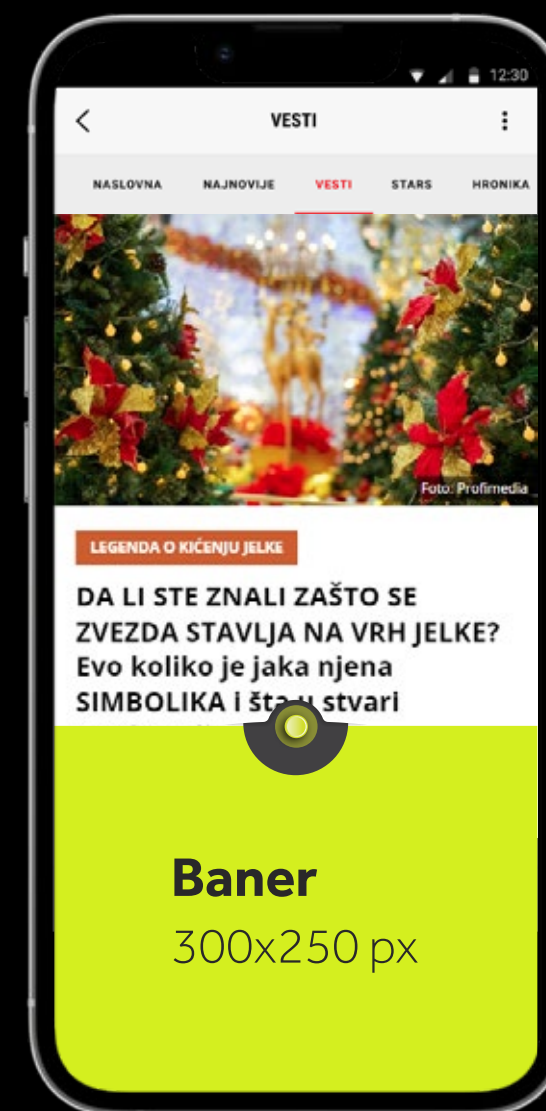




## Aplikacije

### Android & iOS

| Format     | Cena   |
|------------|--------|
| 320x100 px | 0.75 € |
| 320x200 px | 1.0 €  |
| 300x250 px | 1.5 €  |





## 2.



### 2.1.

PR Tekst

### 2.2.

Brendiranje

### 2.3.

Desktop formati

### 2.4.

Mobilni formati

### 2.5.

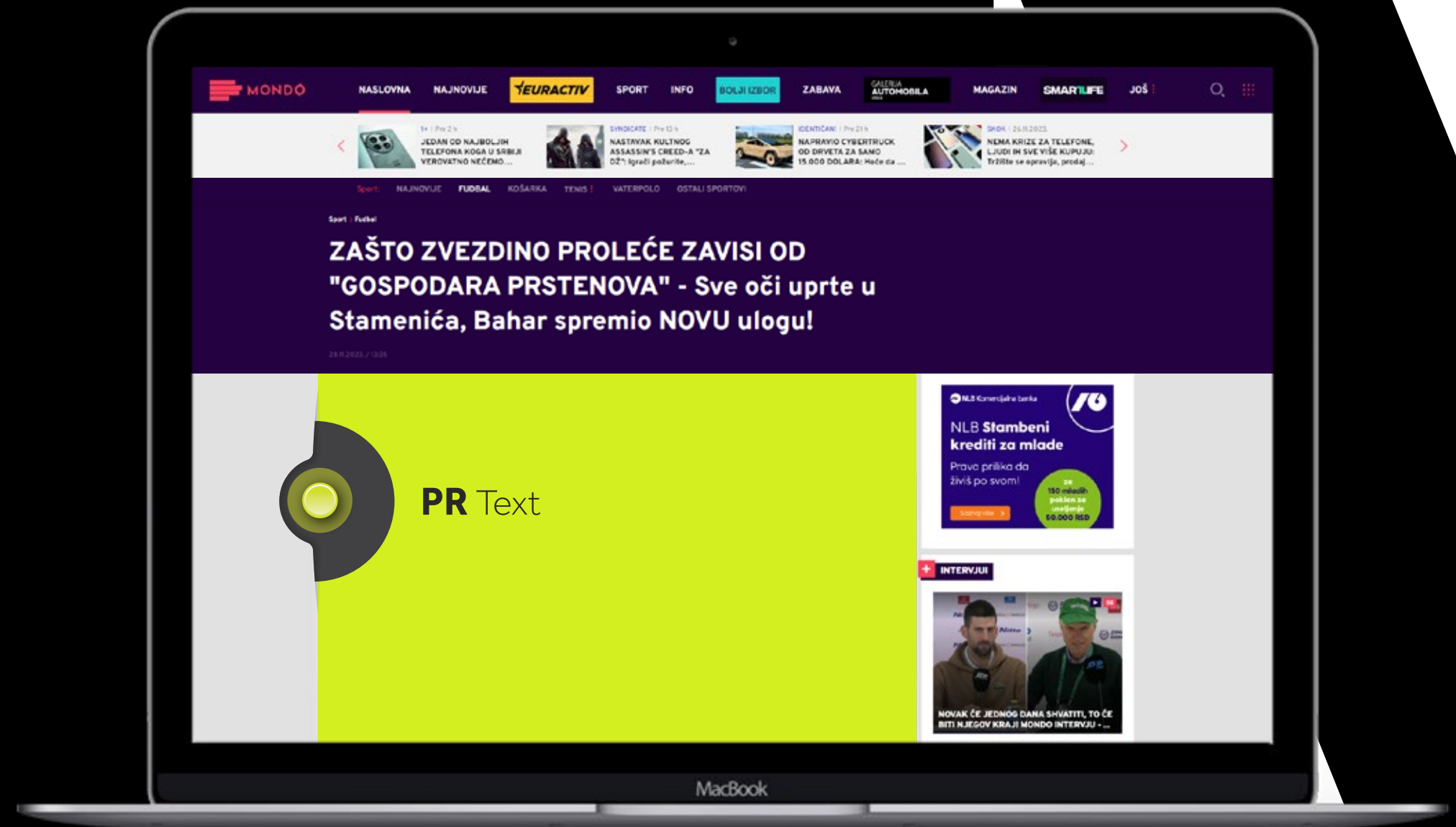
Aplikacije





# PR Tekst

| Formati                                                          | Cena    |
|------------------------------------------------------------------|---------|
| Native PR tekst<br>(Naslovna 6h & kategorija 24h & FB)           | 1.200 € |
| PR tekst<br>(Naslovna 6h & kategorija 12h)                       | 1.000 € |
| Nepozicionirani PR tekst                                         | 800 €   |
| FB post / IG story                                               | 300 €   |
| Brendiranje PR teksta                                            | 250 €   |
| Intervju<br>(Naslovna 6h & kategorija 24h & FB & IG)             | 2.000 € |
| Anketa / Kviz / Test<br>(Naslovna 6h & kategorija 24h & FB & IG) | 1.500 € |
| Product list<br>(Naslovna 6h & kategorija 24h & FB & IG)         | 1.500 € |
| Storytelling Page<br>(Naslovna 12h & kategorija 24h & FB & IG)   | 2.800 € |



2.2.

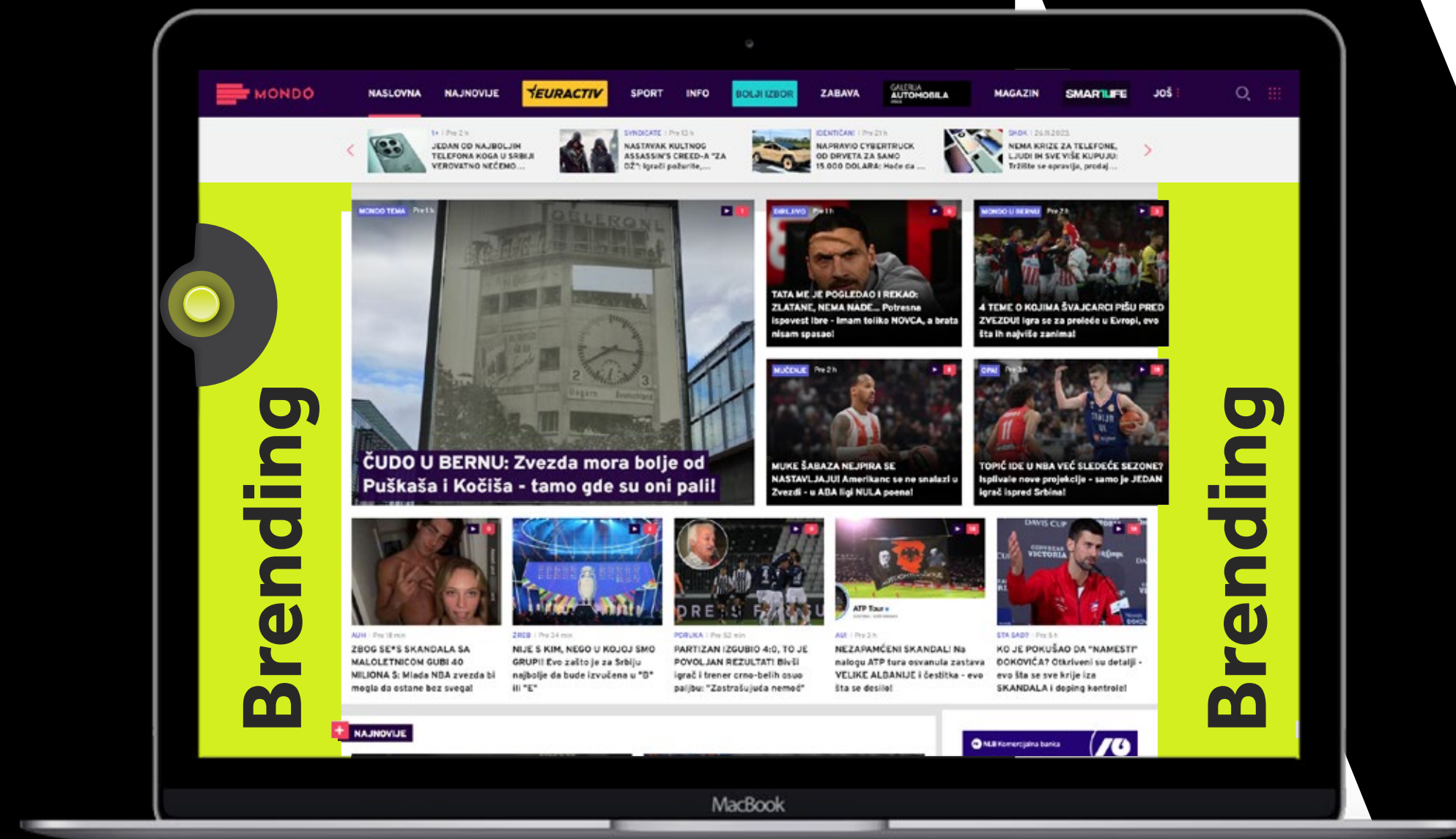


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## Brendiranje

| Kategorija   | Cena  |
|--------------|-------|
| Naslovna     | 500 € |
| Info         | 400 € |
| Sport        | 300 € |
| Smartlife    | 250 € |
| Zabava       | 250 € |
| Magazin+Foto | 200 € |

\*po danu





2.3.



