

WMG

LEADING TRANSFORMATION

DIGITAL

Cenovnik / 2026



LEADING TRANSFORMATION

Sadržaj

1.

KURIR

2.

 MONDO

3.

ESPRESO

4.

Stil

5.

Glossy

6.

Lepa&Srećna

7.

ELLE

8.

sensa

9.

yumama

10.

 STVAR UKUSA



LEADING TRANSFORMATION

Specijalni formati

Formati	Cena
Preroll	7.00 €
Geotargetiranje	CPM+50%
Specijalni baner formati	CPM+30%
Video baner	CPM+50%
Embedovani video u okviru PR teksta	Uvećanje 25%

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

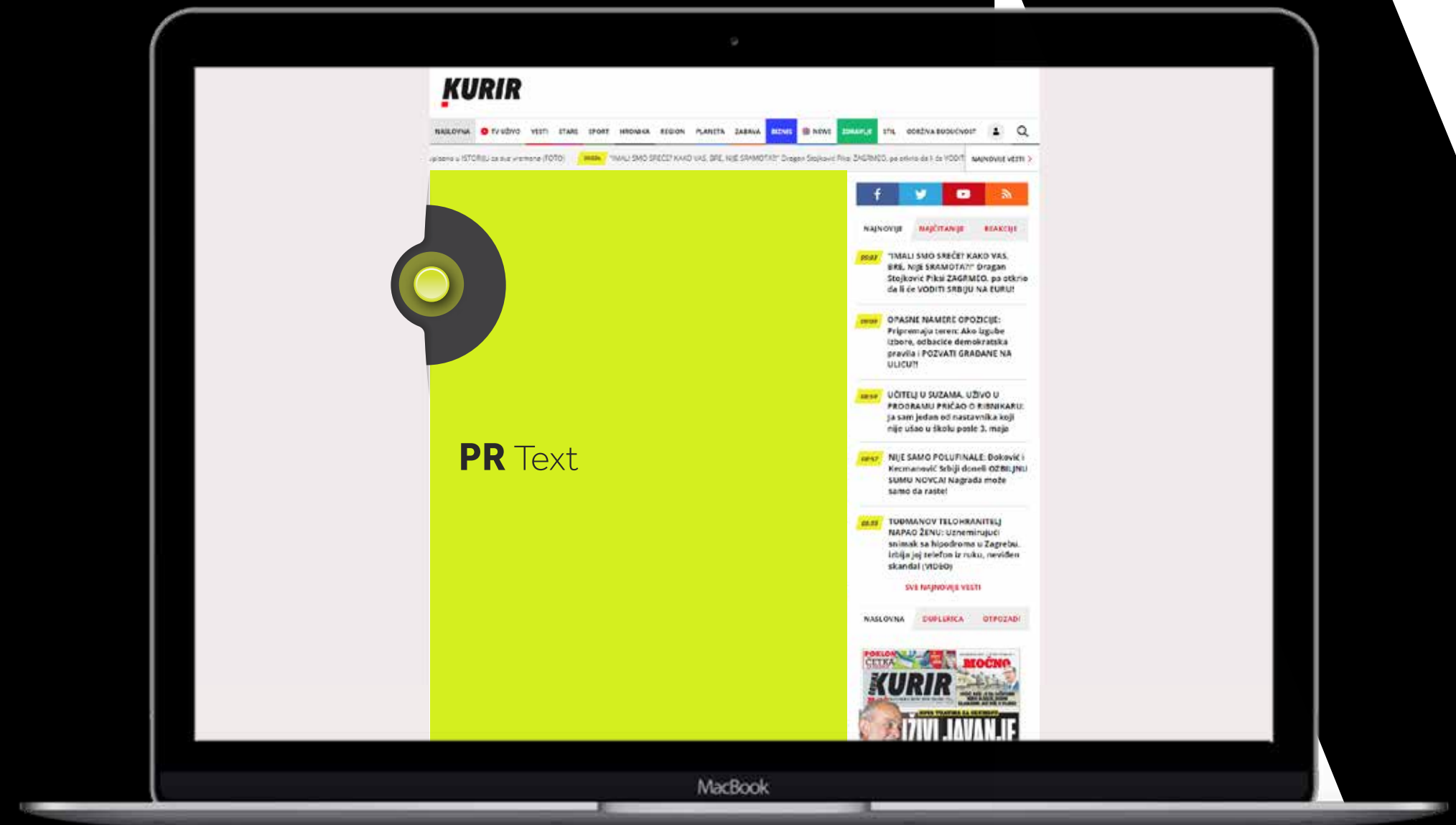
1.7.

Aplikacije



PR Tekst

Formati	Cena
Native PR tekst (6h naslovna, 4500 karaktera, link, dve fotografije)	1.650 €
PR tekst (6h naslovna, 4500 karaktera, link, dve fotografije)	1.450 €
Nepozicionirani PR tekst (4500 karaktera, link, dve fotografije)	1.100 €
Brendiranje PR teksta	300 €
Intervju (4500 karaktera, link i dve fotografije)	2.700 €
FB post / IG story (share zakupljenog PR teksta)	500 €
IG story	1.500 €
IG post	2.000 €
FB story	1.200 €
FB post	1.500 €
TikTok objava	2.000 €



Brendiranje

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

***po danu**



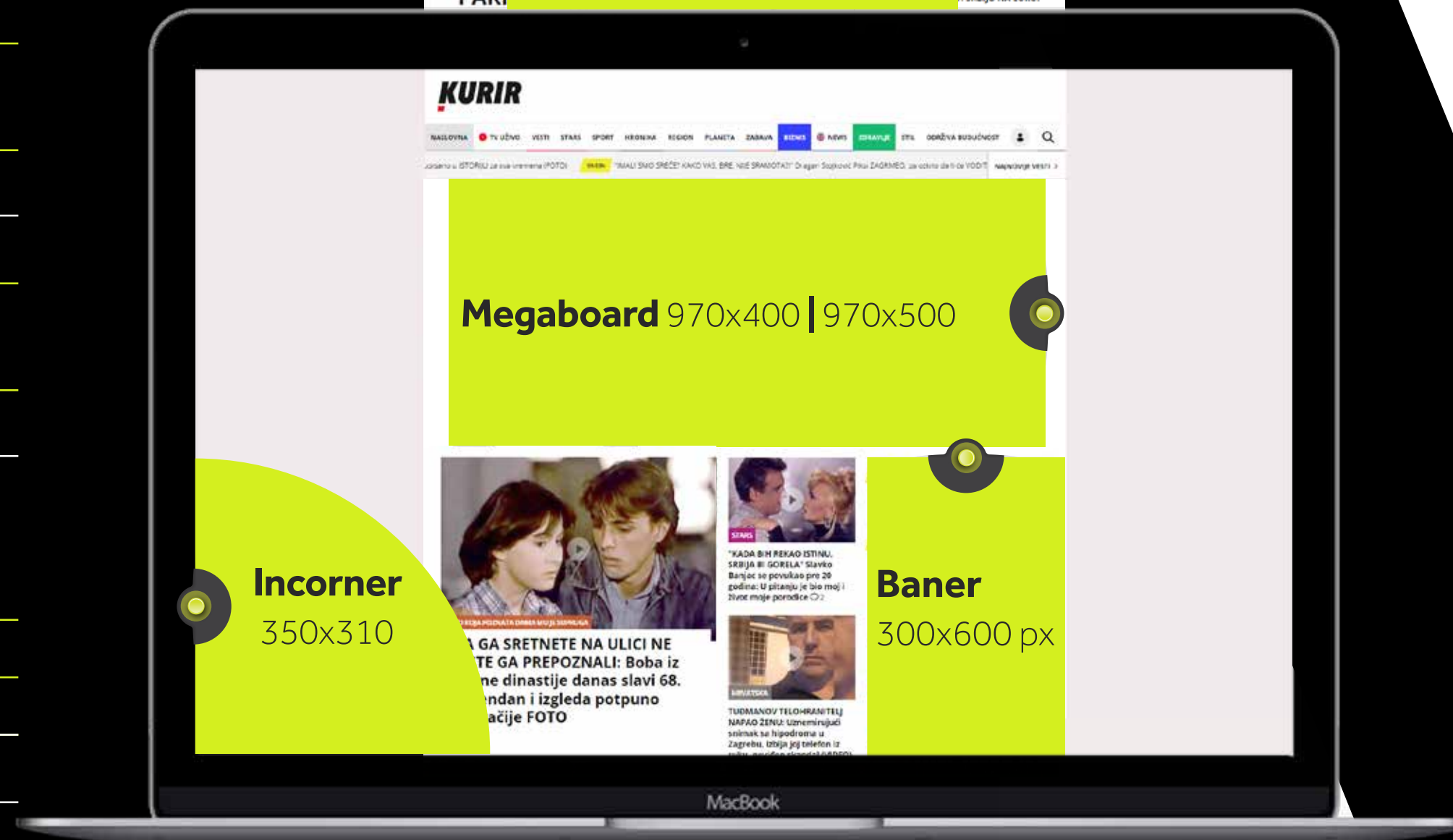
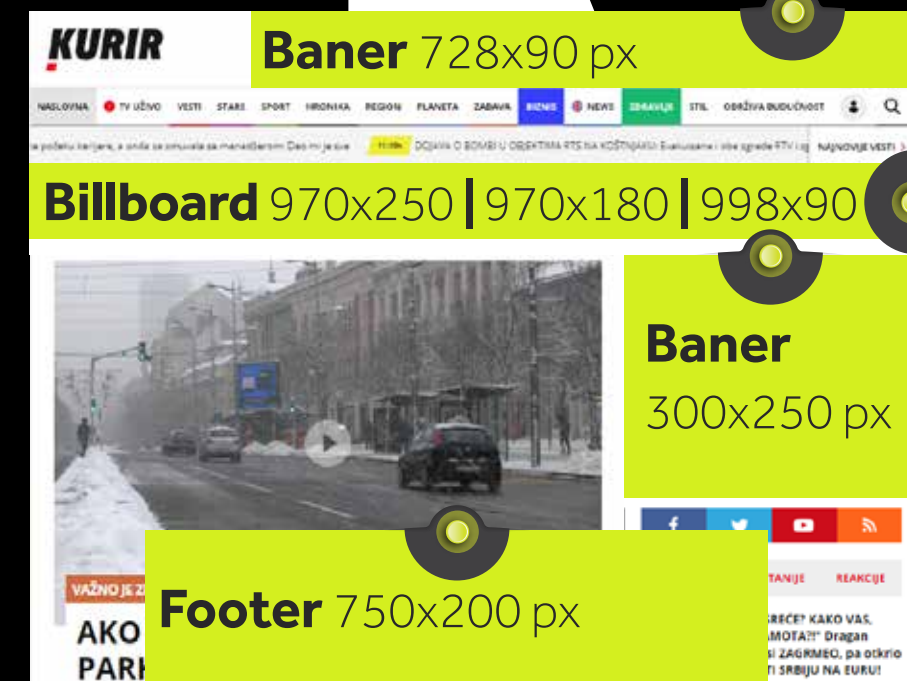
1.3.