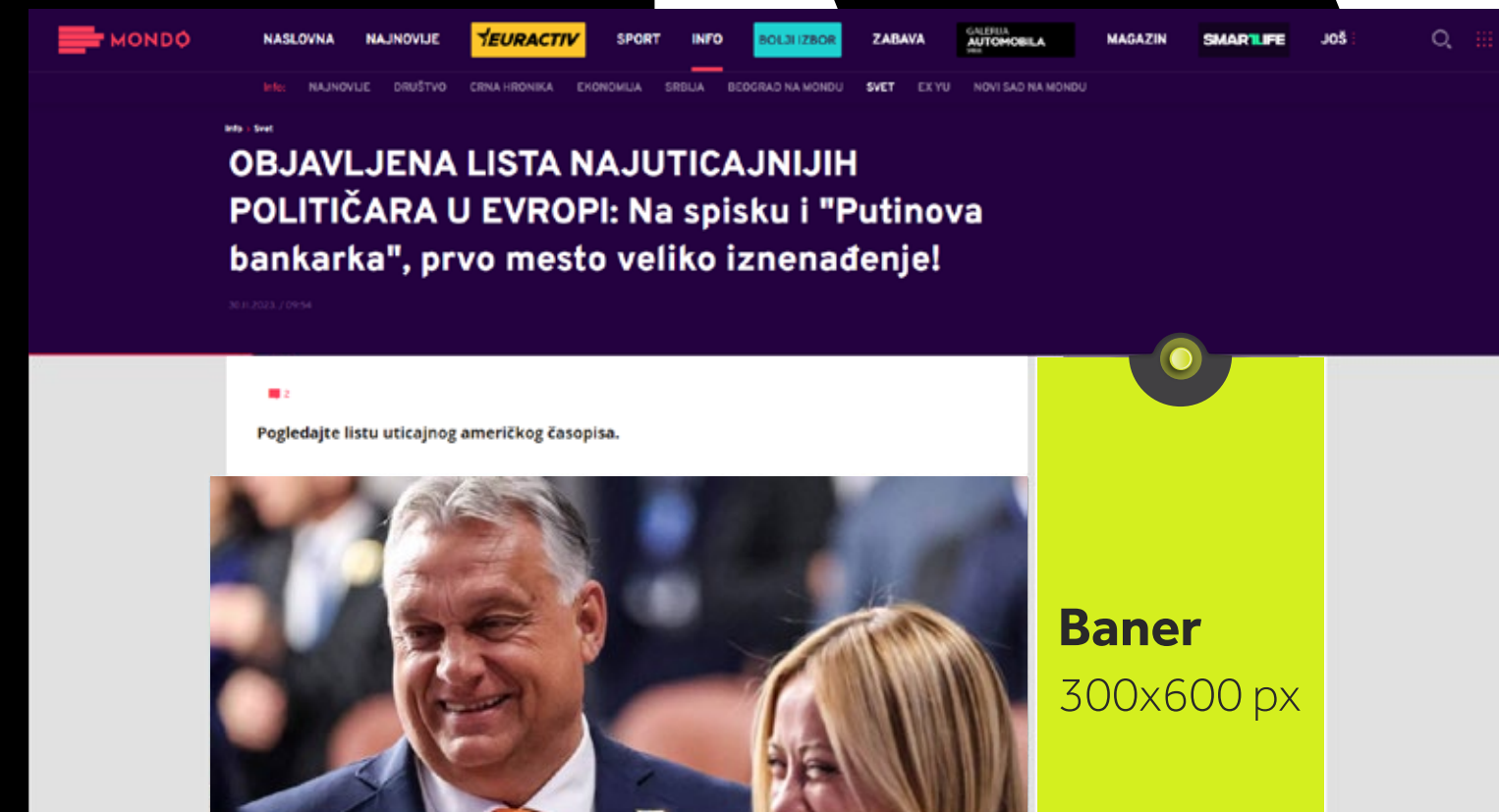
WMG

## Desktop formati

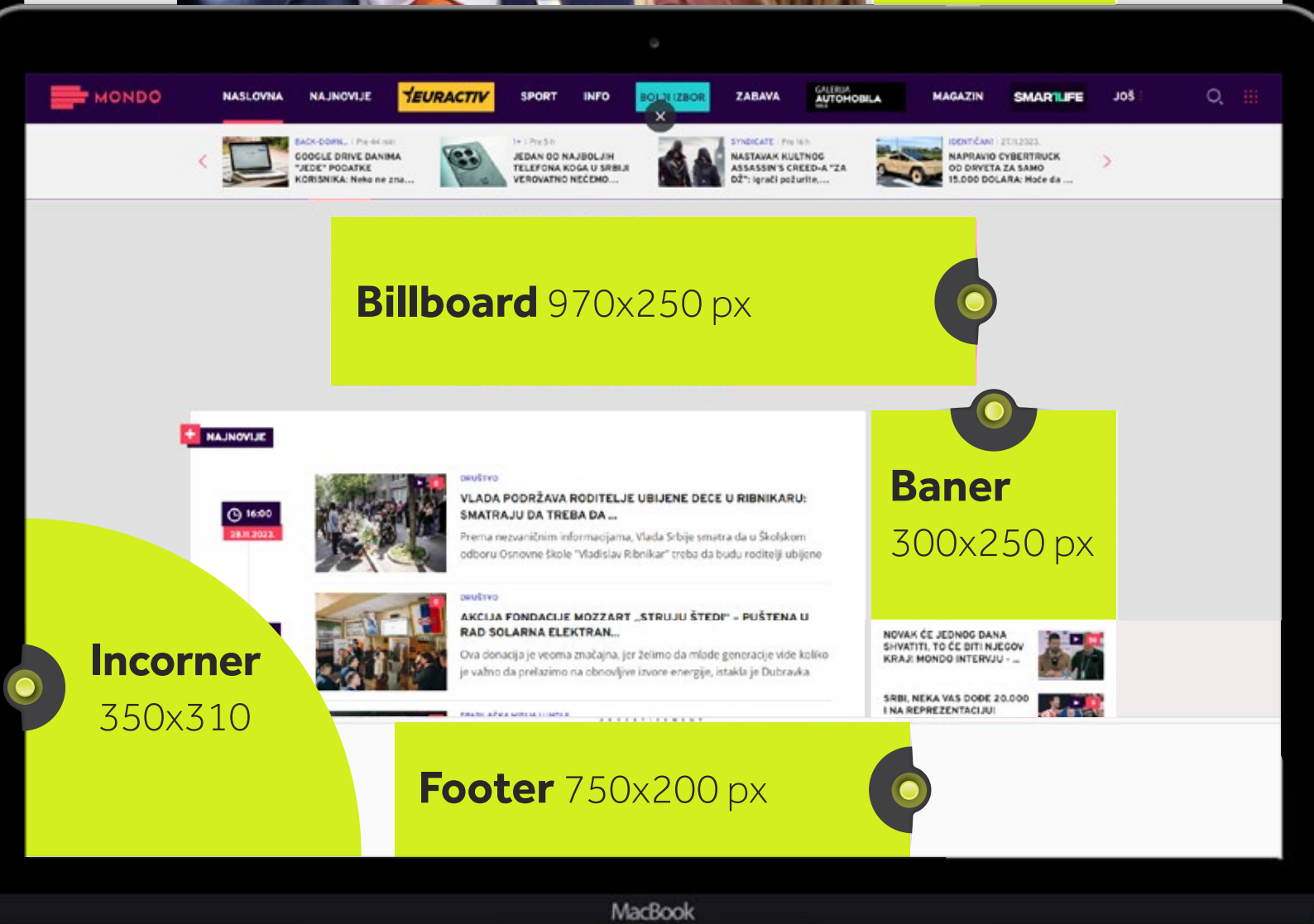
| Kategorija   | Billboard<br>970x250 | Baner<br>300x250 | Baner<br>300x600 | Baner<br>300x250 II * |
|--------------|----------------------|------------------|------------------|-----------------------|
| Naslovna     | 5.5 €                | 2.1 €            | 3.0 €            | 1.8 €                 |
| Info         | 4.5 €                | 1.9 €            | 2.8 €            | 1.5 €                 |
| Sport        |                      |                  |                  |                       |
| Smartlife    |                      |                  |                  |                       |
| Zabava       | 4.0 €                | 1.5 €            | 2.0 €            | 1.3 €                 |
| Magazin+Foto |                      |                  |                  |                       |

\*dimenzije su u px

|                   |       |
|-------------------|-------|
| Footer 750x200 px | 5.5 € |
| Incorner          | 7.0 € |



Baner  
300x600 px



Billboard 970x250 px

Baner  
300x250 px

Incorner  
350x310

Footer 750x200 px

2.4.



WMG

## Mobilni formati

| Formati              | Cena  |
|----------------------|-------|
| Billboard 320x100 px | 2.5 € |
| 300x250 px           | 2.0 € |
| Sticky 320x100 px    | 3.0 € |
| Interscroller        | 5.0 € |
| Incorner             | 3.9 € |





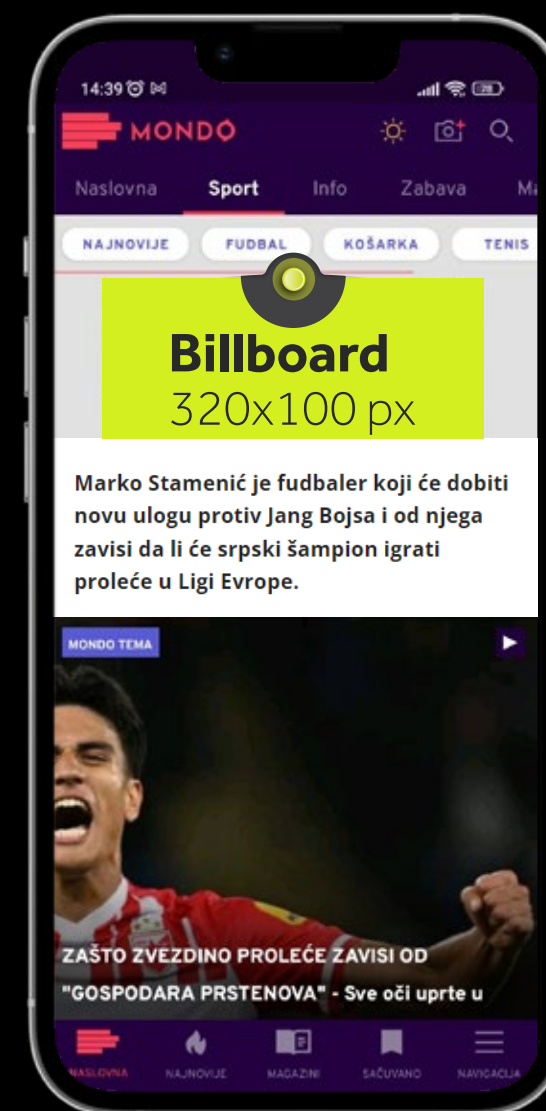
2.5.



WMG

## Aplikacije

| Format               | Cena  |
|----------------------|-------|
| Billboard 320x100 px | 1.8 € |
| Sticky 320x100 px    | 2.0 € |
| 300x250 px           | 1.5 € |





### 3.

# ESPRESO

#### 4.1.

PR Tekst

#### 4.2.

Desktop formati

#### 4.3.

Mobilni formati





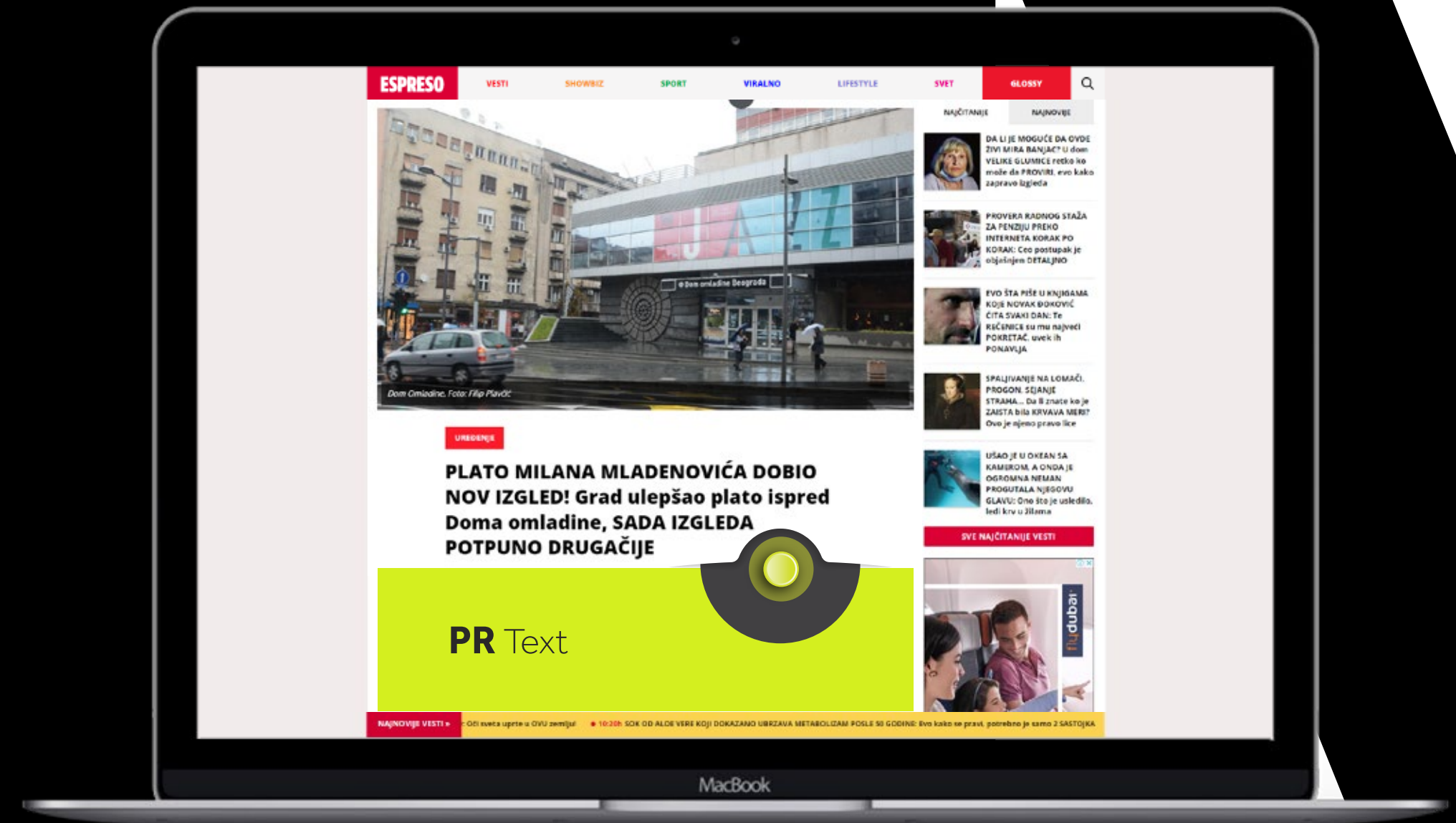
3.1.

ESPRESSO

WMG

## PR Tekst

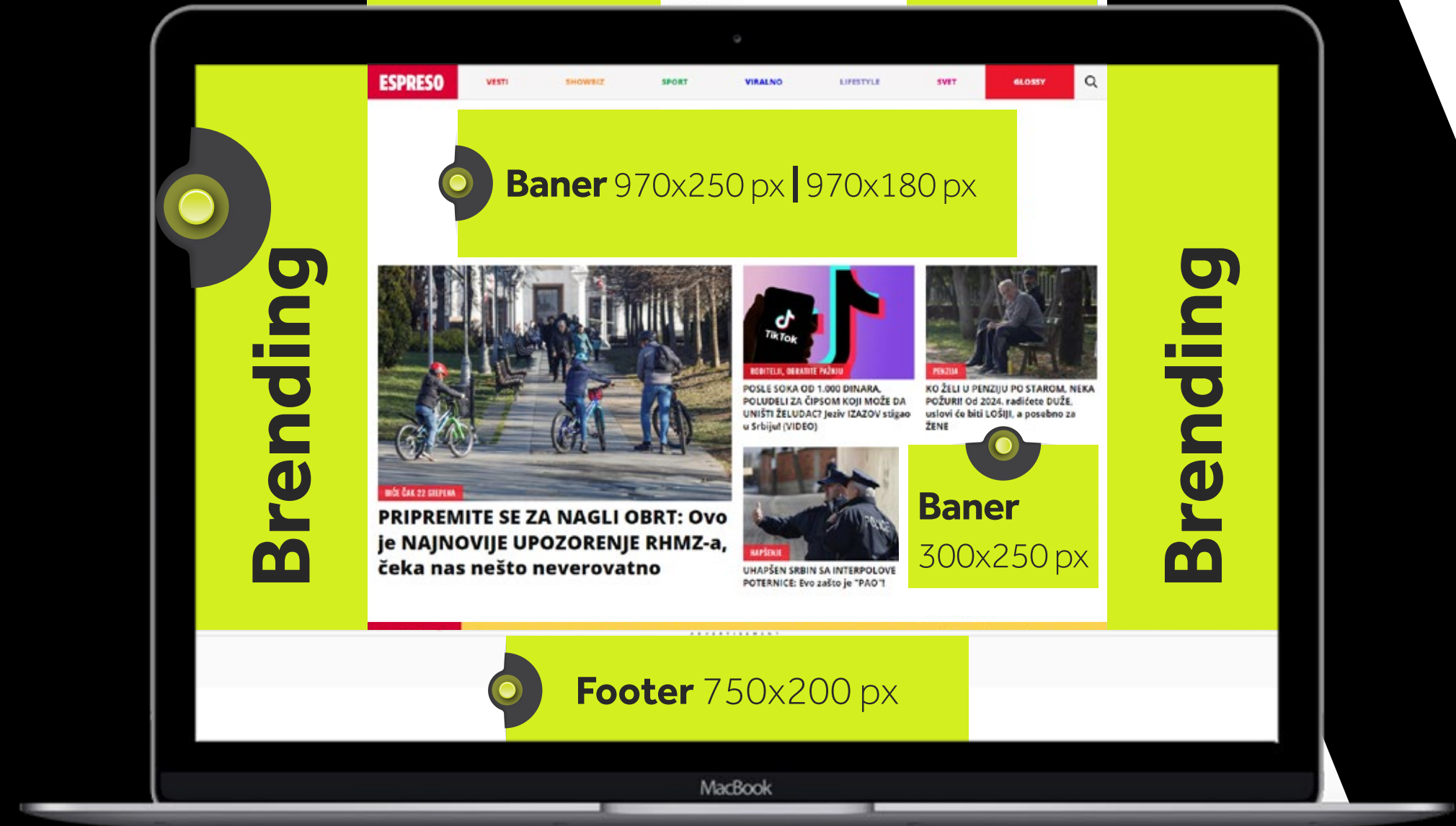
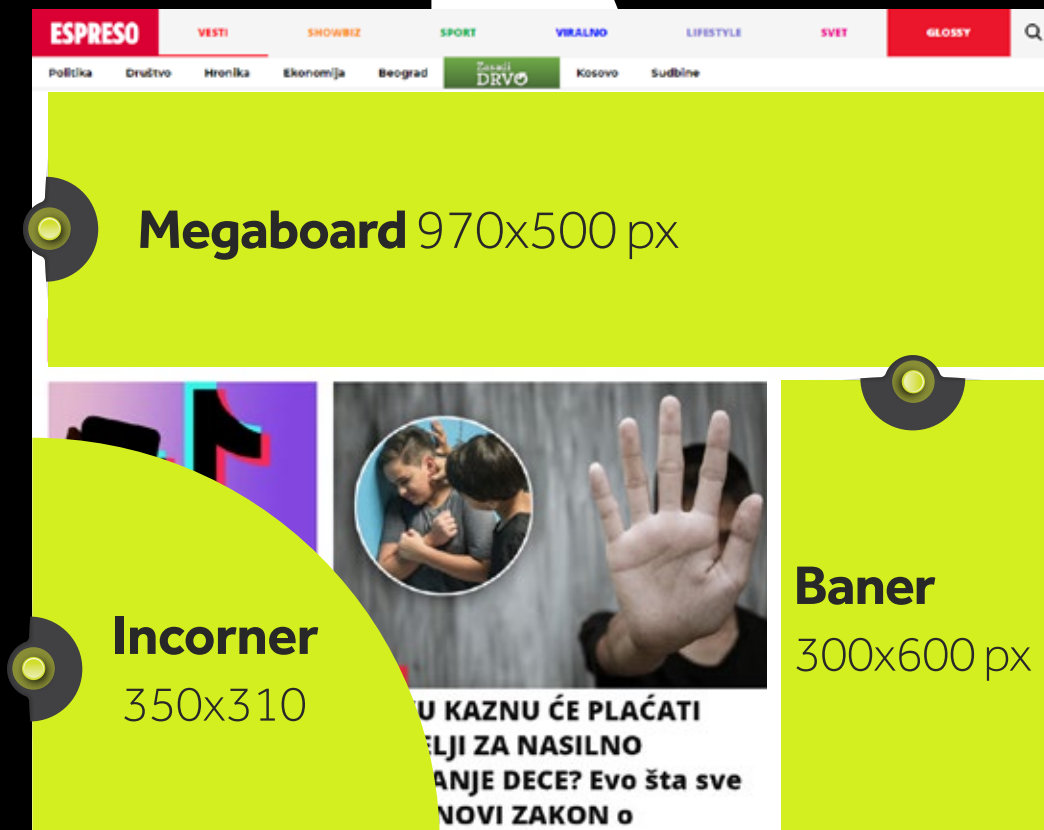
| Formati                                | Cena  |
|----------------------------------------|-------|
| Native PR tekst<br>(Naslovna 24h & FB) | 900 € |
| PR tekst (Naslovna 24h & FB)           | 700 € |
| Nepozicionirani PR tekst               | 550 € |
| Brendiranje PR teksta                  | 200 € |
| IG story                               | 200 € |



## Desktop formati

| Formati              | Cena    |
|----------------------|---------|
| Megaboard 970x500 px | 7.0 €   |
| Billboard 970x250 px | 5.5 €   |
| Billboard 970x180 px | 4.0 €   |
| 300x600 px           | 2.5 €   |
| 300x250 px           | 2.0 €   |
| Footer 750x200 px    | 5.0 €   |
| Incorner             | 6.5 €   |
| Brending             | 300 € * |

\* CPD cena





3.3.

ESPRESO

WMG

## Mobilni formati

| Formati           | Cena  |
|-------------------|-------|
| 300x250 px        | 2.0 € |
| Sticky 320x100 px | 3.0 € |
| Interscroller     | 4.5 € |
| Incorner          | 3.5 € |





4.

*Stil*

5.1.

PR Tekst

5.3.

Mobilni formati

5.2.

Desktop formati





4.1.

Stil

WMG

## PR Tekst

| Formati                        | Cena    |
|--------------------------------|---------|
| Native PR tekst<br>& FB objava | 1.000 € |
| PR tekst & FB objava           | 800 €   |
| Nepozicionirani PR tekst       | 600 €   |
| Brendiranje PR teksta          | 250 €   |
| IG story                       | 200 €   |



# 4.2.

Stil

WMG

## Desktop formati

| Formati              | Cena    |
|----------------------|---------|
| Megaboard 970x500 px | 7.0 €   |
| Billboard 970x250 px | 5.5 €   |
| Billboard 970x180 px | 4.0 €   |
| 300x600 px           | 2.5 €   |
| 300x250 px           | 2.0 €   |
| Footer 750x200 px    | 5.0 €   |
| Incorner             | 6.5 €   |
| Brending             | 350 € * |

\* CPD cena





# 4.2.

Stil

WMG

## Mobilni formati

| Formati           | Cena  |
|-------------------|-------|
| 300x250 px        | 2.0 € |
| Sticky 320x100 px | 3.0 € |
| Interscroller     | 4.5 € |
| Incorner          | 3.5 € |



# 5. Glossy

## 6.1.

PR Tekst

## 6.3.

Mobilni formati

## 6.2.

Desktop formati





# 5.1.

## Glossy

WMG

### PR Tekst

| Formati                                | Cena  |
|----------------------------------------|-------|
| Native PR tekst<br>(Naslovna 24h & FB) | 900 € |
| PR tekst (Naslovna 24h & FB)           | 700 € |
| Nepozicionirani PR tekst               | 550 € |
| Brendiranje PR teksta                  | 200 € |
| IG story                               | 200 € |



# 5.2.

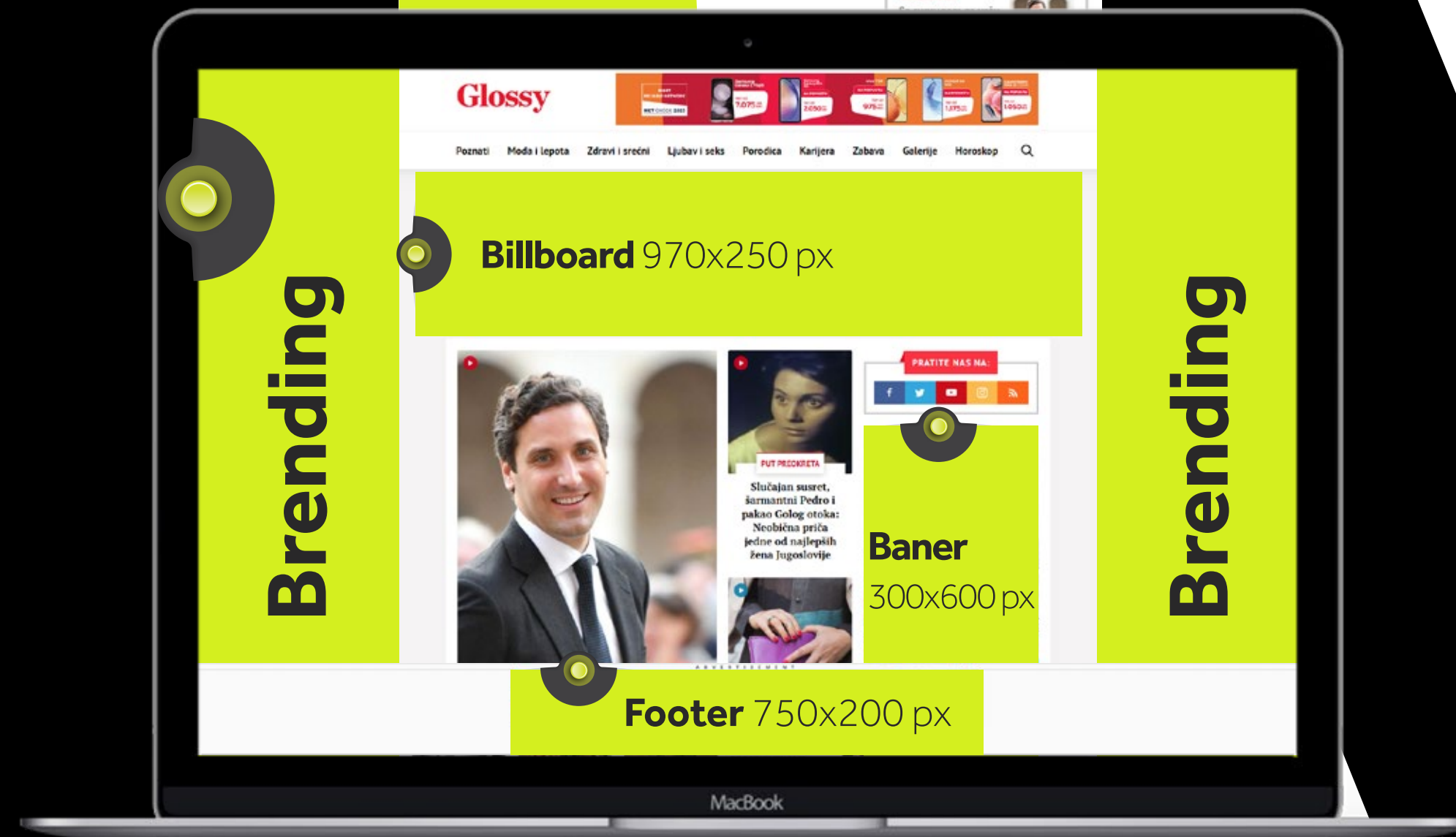
## Glossy

WMG

### Desktop formati

| Formati              | Cena    |
|----------------------|---------|
| Billboard 970x250 px | 4.5 €   |
| 300x600 px           | 2.1 €   |
| 300x250 px           | 1.8 €   |
| Footer 750x200 px    | 4.5 €   |
| Incorner             | 6.0 €   |
| Branding             | 250 € * |

\* CPD cena





5.3.

Glossy

WMG

## Mobilni formati

| Formati           | Cena   |
|-------------------|--------|
| 300x250 px        | 1.7 €  |
| Sticky 320x100 px | 2.5 €  |
| Interscroller     | 4.0 €  |
| Incorner          | 3.25 € |





6.

Lepa&Srećna

7.1.

PR Tekst

7.3.

Mobilni formati

7.2.

Desktop formati





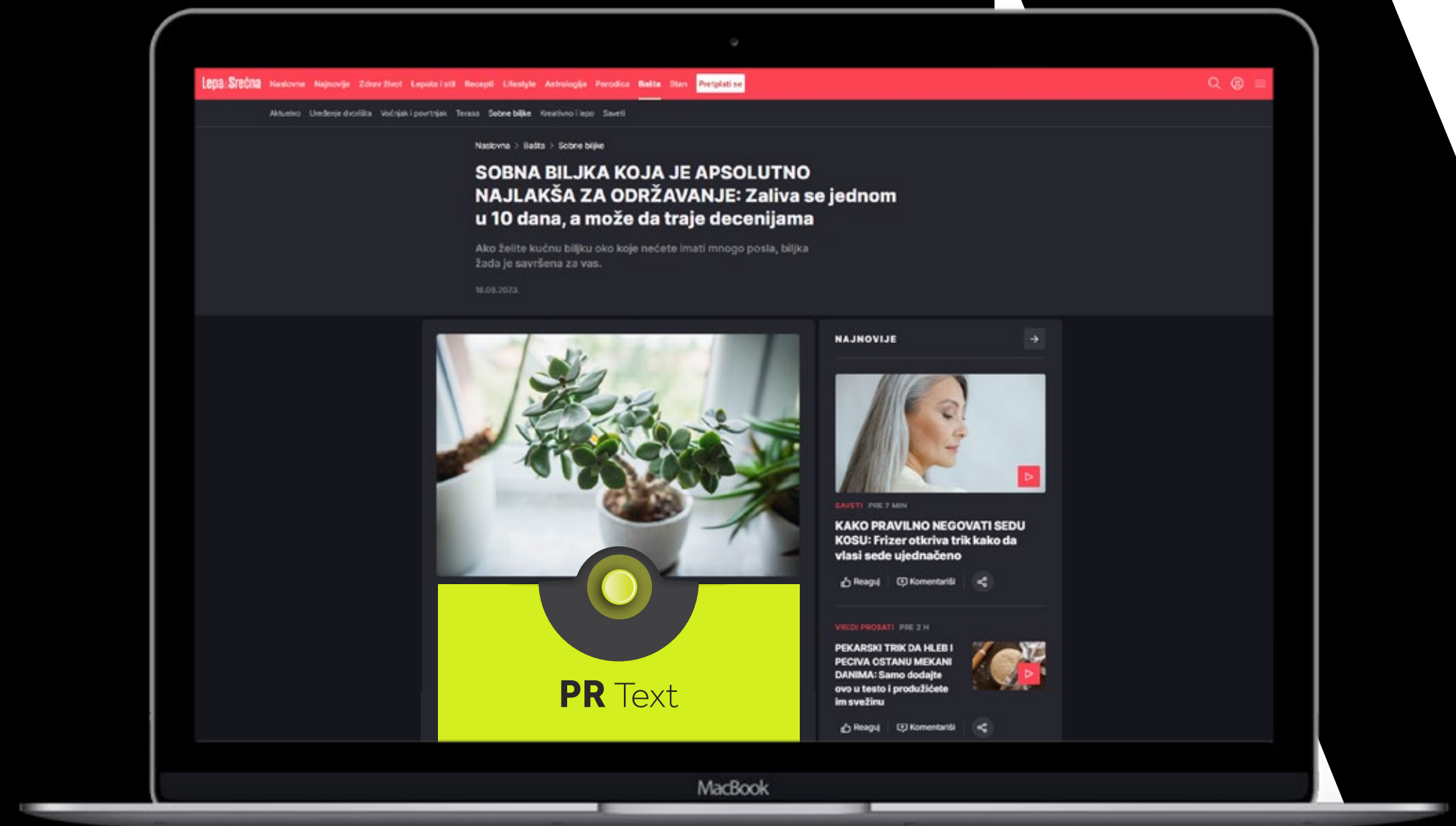
6.1.

Lepa&Srećna

WMG

## PR Tekst

| Formati                                | Cena  |
|----------------------------------------|-------|
| Native PR tekst<br>(Naslovna 24h & FB) | 900 € |
| PR tekst (Naslovna 24h & FB)           | 700 € |
| Nepozicionirani PR tekst               | 550 € |
| Brendiranje PR teksta                  | 200 € |
| IG story                               | 200 € |



6.2.