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 €
		do 499.999	3.5 €	3.3 €
300x600 px	CPM	od 500.000 do 1.000.000	3.0 €	2.9 €
		od 1.000.000	2.3 €	2.1 €
		do 499.999	3.5 €	3.3 €
300x250px II	CPD	25% rotacija	200 €	150 €
		970x250	6.0 €	5.0 €
Billboard	CPM	970x180	5.0 €	4.0 €
		998x90	4.0 €	3.0 €
		970x400 / 500	10.0 €	
Megaboard	CPM	970x400 / 500	10.0 €	
Footer	CPM	750x200 px	6.5 €	
Incorner	CPM	350x310 px	8.00 €	

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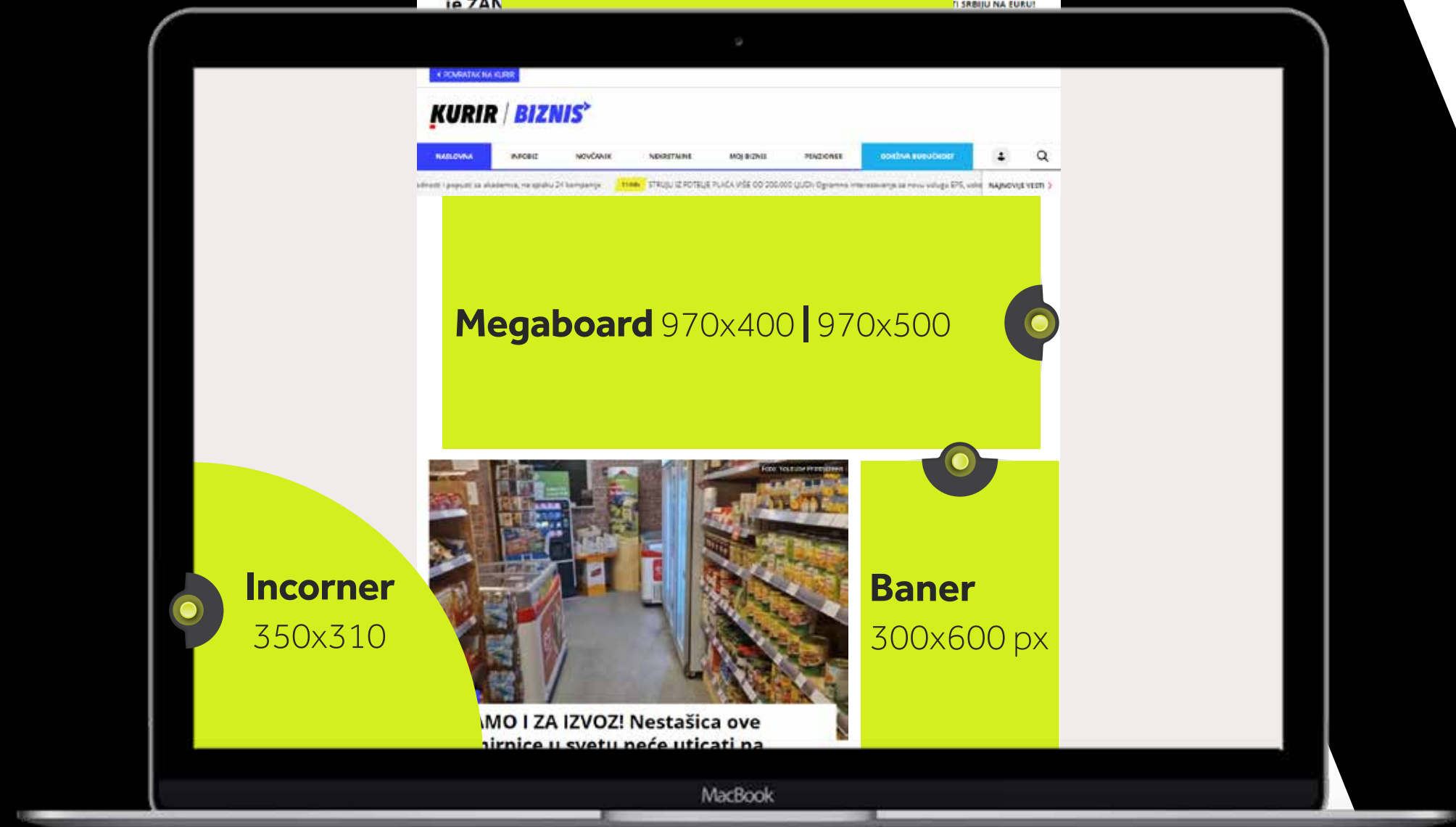
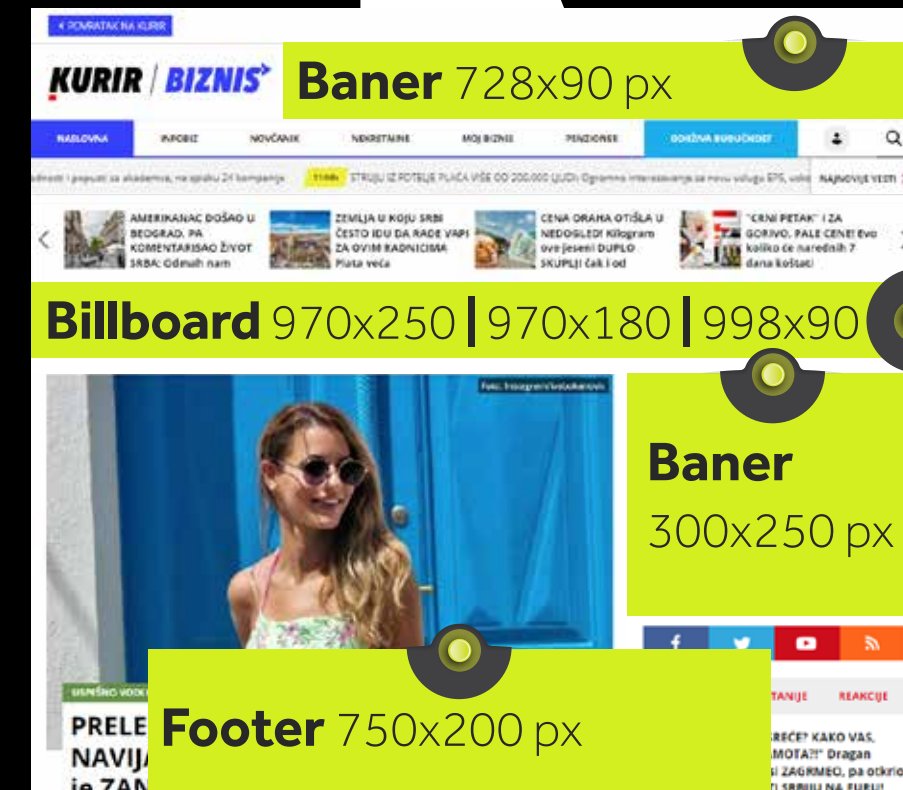


1.4.

KURIR / BIZNIS

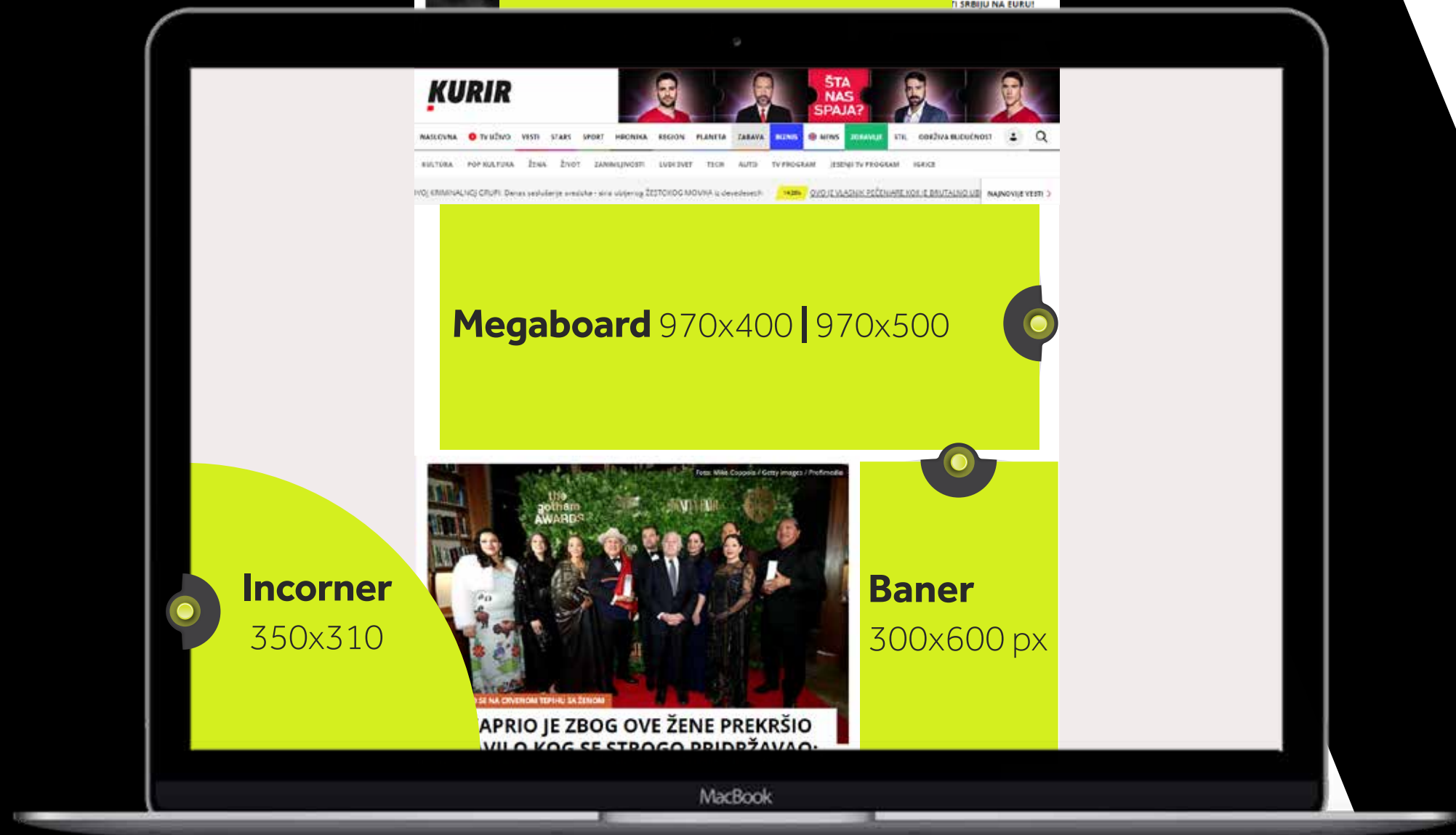
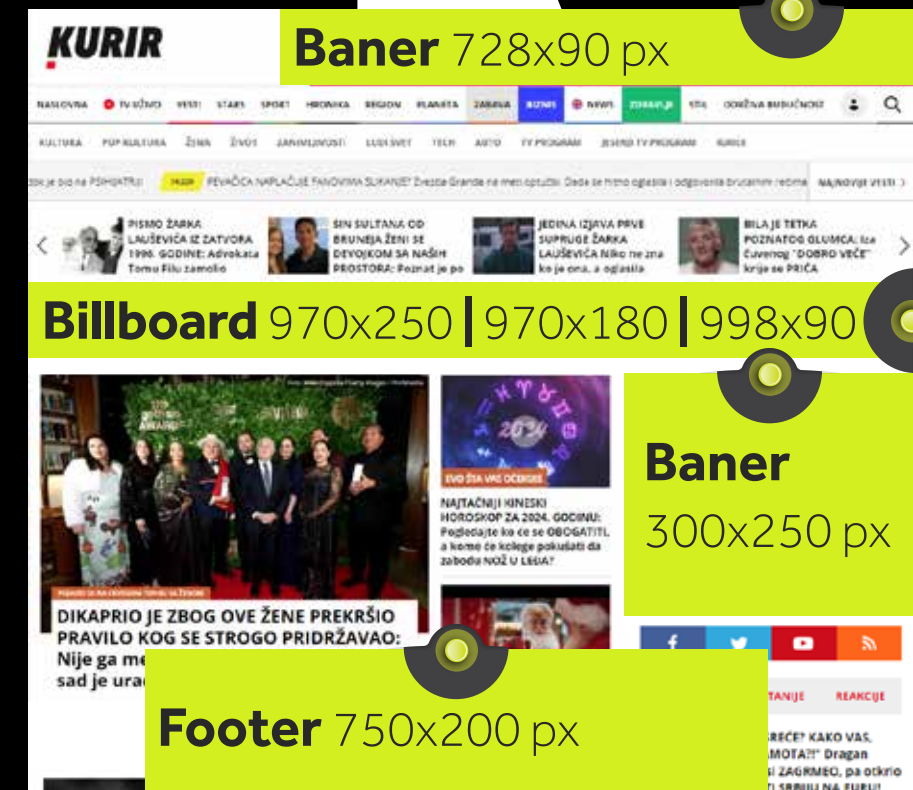
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Formati	Rotacija		Cena
728x90 px	CPD	25% rotacija	55 €
300x250 px	CPM		2.0 €
300x600 px	CPM		3.0 €
300x250 px II	CPD	25% rotacija	150 €
Billboard	970x250 px	CPM	5.0 €
	970x180 px		4.0 €
	998x90 px		3.0 €
Megaboard	970x500 px	CPM	8.0 €
Footer	750x200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