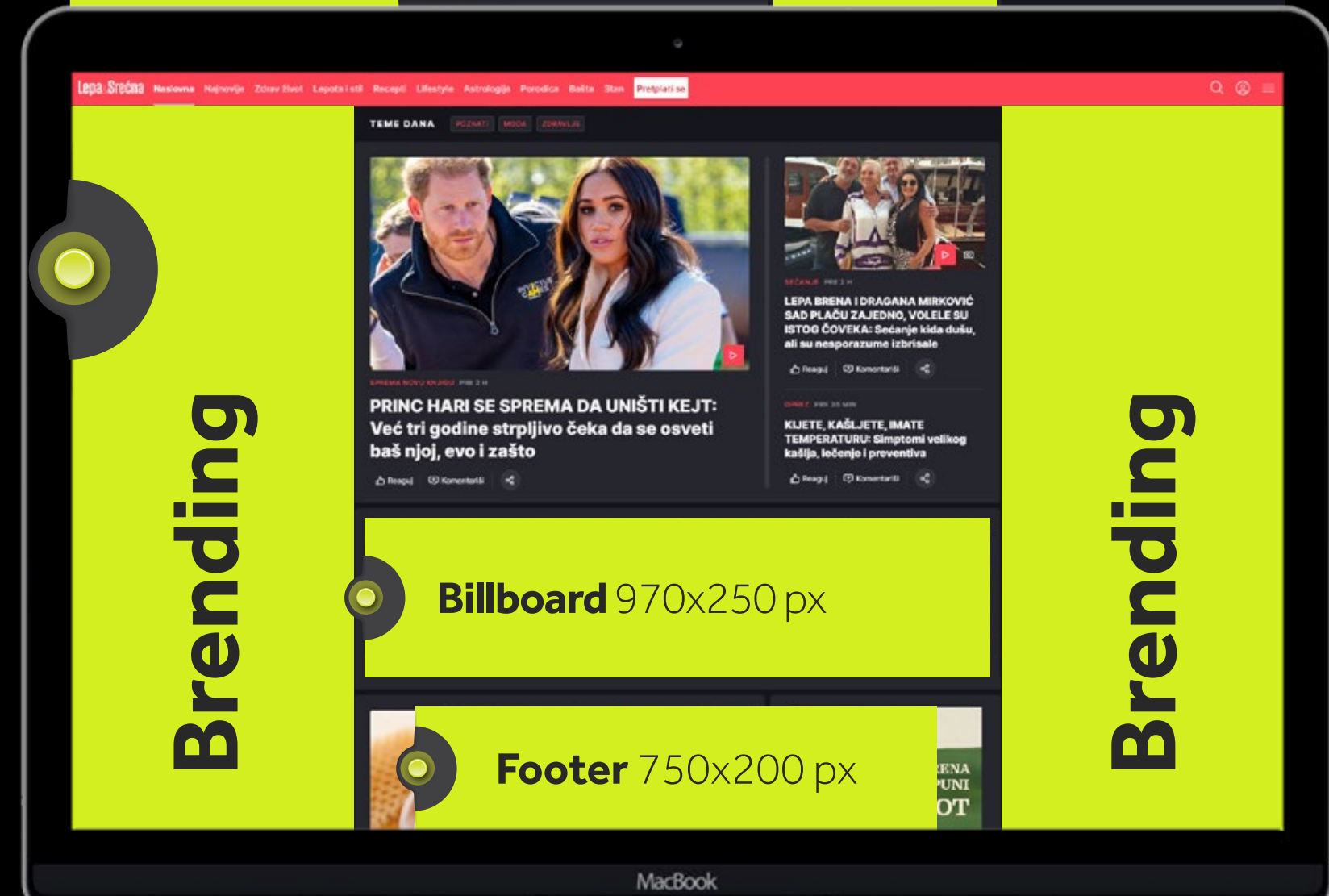
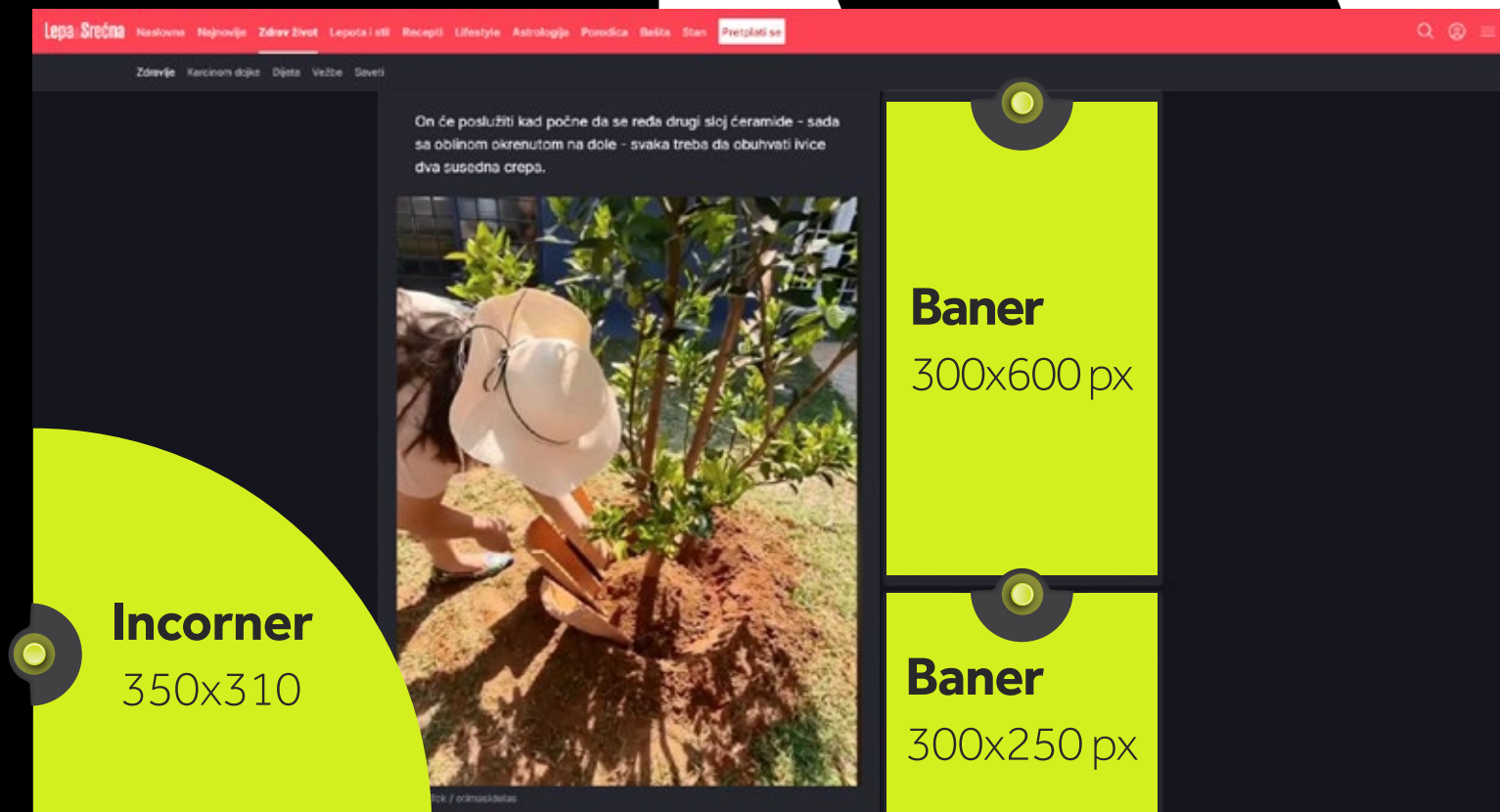
Lepa&Srećna

WMG

## Desktop formati

| Formati              | Cena    |
|----------------------|---------|
| Billboard 970x250 px | 4.5 €   |
| 300x600 px           | 2.1 €   |
| 300x250 px           | 1.8 €   |
| Footer 750x200 px    | 4.5 €   |
| Incorner             | 6.0 €   |
| Brending             | 250 € * |

\* CPD cena





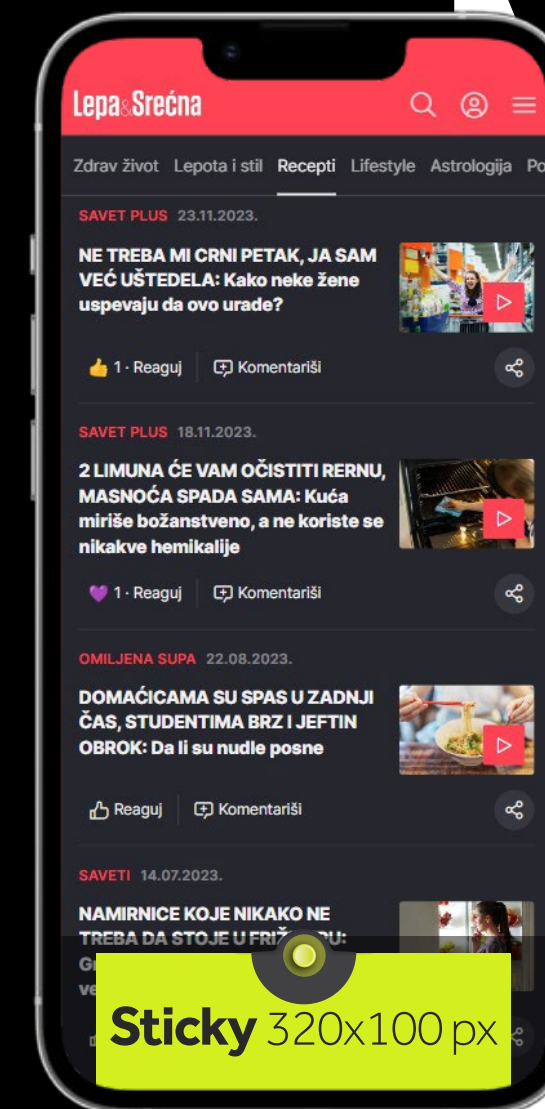
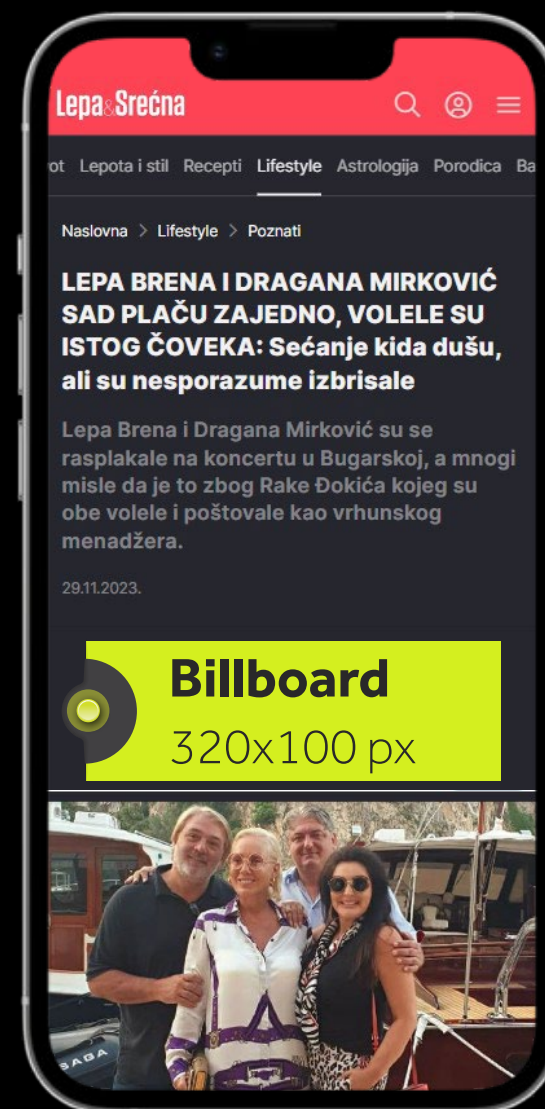
6.3.

Lepa&Srećna

WMG

## Mobilni formati

| Formati             | Cena   |
|---------------------|--------|
| Billboard 320x100px | 2.0 €  |
| 300x250 px          | 1.7 €  |
| Sticky 320x100 px   | 2.5 €  |
| Interscroller       | 4.0 €  |
| Incorner            | 3.25 € |





# 7. ELLE

## 8.1.

PR Tekst

## 8.3.

Mobilni formati

## 8.2.

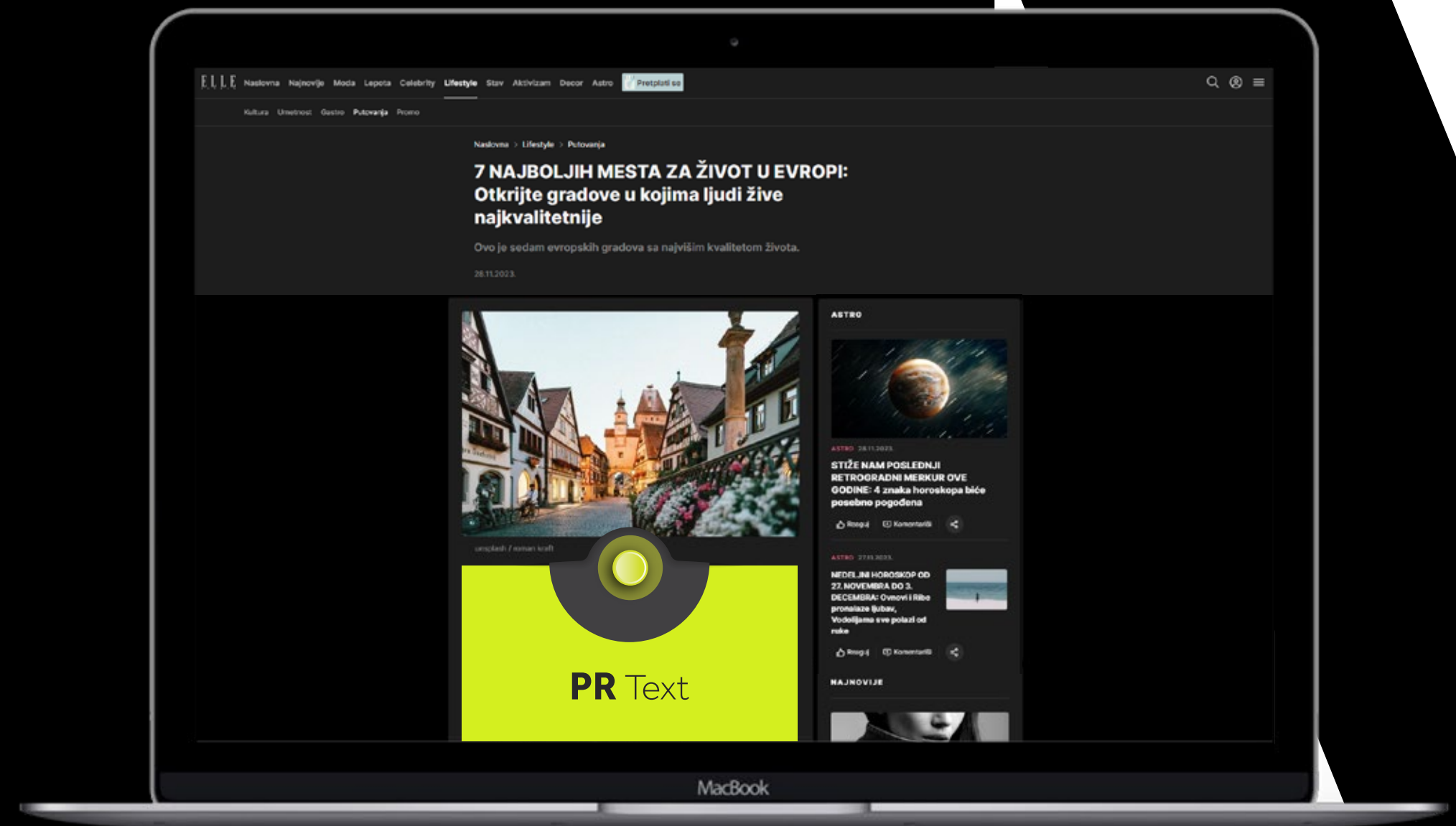
Desktop formati





## PR Tekst

| Formati                                | Cena  |
|----------------------------------------|-------|
| Native PR tekst<br>(Naslovna 24h & FB) | 900 € |
| PR tekst (Naslovna 24h & FB)           | 700 € |
| Nepozicionirani PR tekst               | 550 € |
| Brendiranje PR teksta                  | 200 € |
| IG story                               | 200 € |



7.2.

ELLE

WMG

## Desktop formati

| Formati              | Cena    |
|----------------------|---------|
| Billboard 970x250 px | 4.5 €   |
| 300x600 px           | 2.1 €   |
| 300x250 px           | 1.8 €   |
| Footer 750x200 px    | 4.5 €   |
| Incorner             | 6.0 €   |
| Brending             | 250 € * |

\* CPD cena





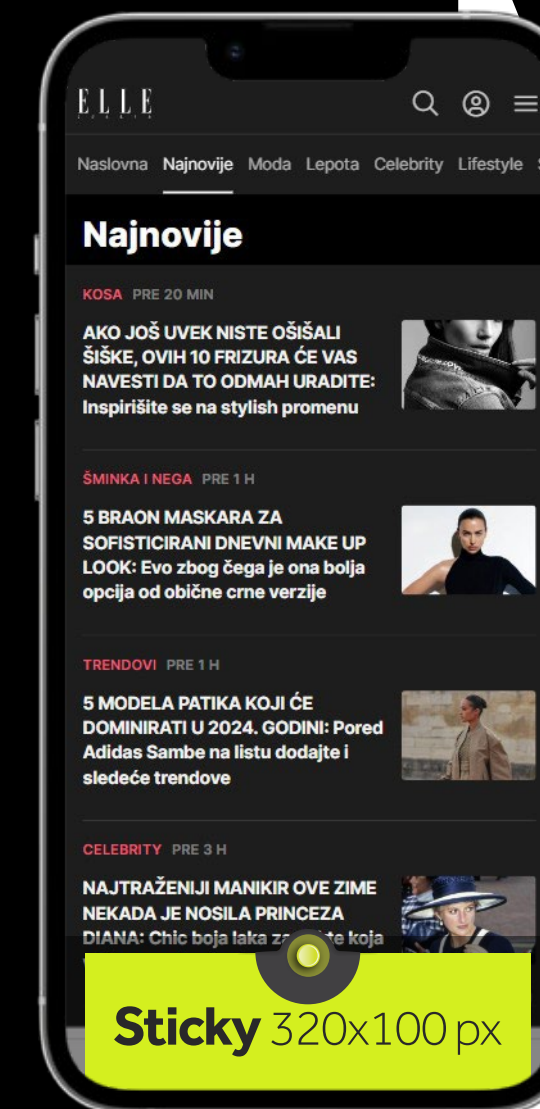
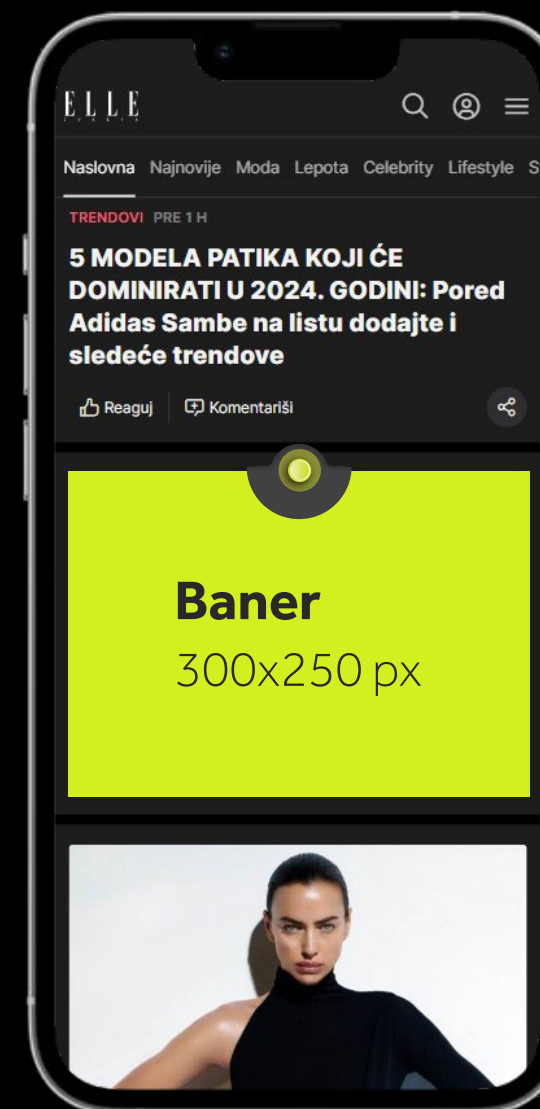
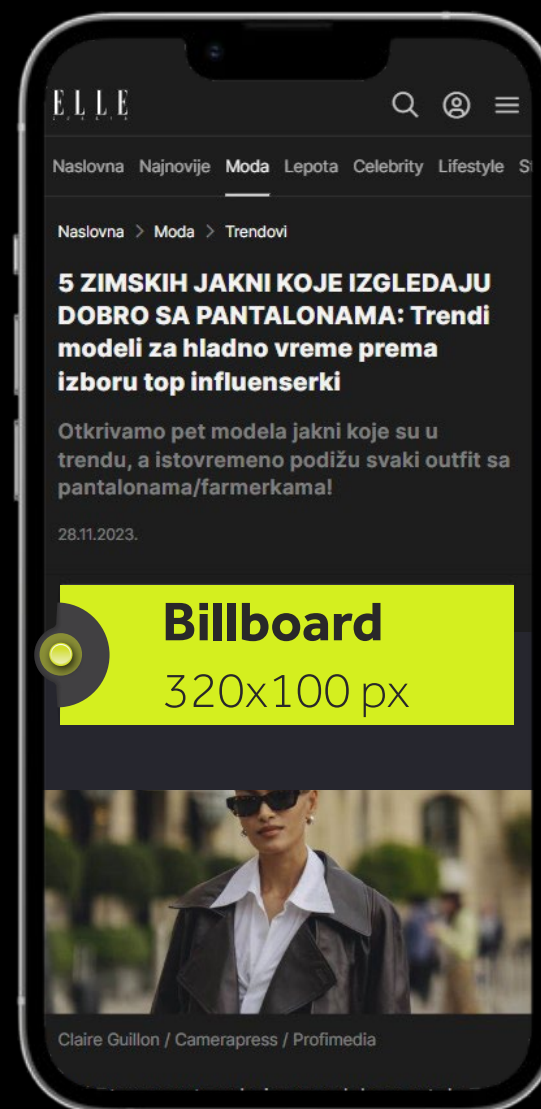
7.3.

ELLE

WMG

## Mobilni formati

| Formati             | Cena   |
|---------------------|--------|
| Billboard 320x100px | 2.0 €  |
| 300x250 px          | 1.7 €  |
| Sticky 320x100 px   | 2.5 €  |
| Interscroller       | 4.0 €  |
| Incorner            | 3.25 € |





# 8. sensa

## 9.1.

PR Tekst

## 9.2.

Desktop formati

## 9.3.

Mobilni formati



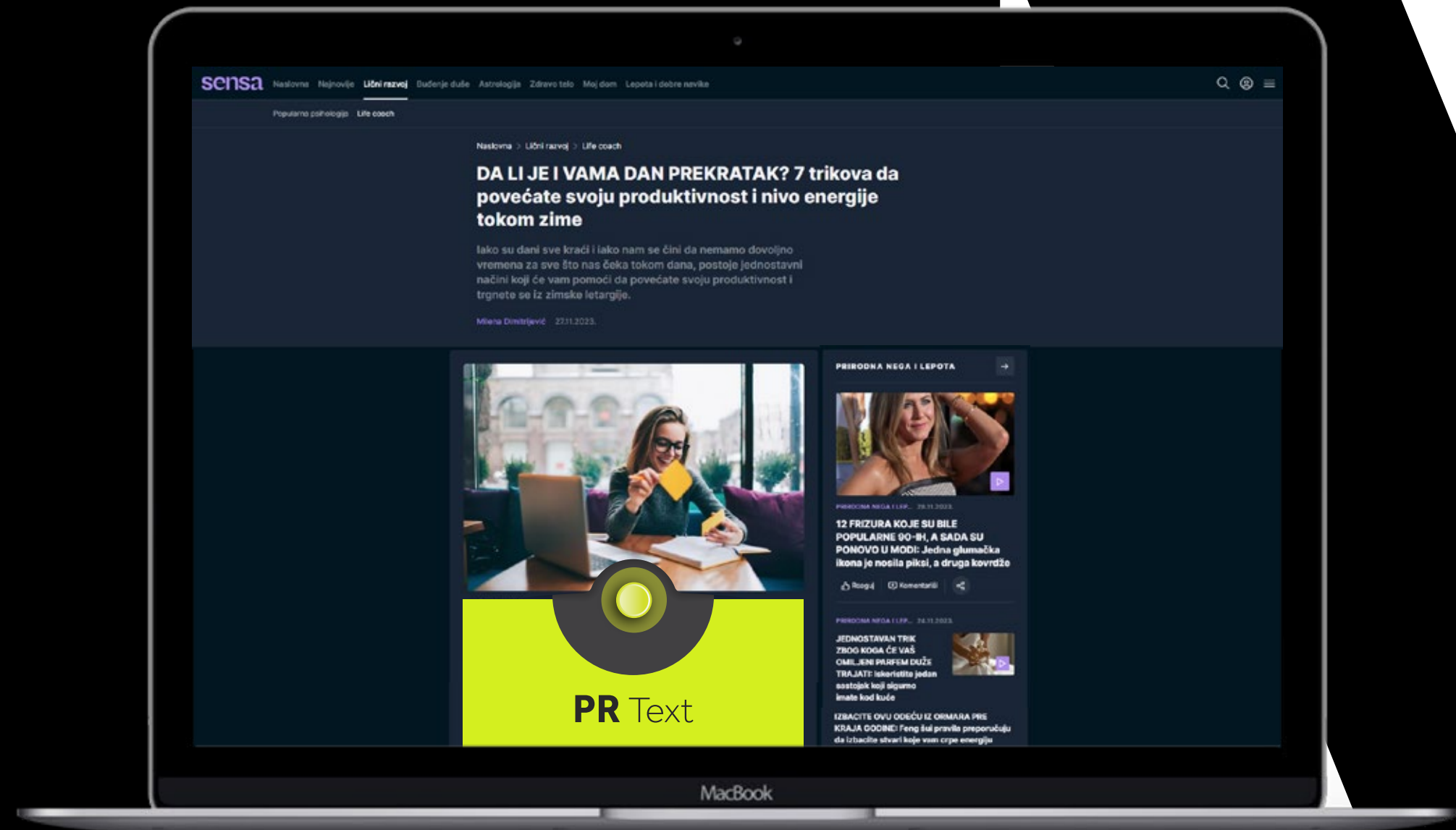


# 8.1.

## sensa

### PR Tekst

| Formati                                | Cena  |
|----------------------------------------|-------|
| Native PR tekst<br>(Naslovna 24h & FB) | 900 € |
| PR tekst (Naslovna 24h & FB)           | 700 € |
| Nepozicionirani PR tekst               | 550 € |
| Brendiranje PR teksta                  | 200 € |
| IG story                               | 200 € |