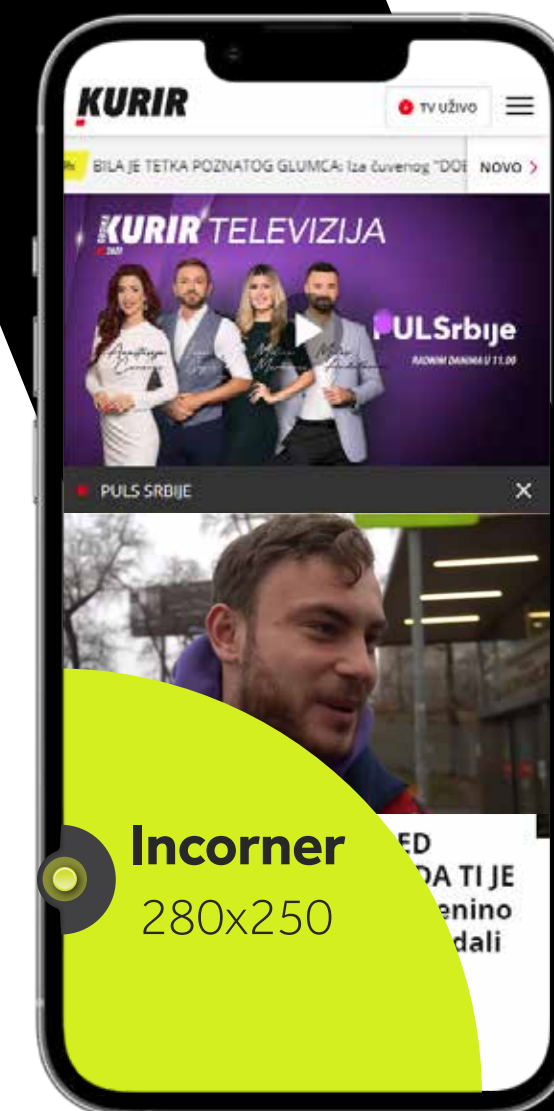
3.3 €

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

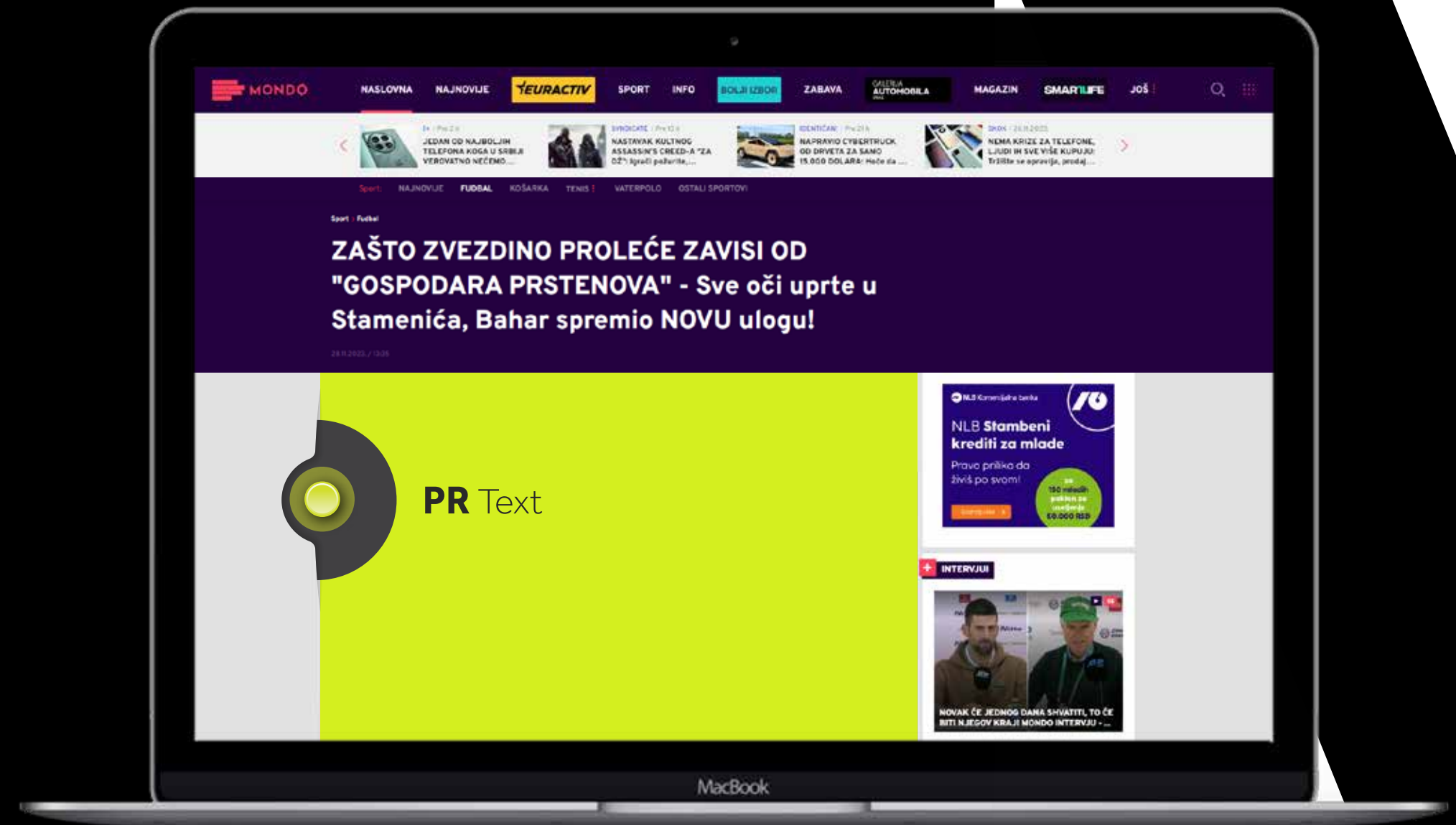
2.5.

Aplikacije



PR Tekst

Formati	Cena
Native PR tekst (Naslovna 6h & kategorija 24h & FB)	1.200 €
PR tekst (Naslovna 6h & kategorija 12h)	1.000 €
Nepozicionirani PR tekst	800 €
Brendiranje PR teksta	250 €
Intervju (Naslovna 6h & kategorija 24h & FB & IG)	2.000 €
FB post / IG story share zakupljenog PR teksta	300 €
IG story	1.100 €
IG post	1.500 €
FB story	800 €
FB post	1.000 €
TikTok objava	1.500 €



2.2.

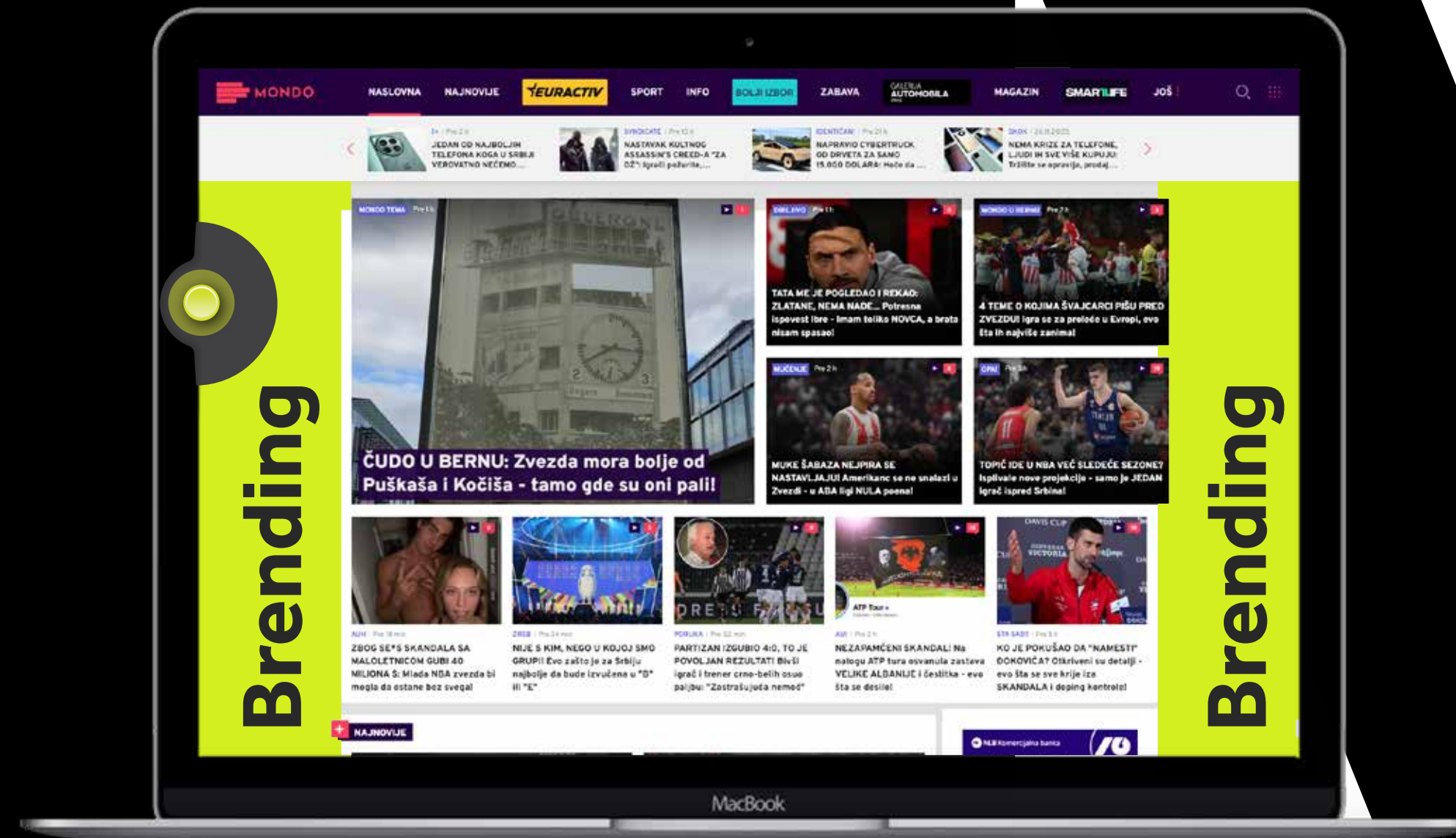


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Brendiranje

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

*po danu



2.3.



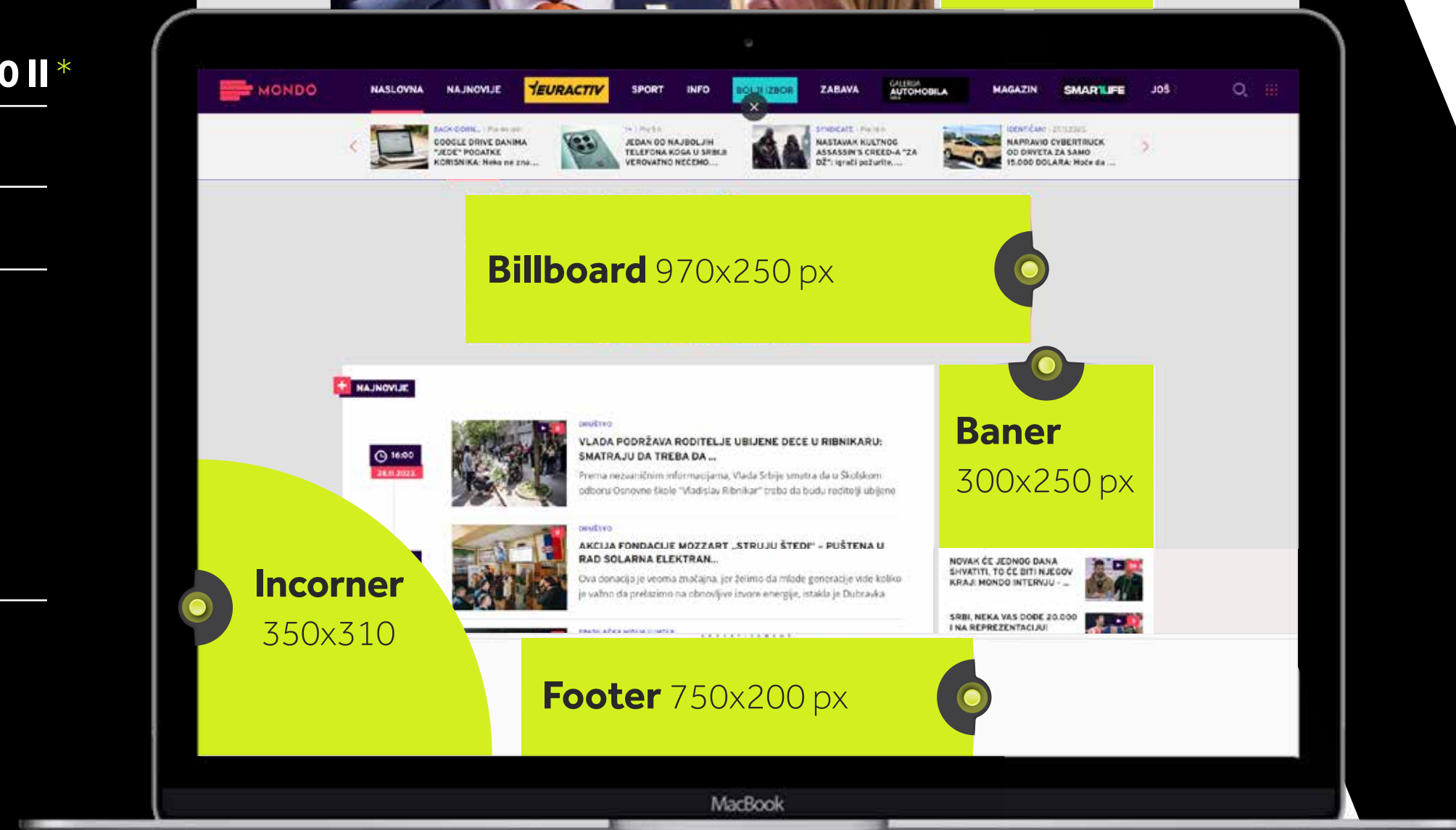
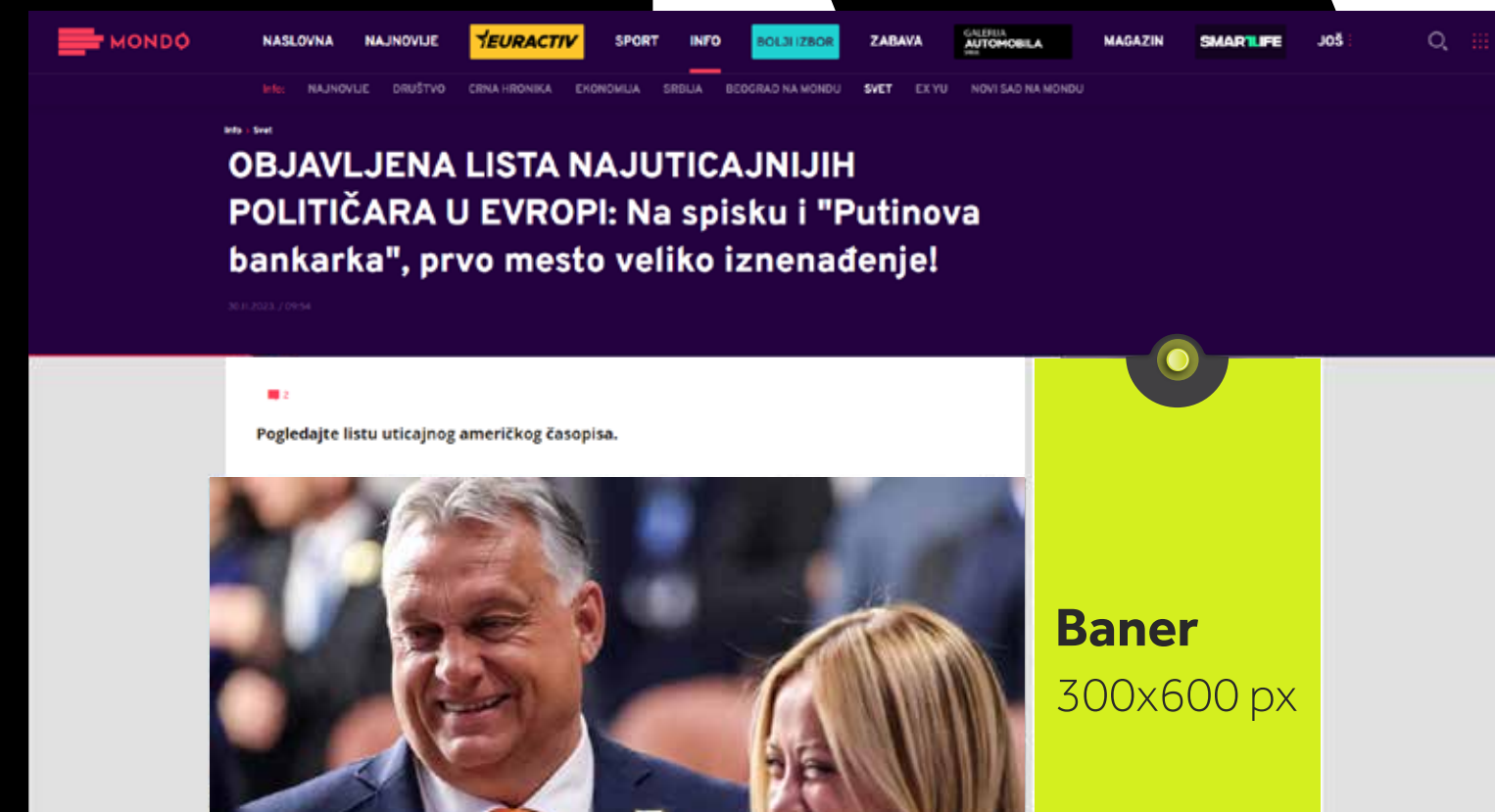
WMG

Desktop formati

Kategorija	Billboard 970x250	Baner 300x250	Baner 300x600	Baner 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 €



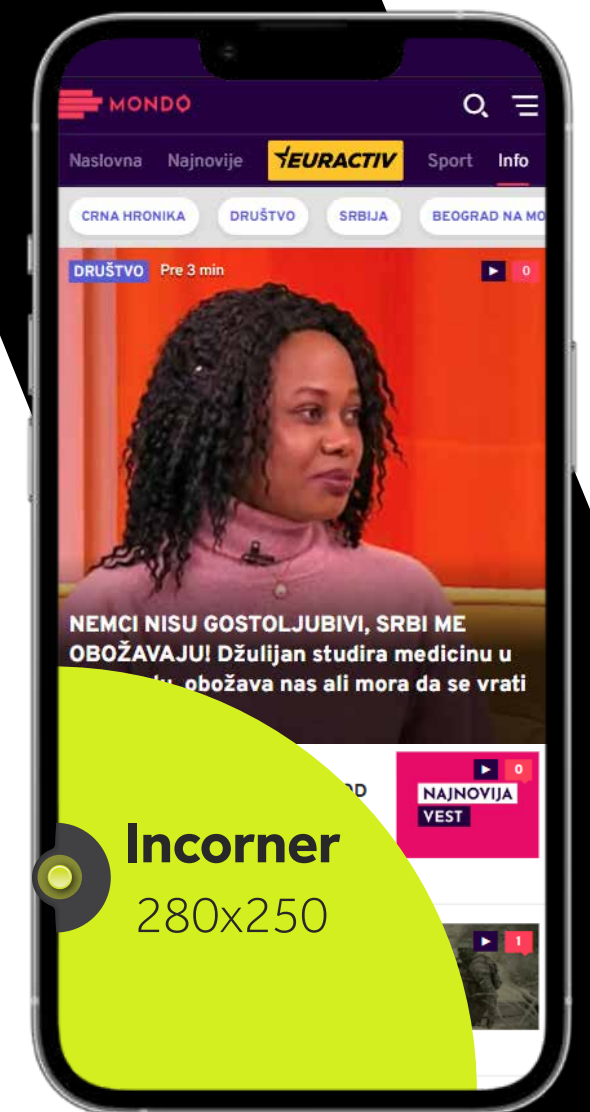
2.4.



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Mobilni formati

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



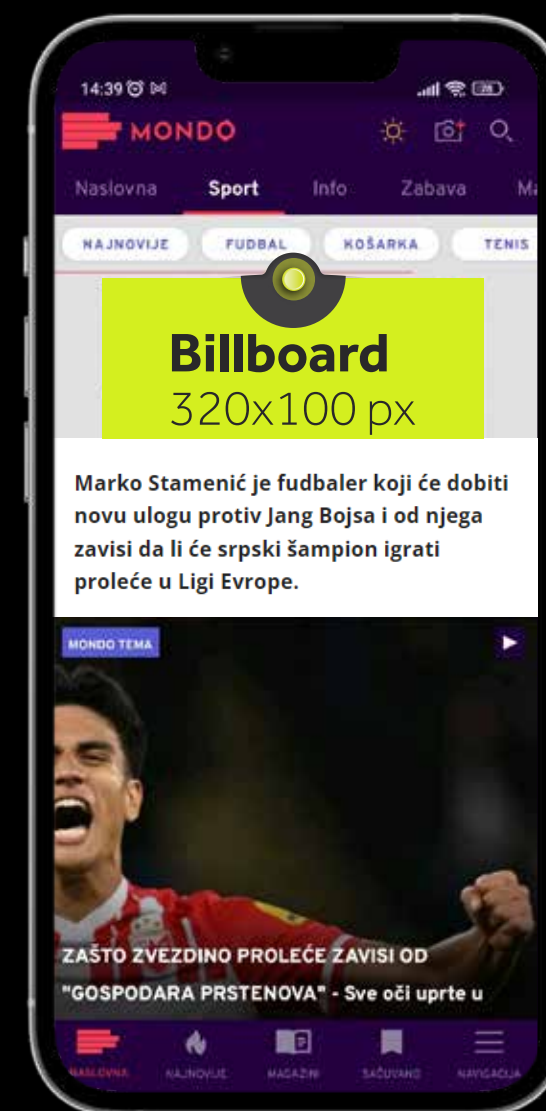
2.5.