# 8.2.

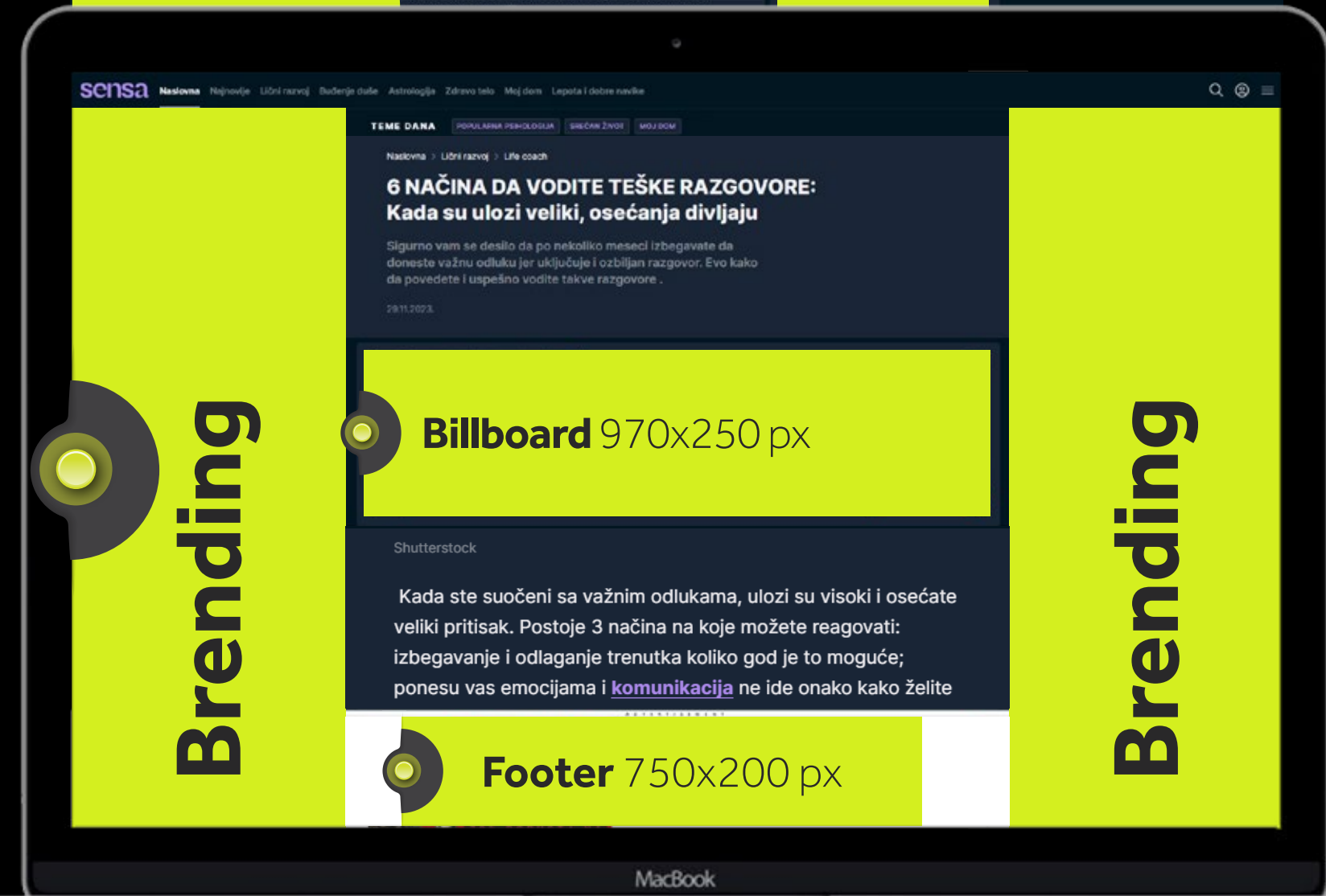
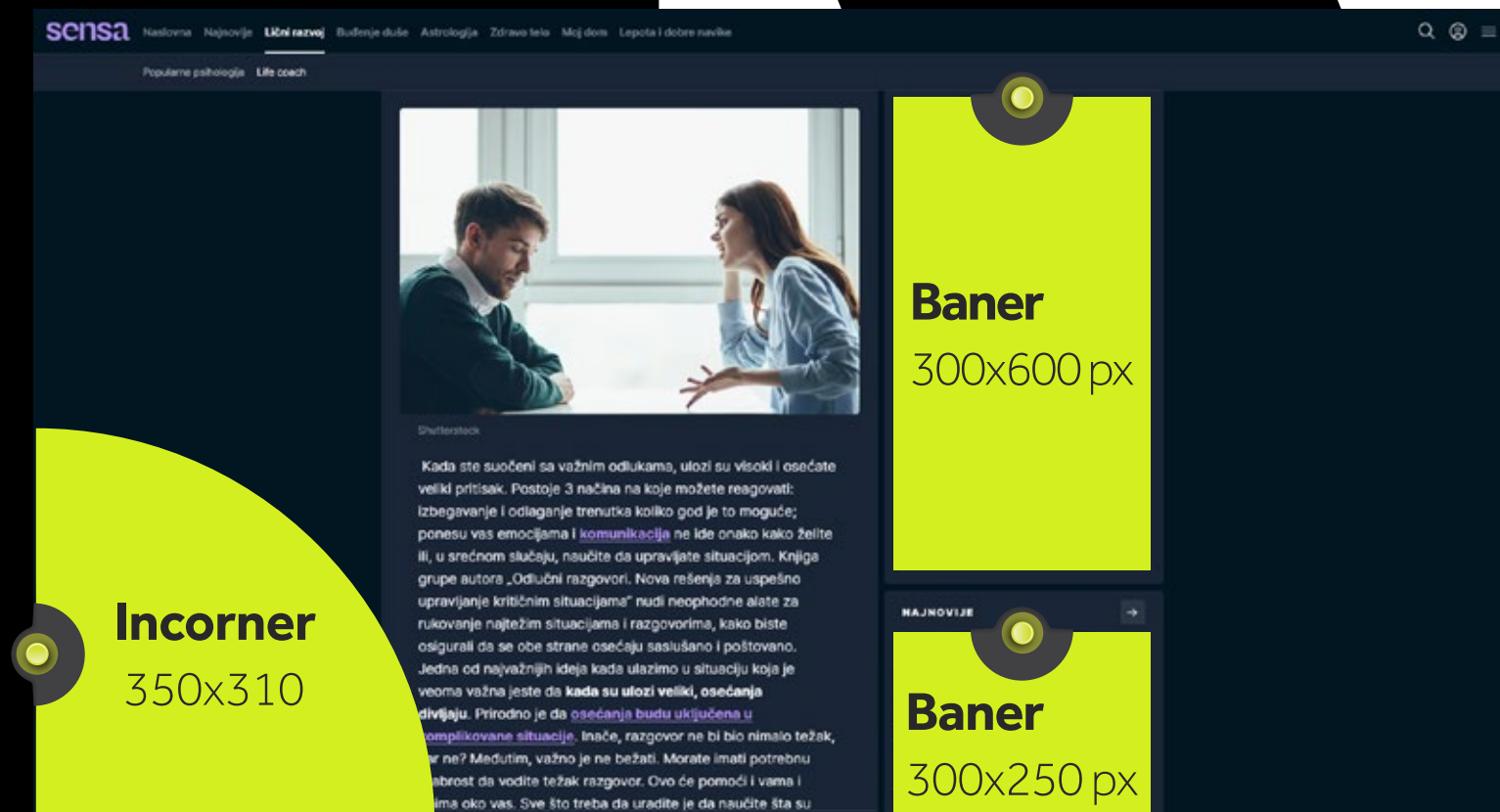
## sensa

WMG

### Desktop formati

| Formati              | Cena    |
|----------------------|---------|
| Billboard 970x250 px | 4.5 €   |
| 300x600 px           | 2.1 €   |
| 300x250 px           | 1.8 €   |
| Footer 750x200 px    | 4.5 €   |
| Incorner             | 6.0 €   |
| Brending             | 250 € * |

\* CPD cena



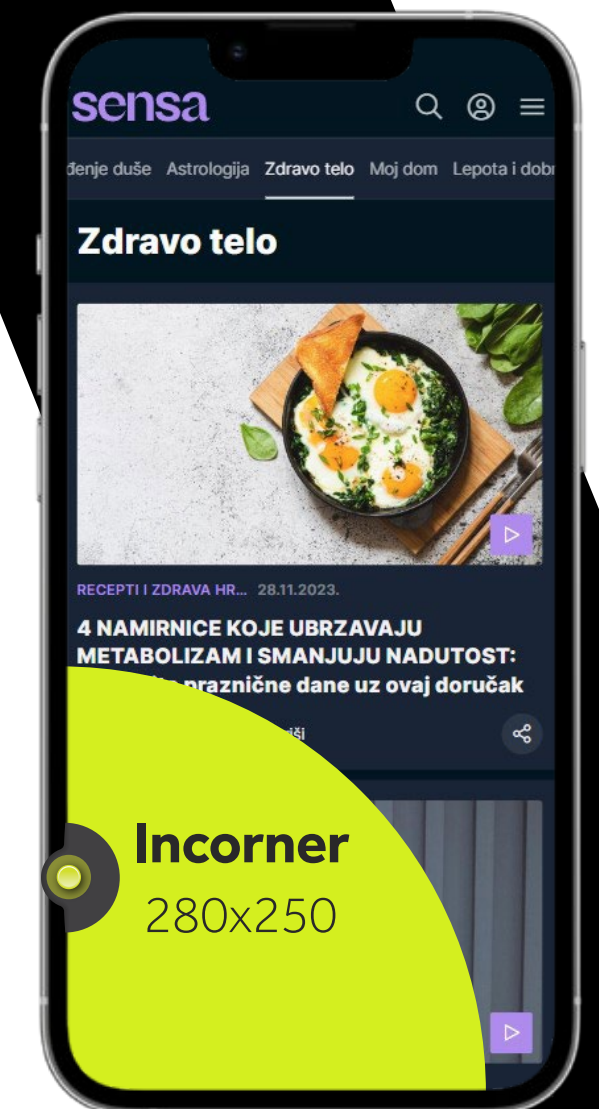
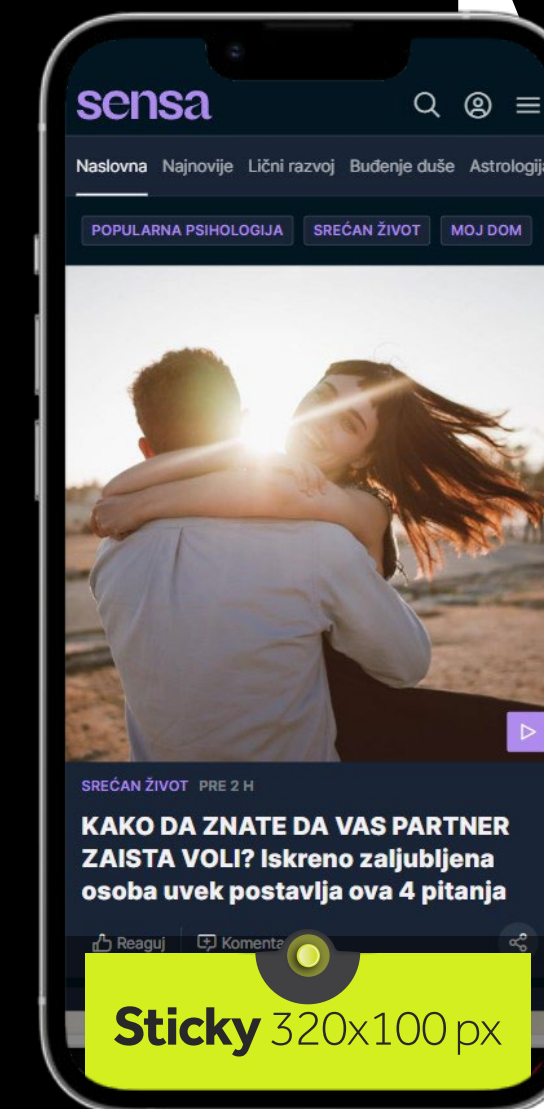
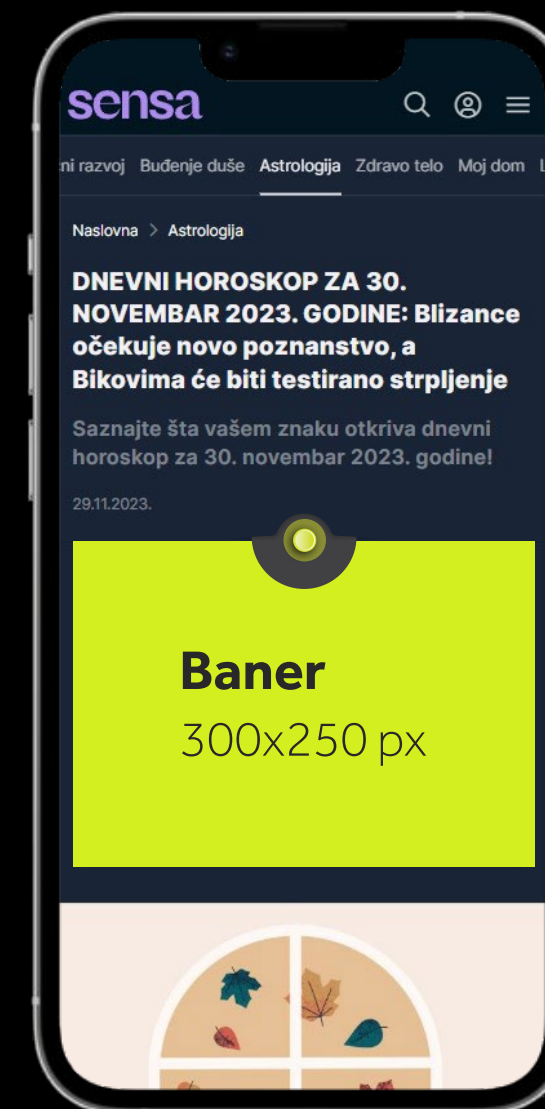
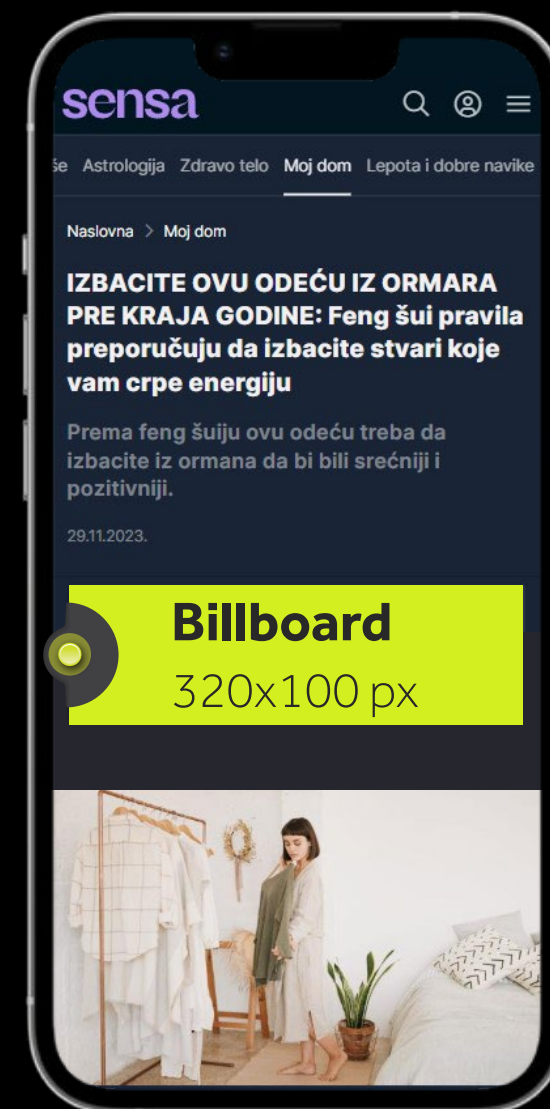


# 8.3.

## sensa

### Mobilni formati

| Formati             | Cena   |
|---------------------|--------|
| Billboard 320x100px | 2.0 €  |
| 300x250 px          | 1.7 €  |
| Sticky 320x100 px   | 2.5 €  |
| Interscroller       | 4.0 €  |
| Incorner            | 3.25 € |



# 9. Wanted!

**10.1.**  
PR Tekst

**10.2.**  
Desktop formati

**10.3.**  
Mobilni formati





# Wanted!

## PR Tekst

| Formati                                | Cena  |
|----------------------------------------|-------|
| Native PR tekst<br>(Naslovna 24h & FB) | 900 € |
| PR tekst (Naslovna 24h & FB)           | 700 € |
| Nepozicionirani PR tekst               | 550 € |
| Brendiranje PR teksta                  | 200 € |
| IG story                               | 200 € |



# 9.2.

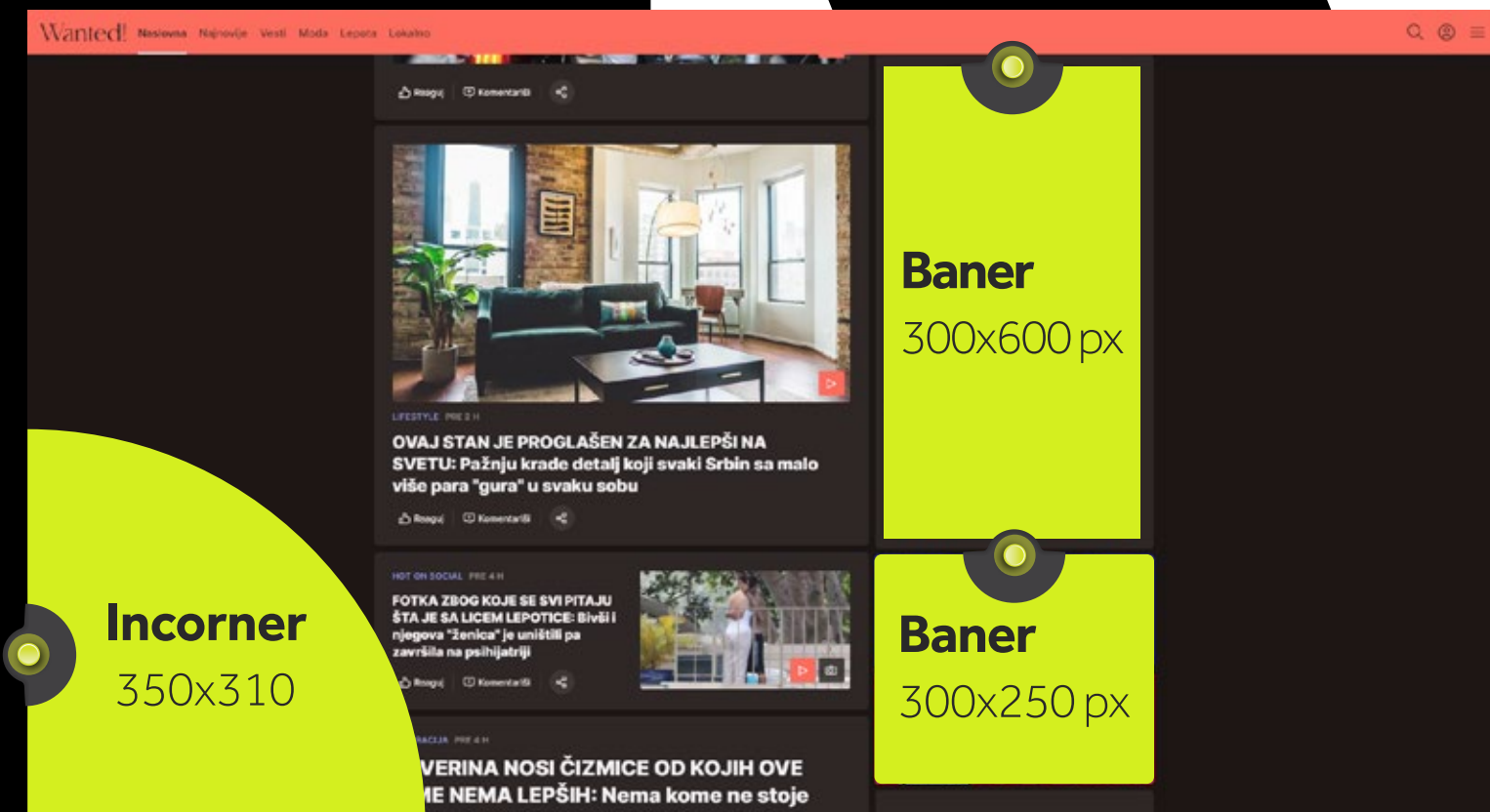
## Wanted!

### Desktop formati

| Formati              | Cena    |
|----------------------|---------|
| Billboard 970x250 px | 4.5 €   |
| 300x600 px           | 2.1 €   |
| 300x250 px           | 1.8 €   |
| Footer 750x200 px    | 4.5 €   |
| Incorner             | 6.0 €   |
| Brending             | 250 € * |

\* CPD cena

WMG

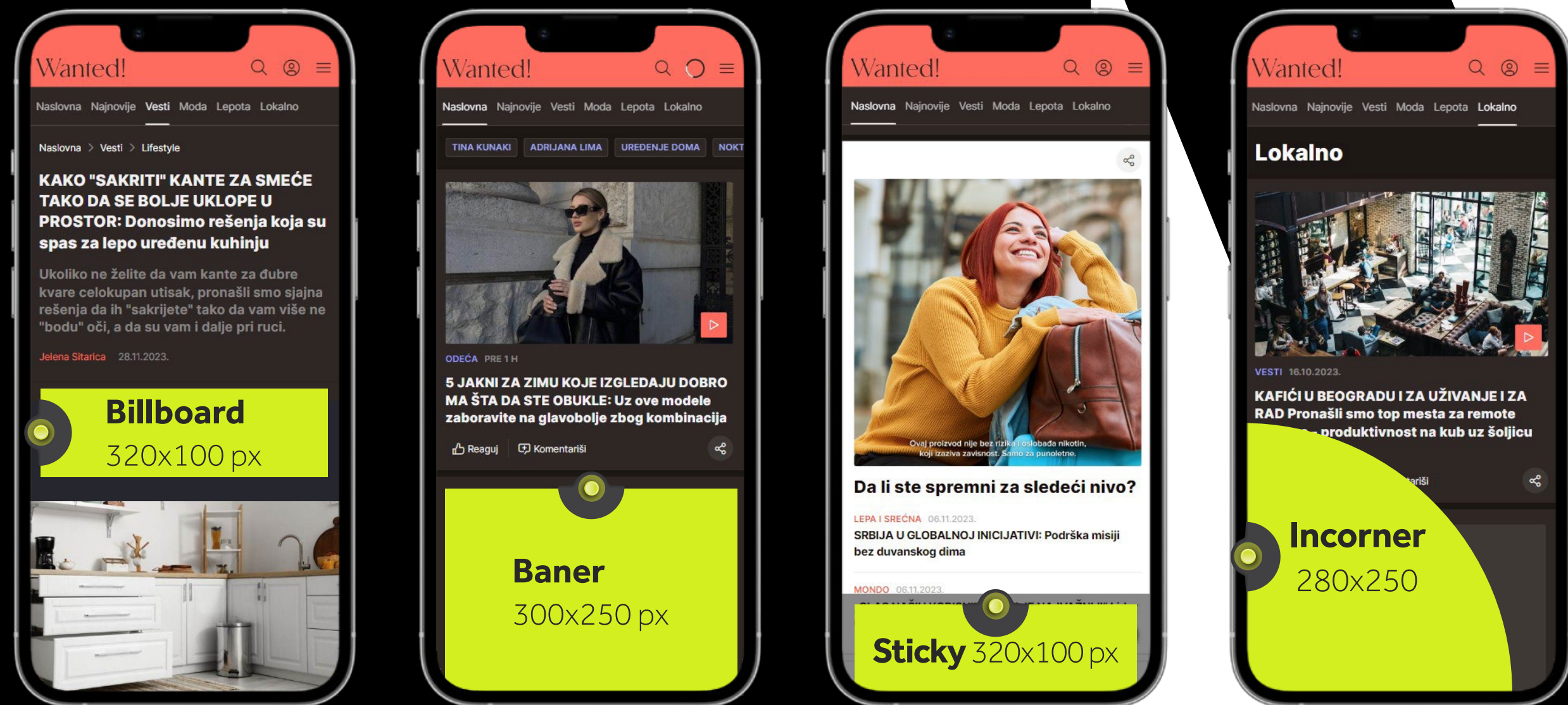




# Wanted!

## Mobilni formati

| Formati             | Cena   |
|---------------------|--------|
| Billboard 320x100px | 2.0 €  |
| 300x250 px          | 1.7 €  |
| Sticky 320x100 px   | 2.5 €  |
| Interscroller       | 4.0 €  |
| Incorner            | 3.25 € |





# 10.

yumama

11.1.

PR Tekst

11.3.

Mobilni formati

11.2.

Desktop formati





10.1.

yumama

WMG

## PR Tekst

| Formati                                | Cena  |
|----------------------------------------|-------|
| Native PR tekst<br>(Naslovna 24h & FB) | 700 € |
| PR tekst (Naslovna 24h & FB)           | 600 € |
| Nepozicionirani PR tekst               | 450 € |
| Brendiranje PR teksta                  | 200 € |
| IG story                               | 200 € |



10.2.

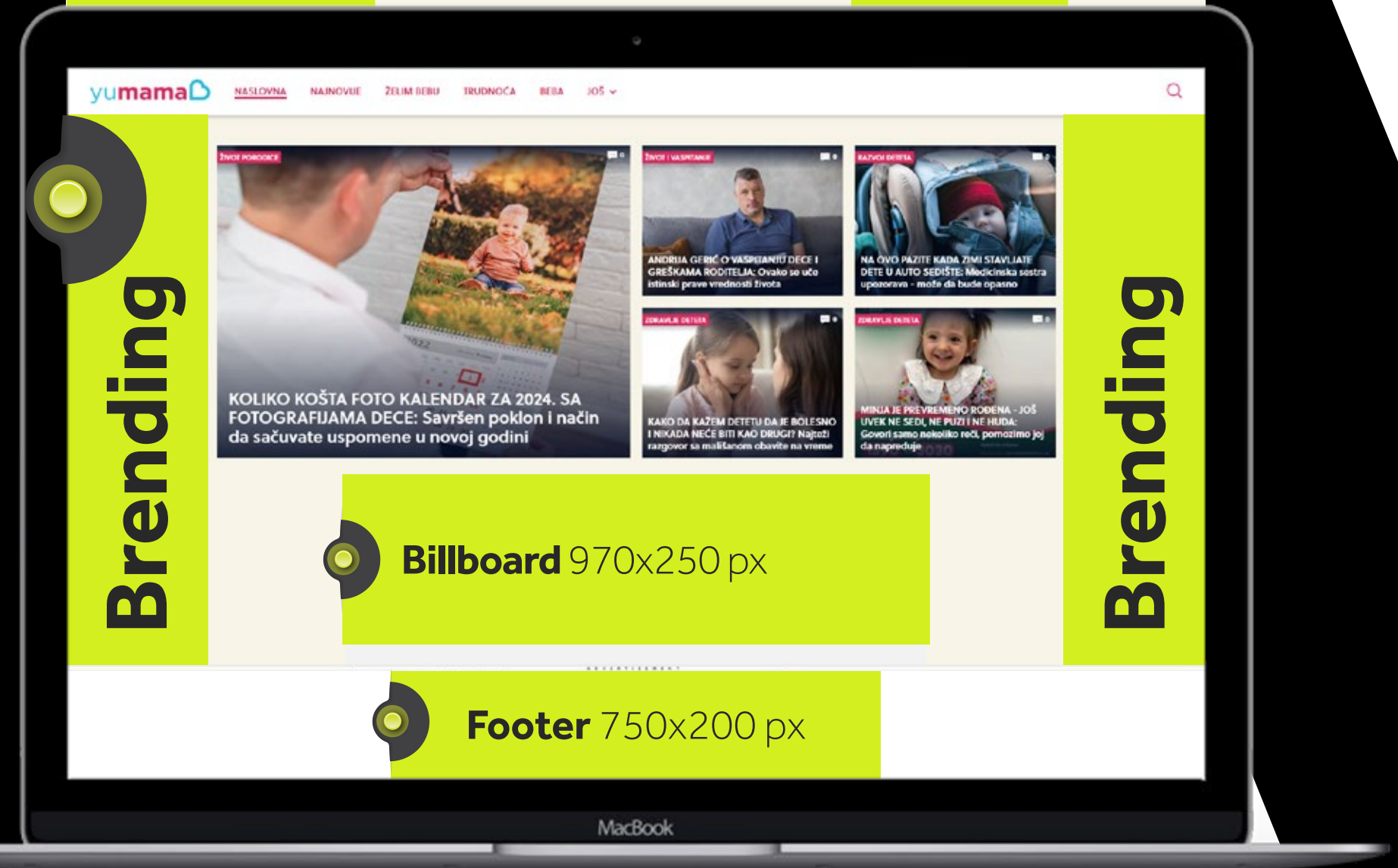
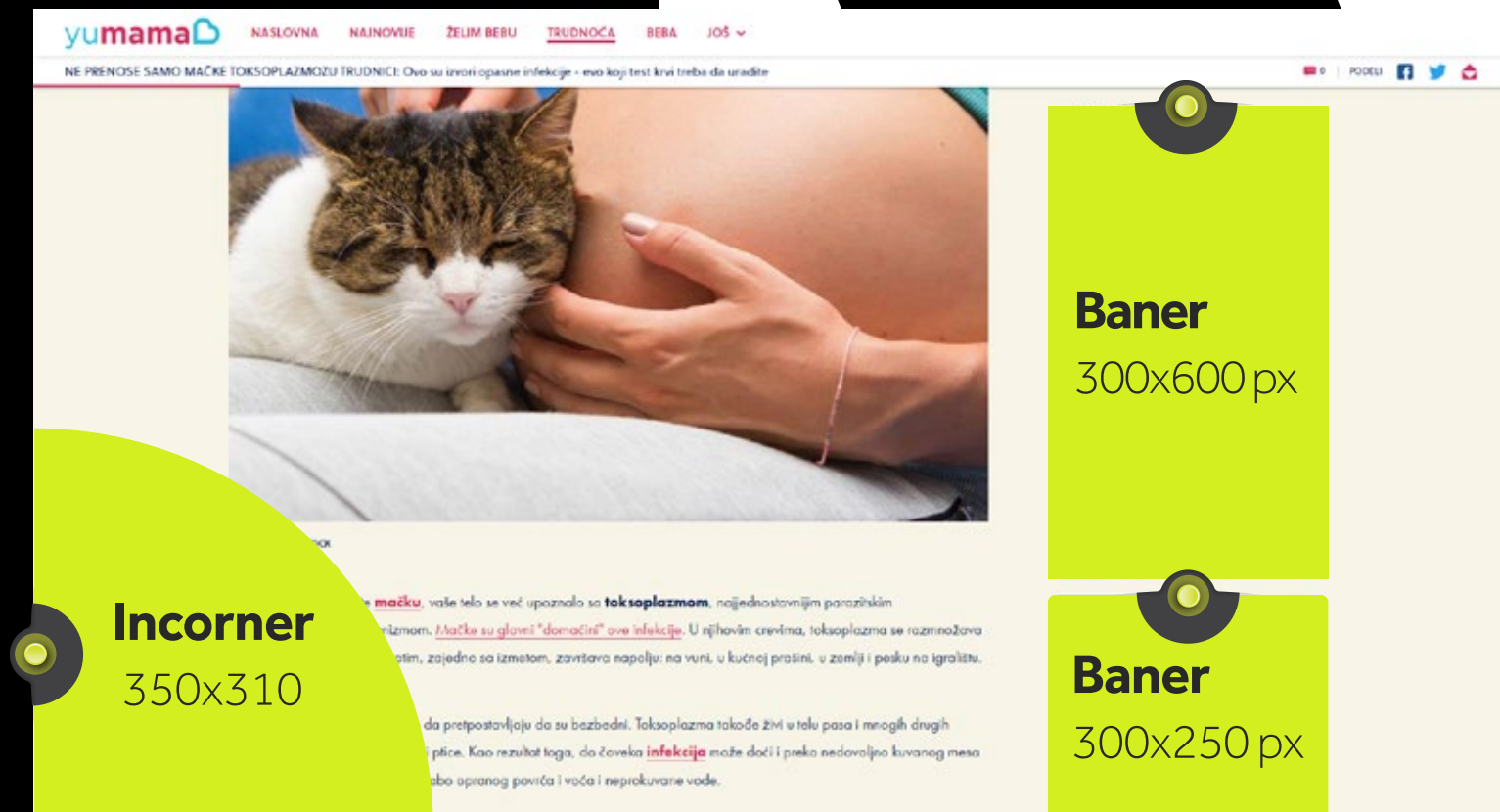
yumama