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



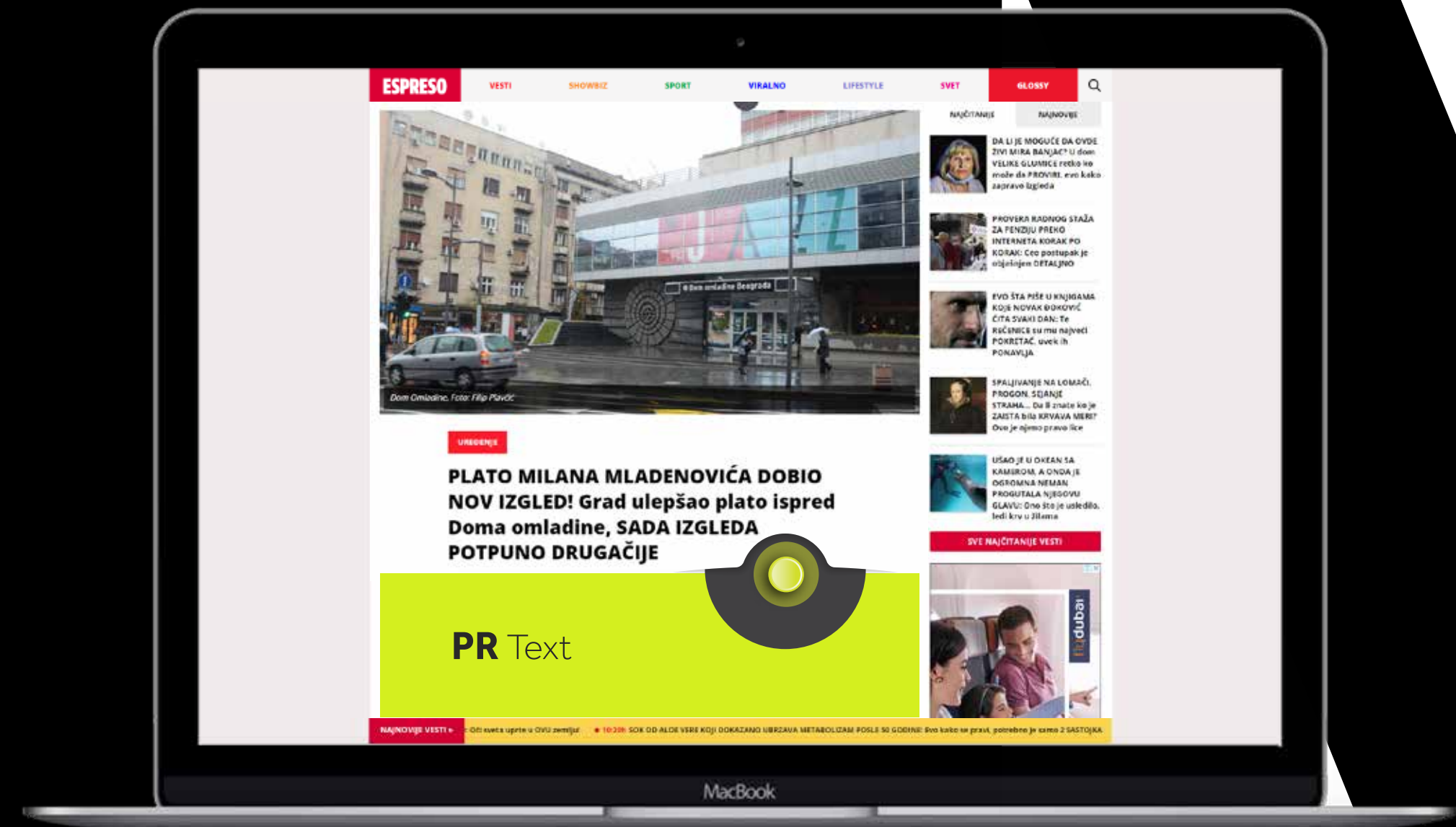
3.1.

ESPRESSO

WMG

PR Tekst

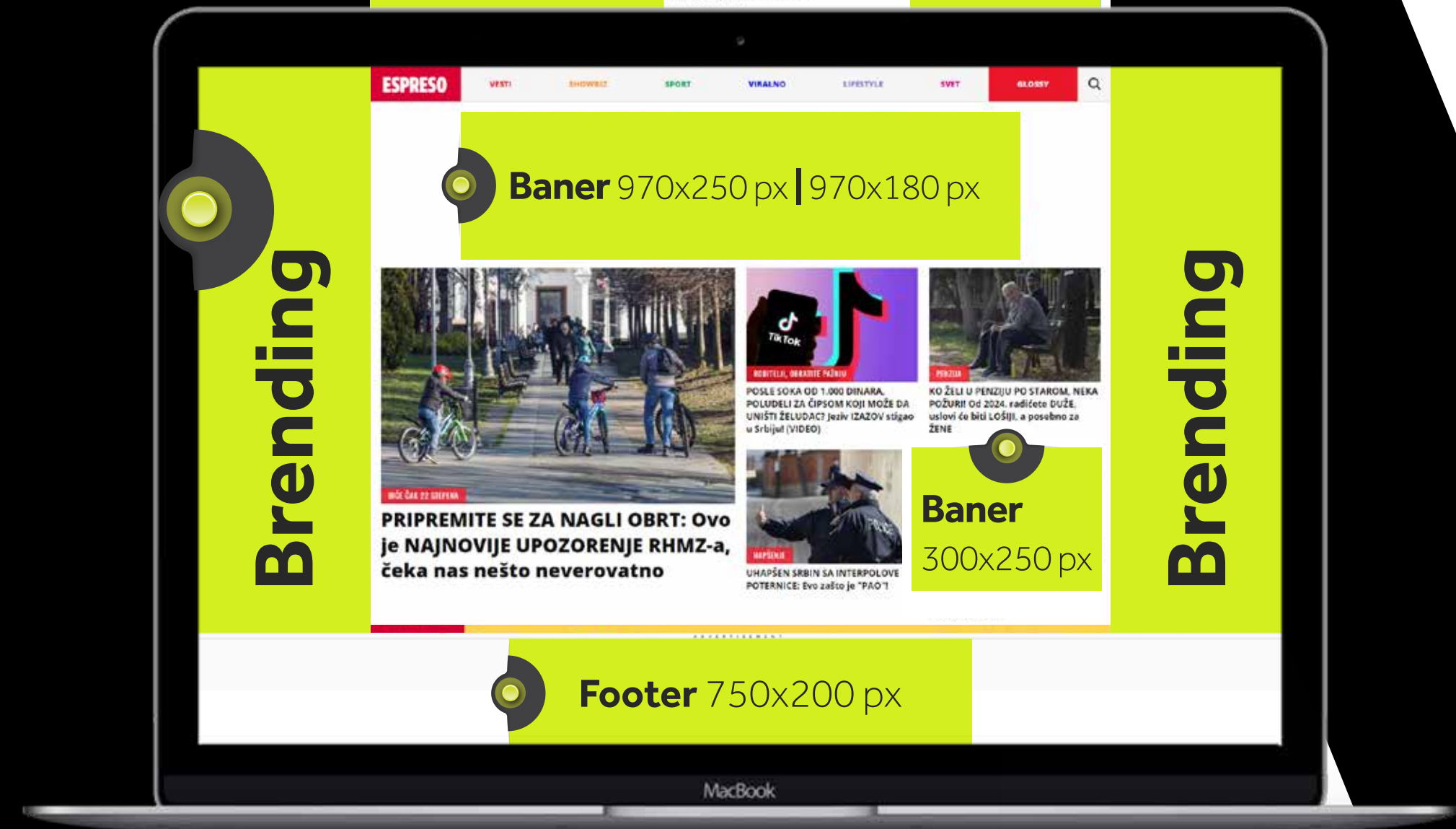
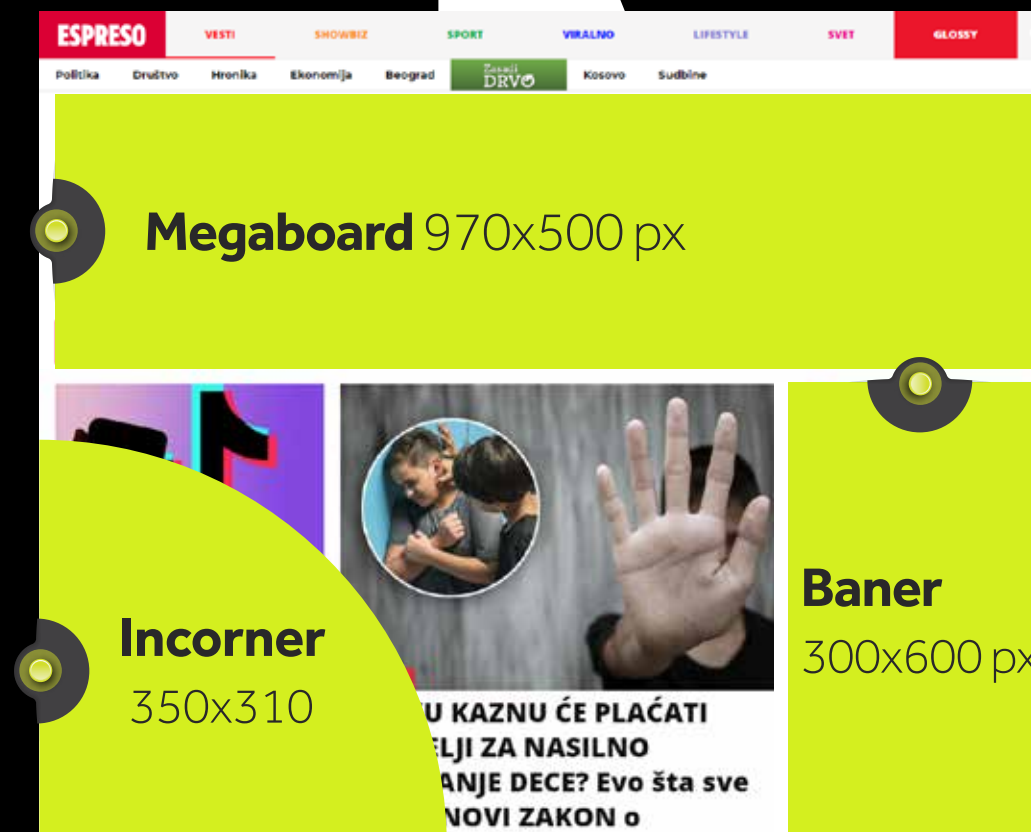
Formati	Cena
Native PR tekst (Naslovna 24h & FB)	900 €
PR tekst (Naslovna 24h & FB)	700 €
Nepozicionirani PR tekst	550 €
Brendiranje PR teksta	200 €
IG story	200 €



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 & FB objava	1.100 €
PR tekst & FB objava	900 €
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



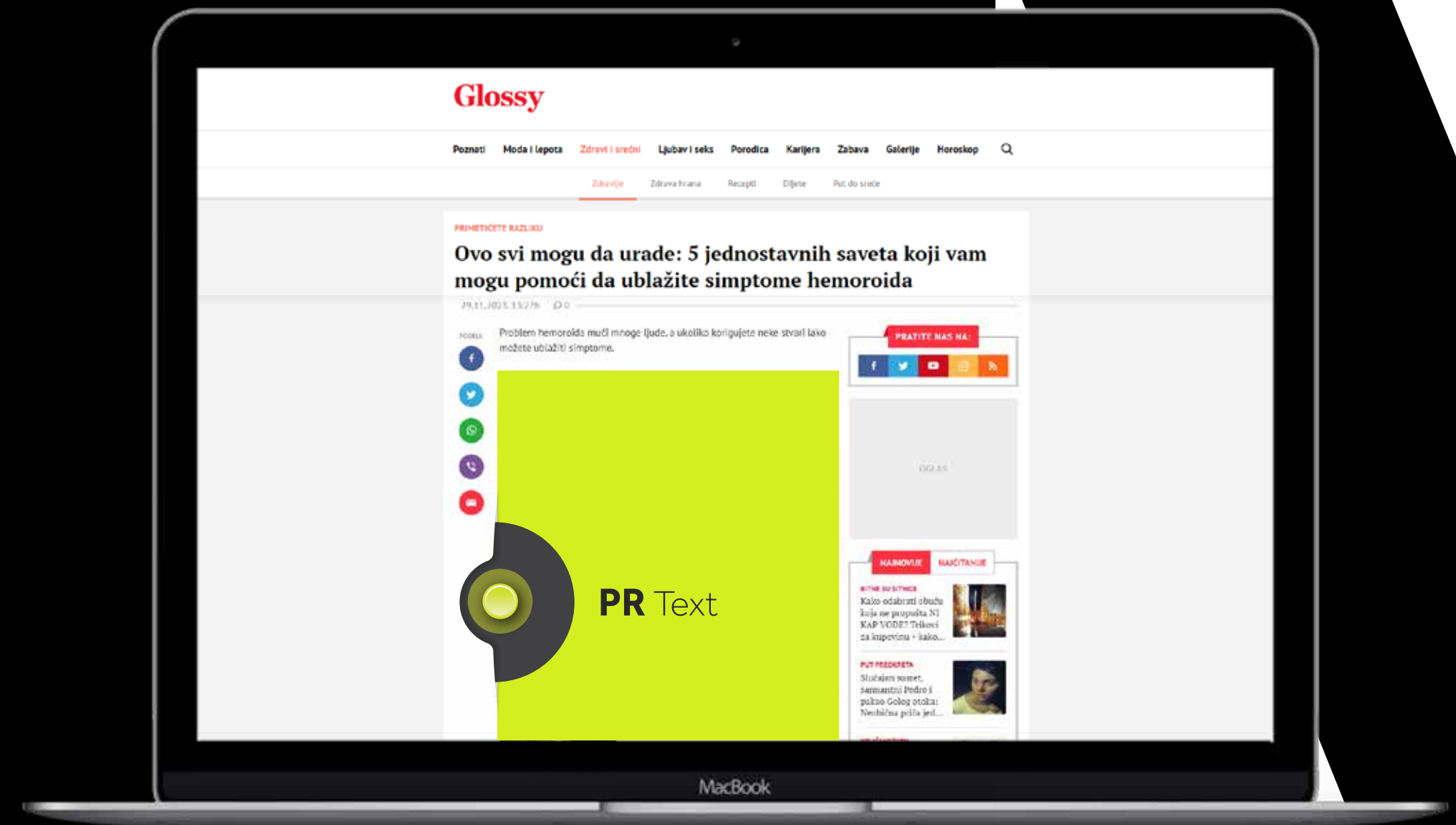
5.1.

Glossy

WMG

PR Tekst

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



5.2.

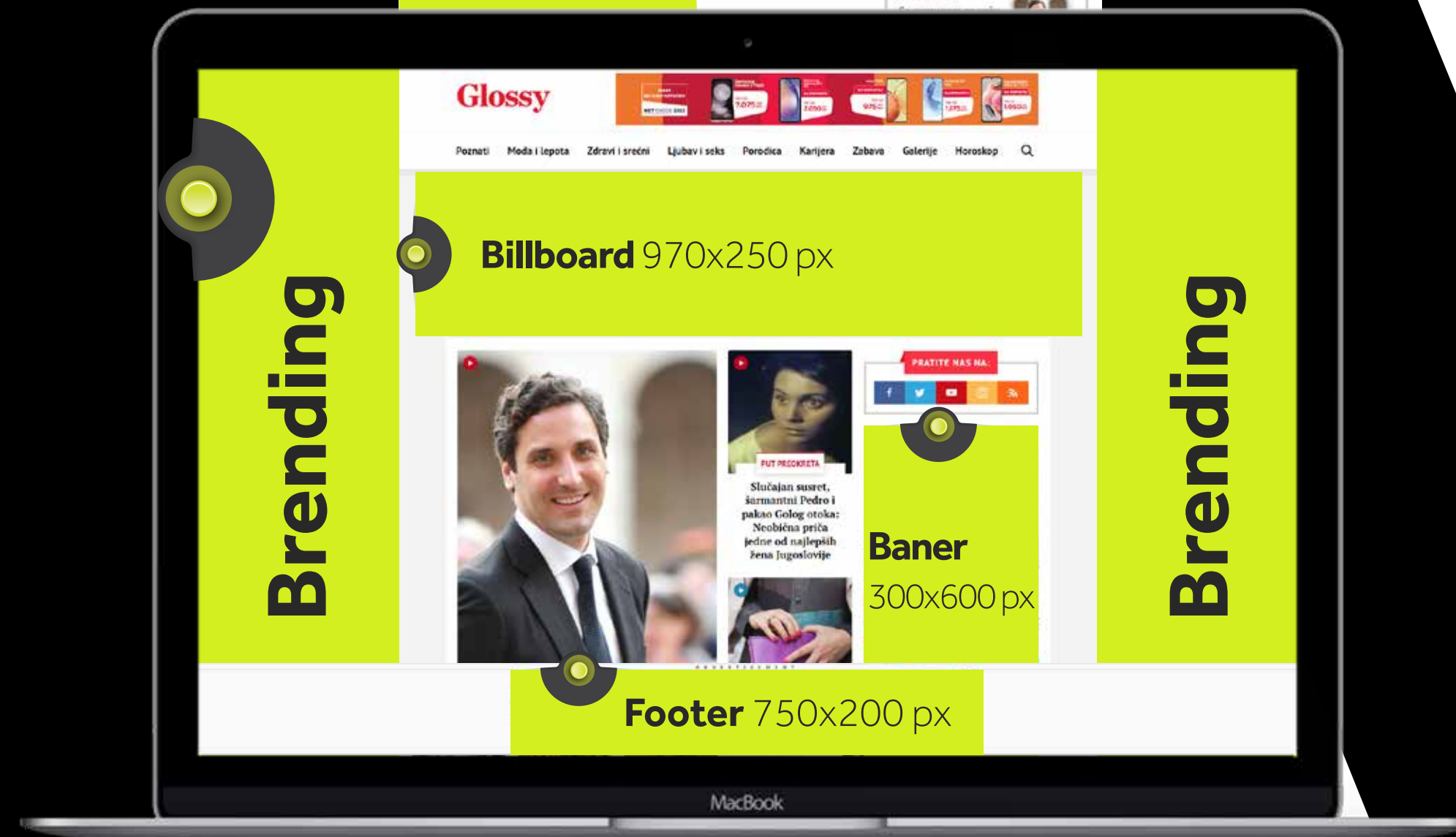
Glossy

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

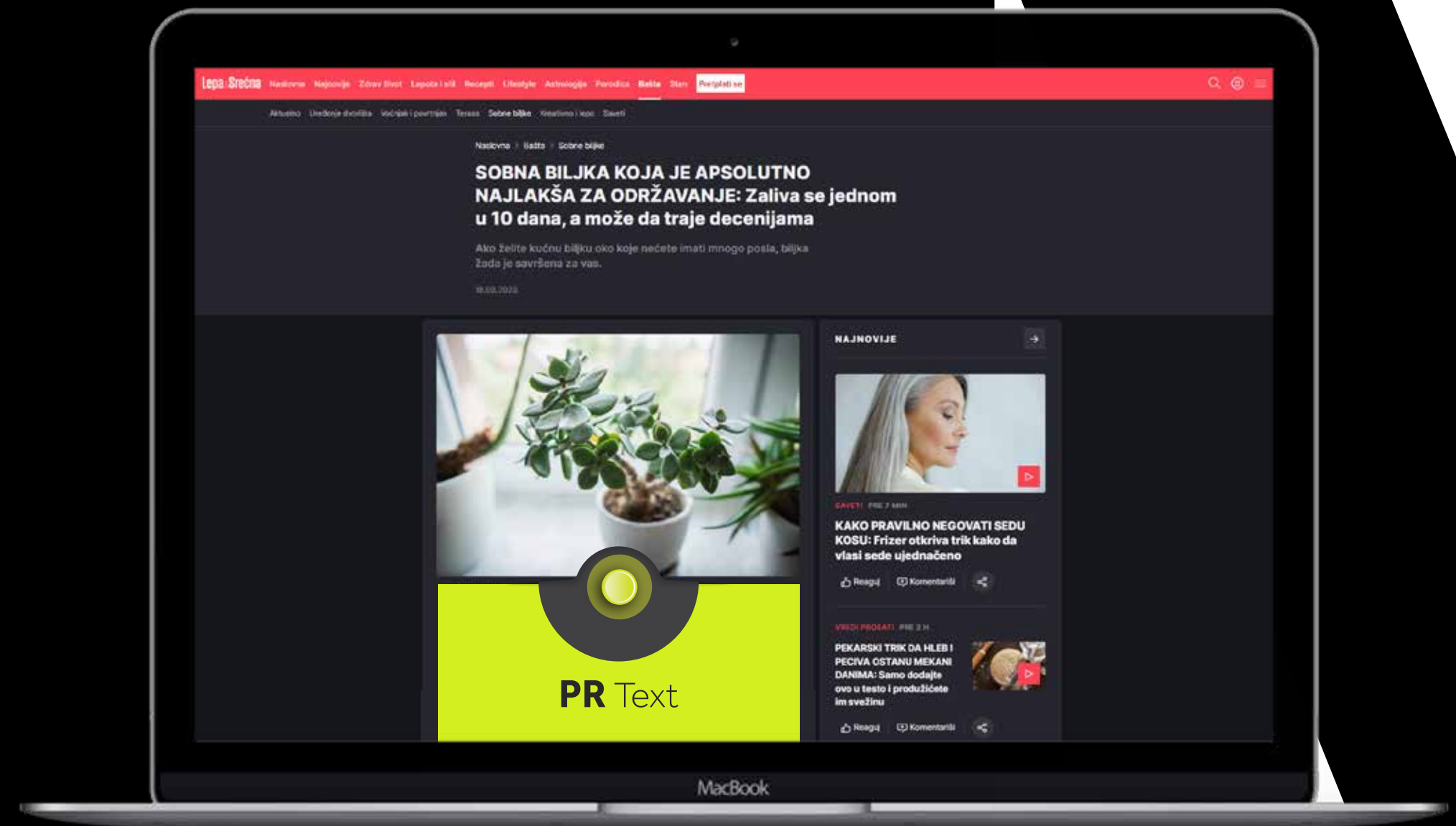
7.2.

Desktop formati



PR Tekst

Formati	Cena
Native PR tekst (Naslovna 24h & FB)	1.000 €
PR tekst (Naslovna 24h & FB)	800 €
Nepozicionirani PR tekst	650 €
Brendiranje PR teksta	300 €
IG story share zakupljenog PR texta	300 €
IG post/story	500 €
FB post/story	400 €



6.2.