WMG

## Desktop formati

| Formati              | Cena    |
|----------------------|---------|
| Billboard 970x250 px | 4.0 €   |
| 300x600 px           | 1.9 €   |
| 300x250 px           | 1.6 €   |
| Footer 750x200 px    | 3.5 €   |
| Incorner             | 4.5 €   |
| Brending             | 200 € * |

\* CPD cena





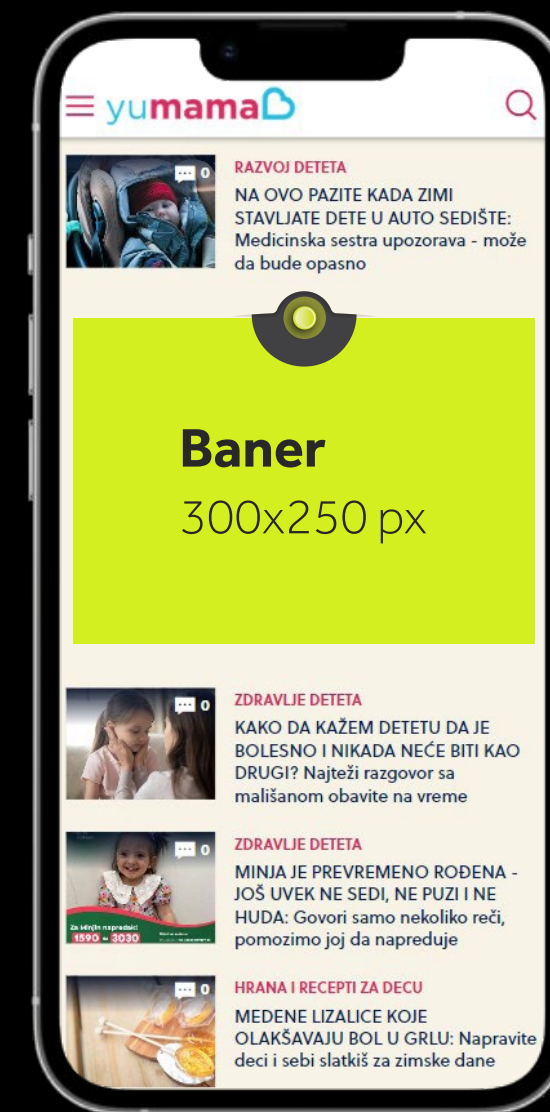
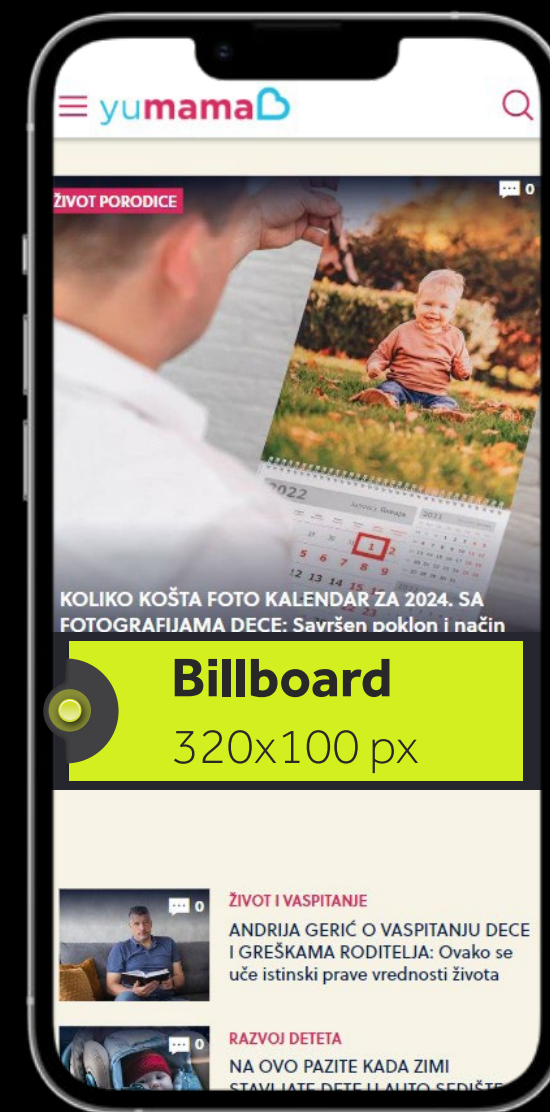
10.3.

yumama

WMG

## Mobilni formati

| Formati             | Cena   |
|---------------------|--------|
| Billboard 320x100px | 1.8 €  |
| 300x250 px          | 1.5 €  |
| Sticky 320x100 px   | 2.5 €  |
| Interscroller       | 3.5 €  |
| Incorner            | 3.25 € |







STVAR UKUSA

### 12.1.

PR Tekst

### 12.3.

Mobilni formati

### 12.2.

Desktop formati





# PR Tekst

| Formati                                | Cena  |
|----------------------------------------|-------|
| Native PR tekst<br>(Naslovna 24h & FB) | 700 € |
| PR tekst (Naslovna 24h & FB)           | 600 € |
| Nepozicionirani PR tekst               | 450 € |
| Brendiranje PR teksta                  | 200 € |
| IG story                               | 200 € |



11.2.

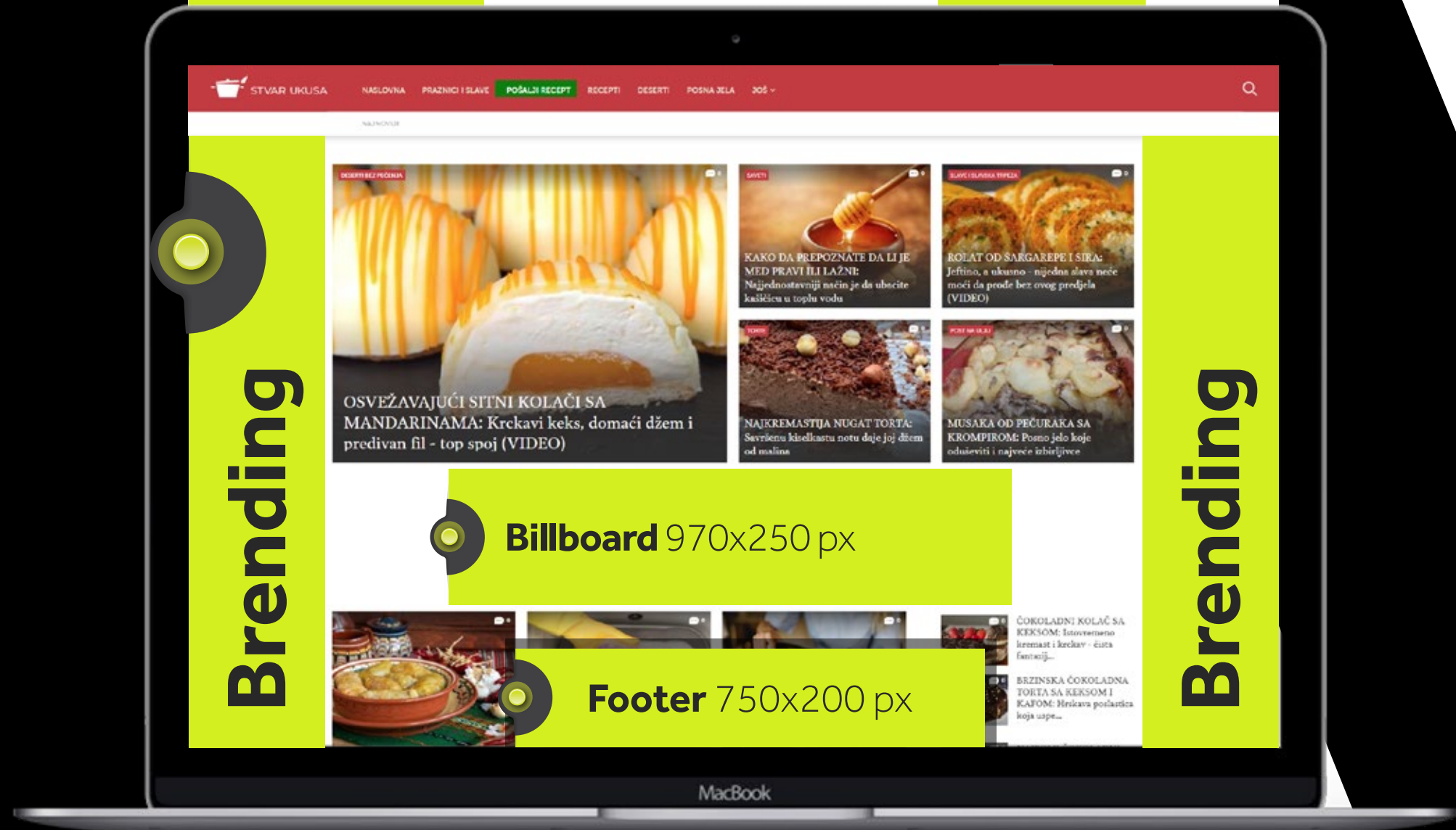
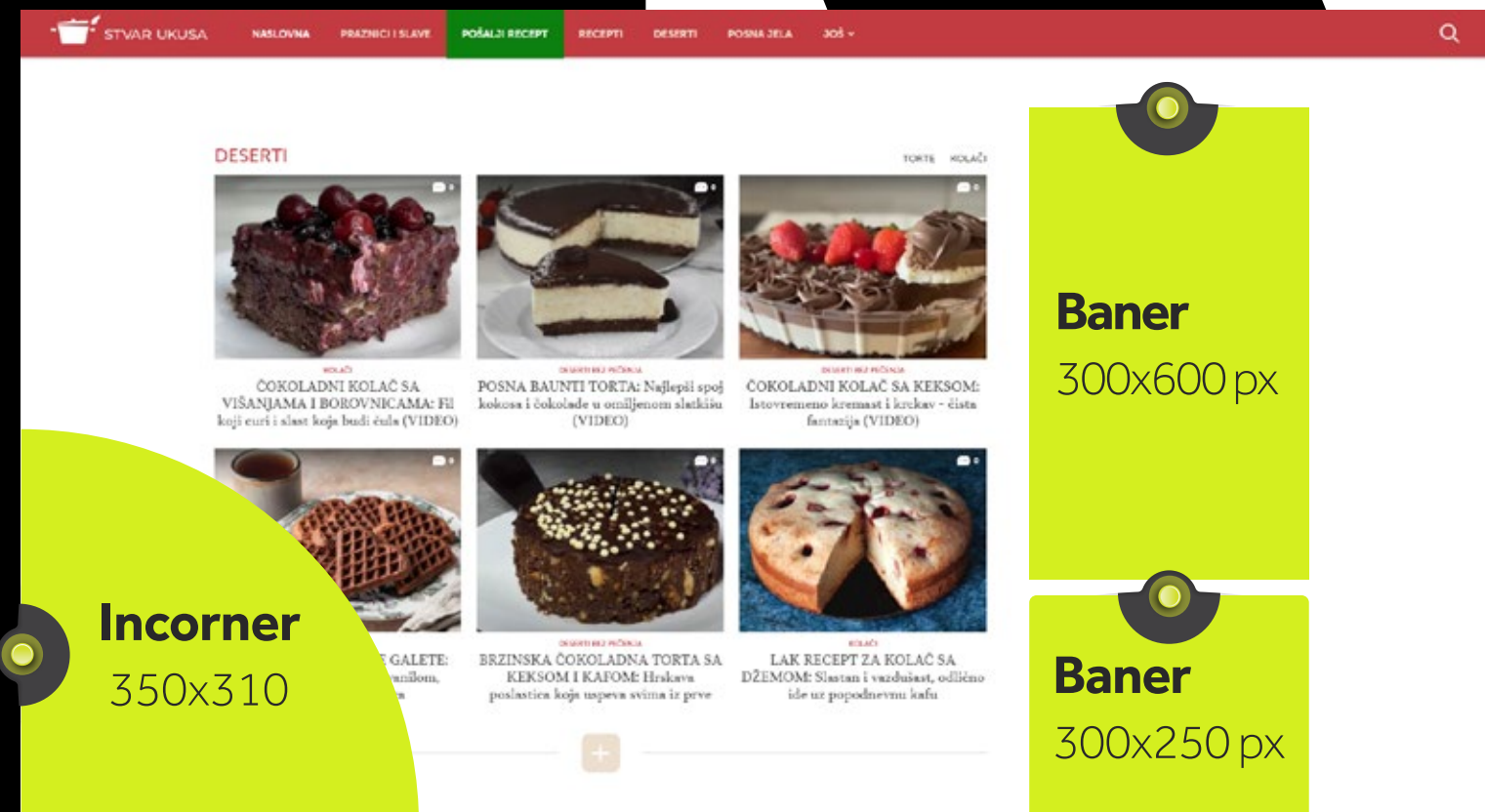


## Desktop formati

| Formati              | Cena    |
|----------------------|---------|
| Billboard 970x250 px | 4.0 €   |
| 300x600 px           | 1.9 €   |
| 300x250 px           | 1.6 €   |
| Footer 750x200 px    | 3.5 €   |
| Incorner             | 4.5 €   |
| Brending             | 200 € * |

\* CPD cena

WMG







## Mobilni formati

| Formati             | Cena   |
|---------------------|--------|
| Billboard 320x100px | 1.8 €  |
| 300x250 px          | 1.5 €  |
| Sticky 320x100 px   | 2.5 €  |
| Interscroller       | 3.5 €  |
| Incorner            | 3.25 € |