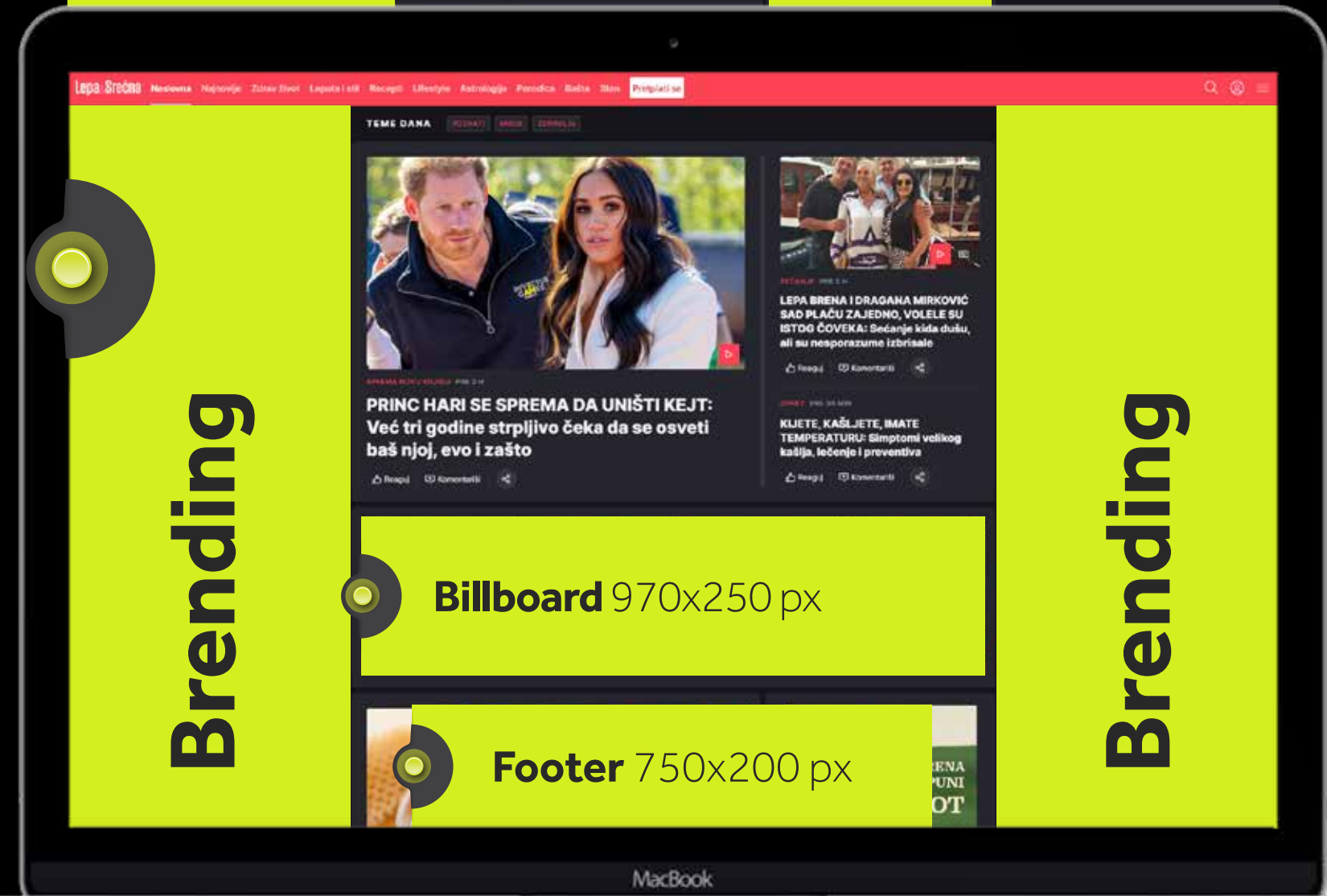
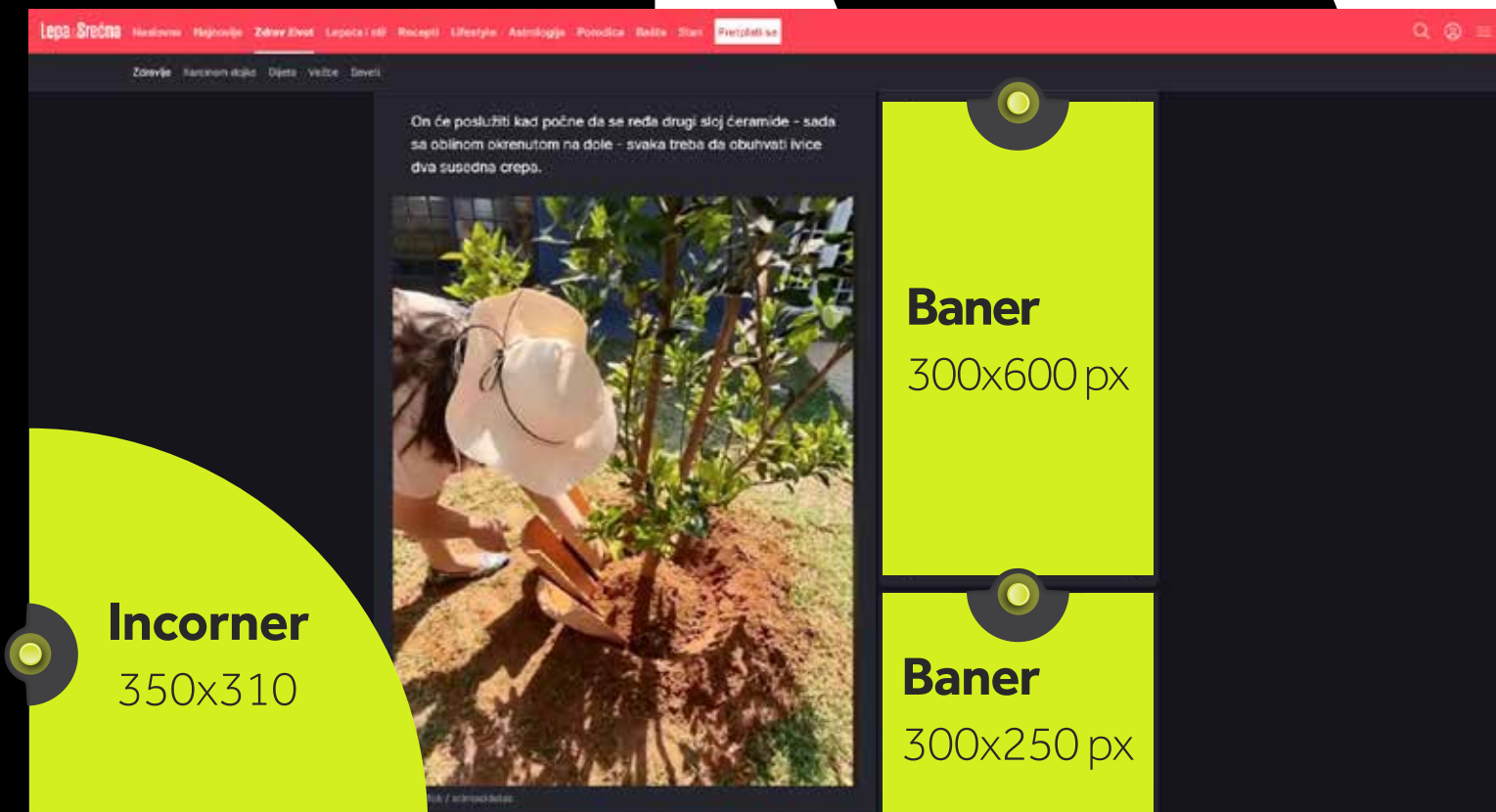
Lepa&Srećna

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



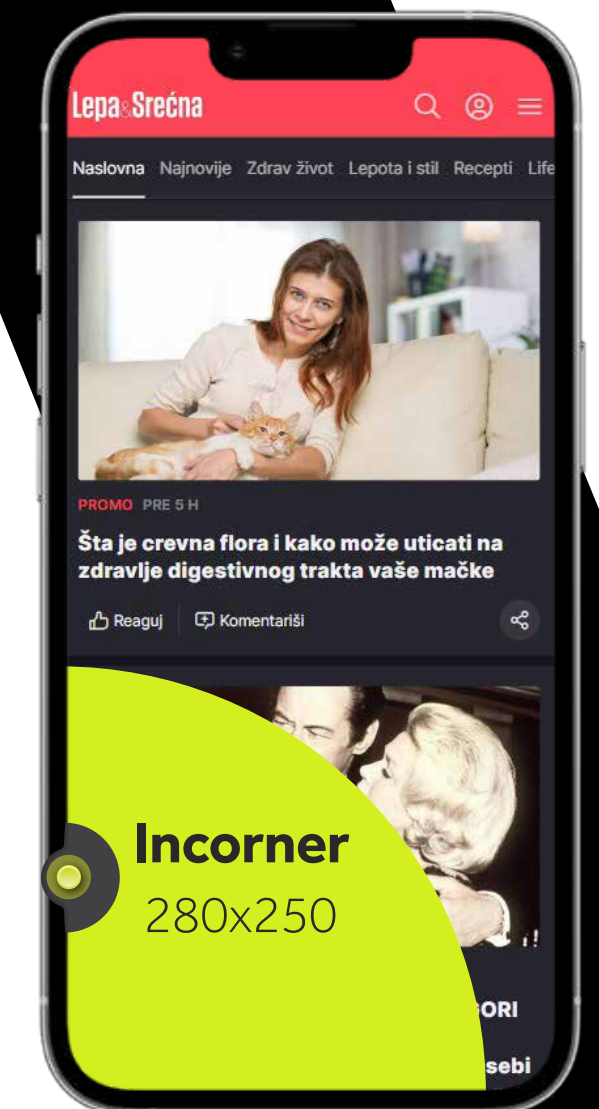
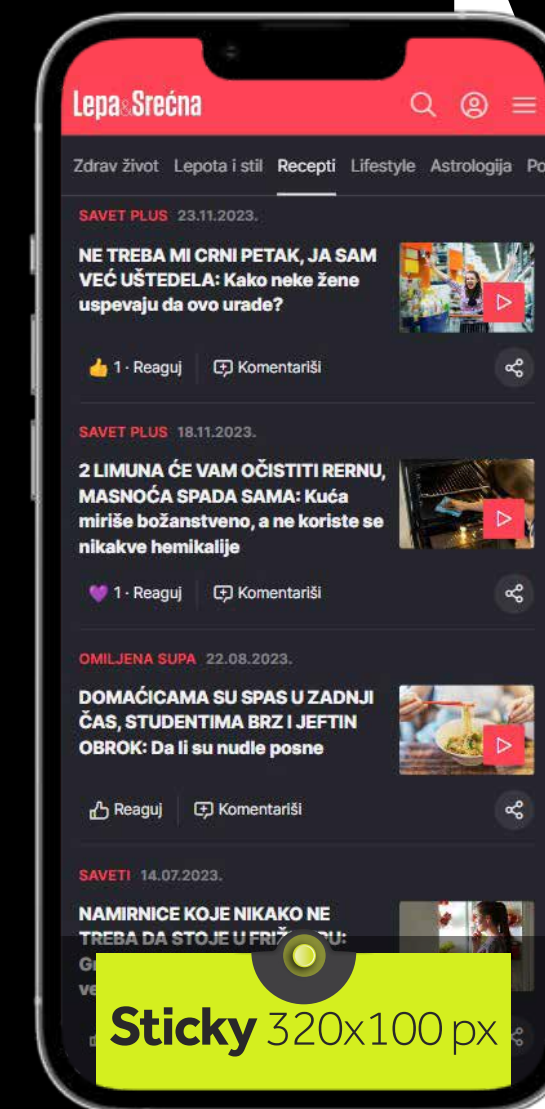
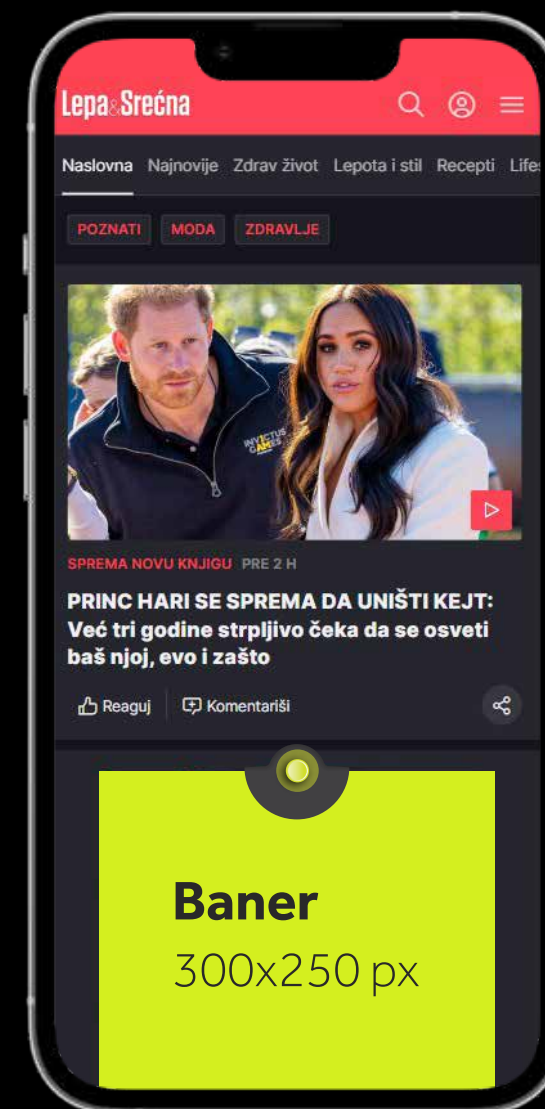
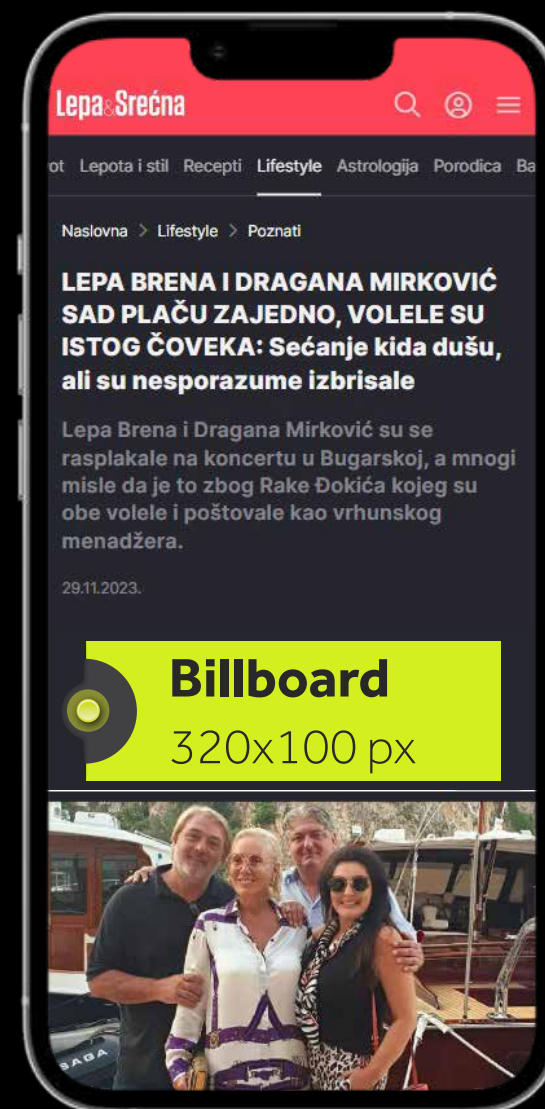
6.3.

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

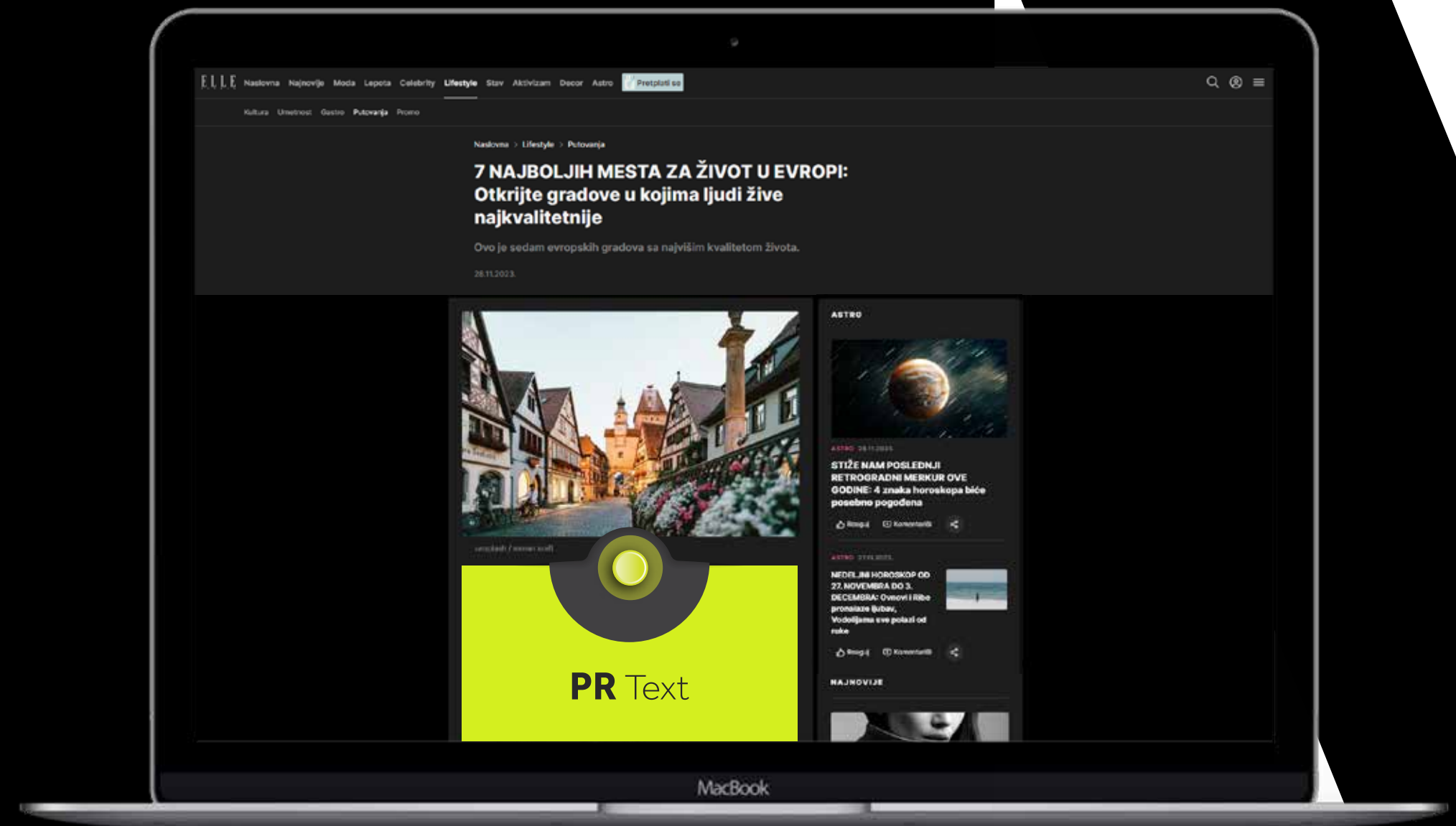
8.2.

Desktop formati



PR Tekst

Formati	Cena
Native PR tekst (Naslovna 24h & FB)	1.000 €
PR tekst (Naslovna 24h & FB)	800 €
Nepozicionirani PR tekst	650 €
Brendiranje PR teksta	300 €
IG story share zakupljenog PR texta	300 €
IG post/story	500 €
FB post/story	400 €



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



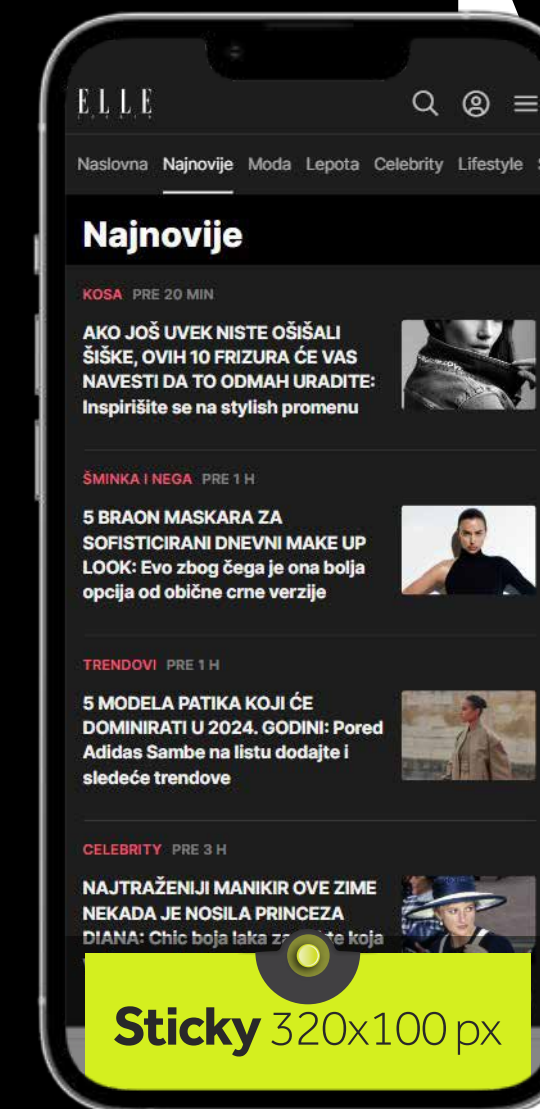
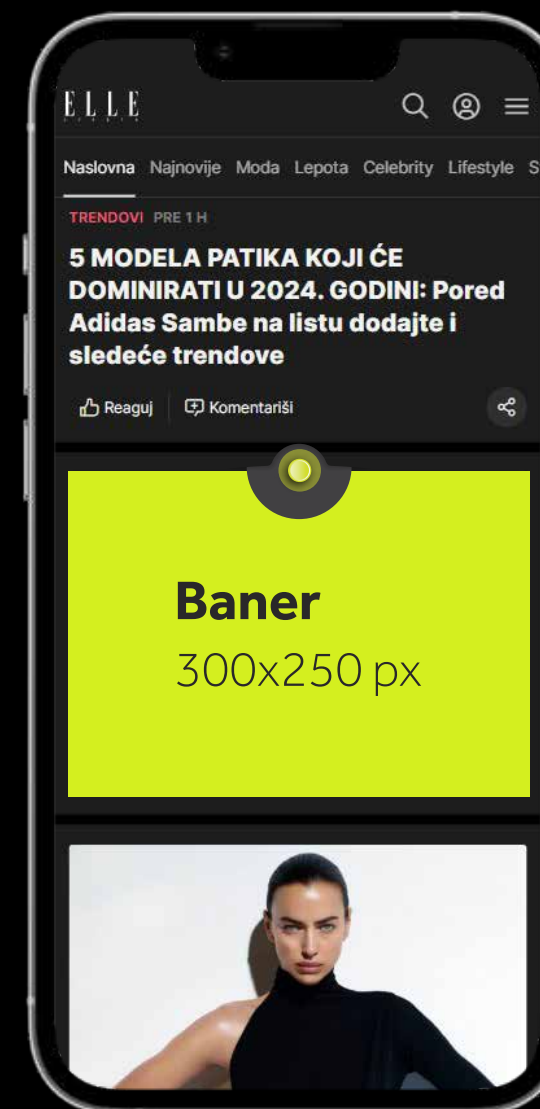
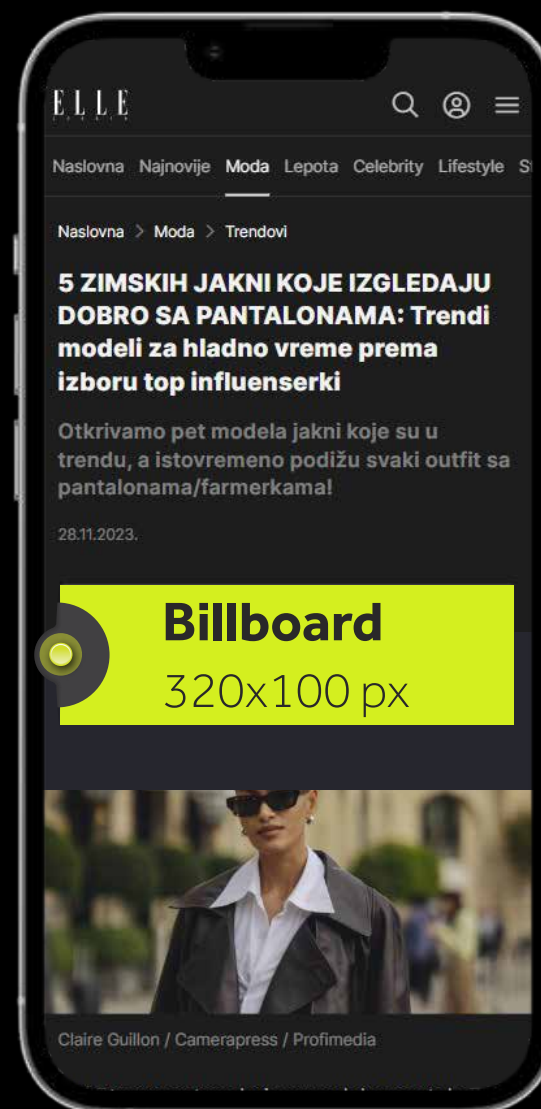
7.3.

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

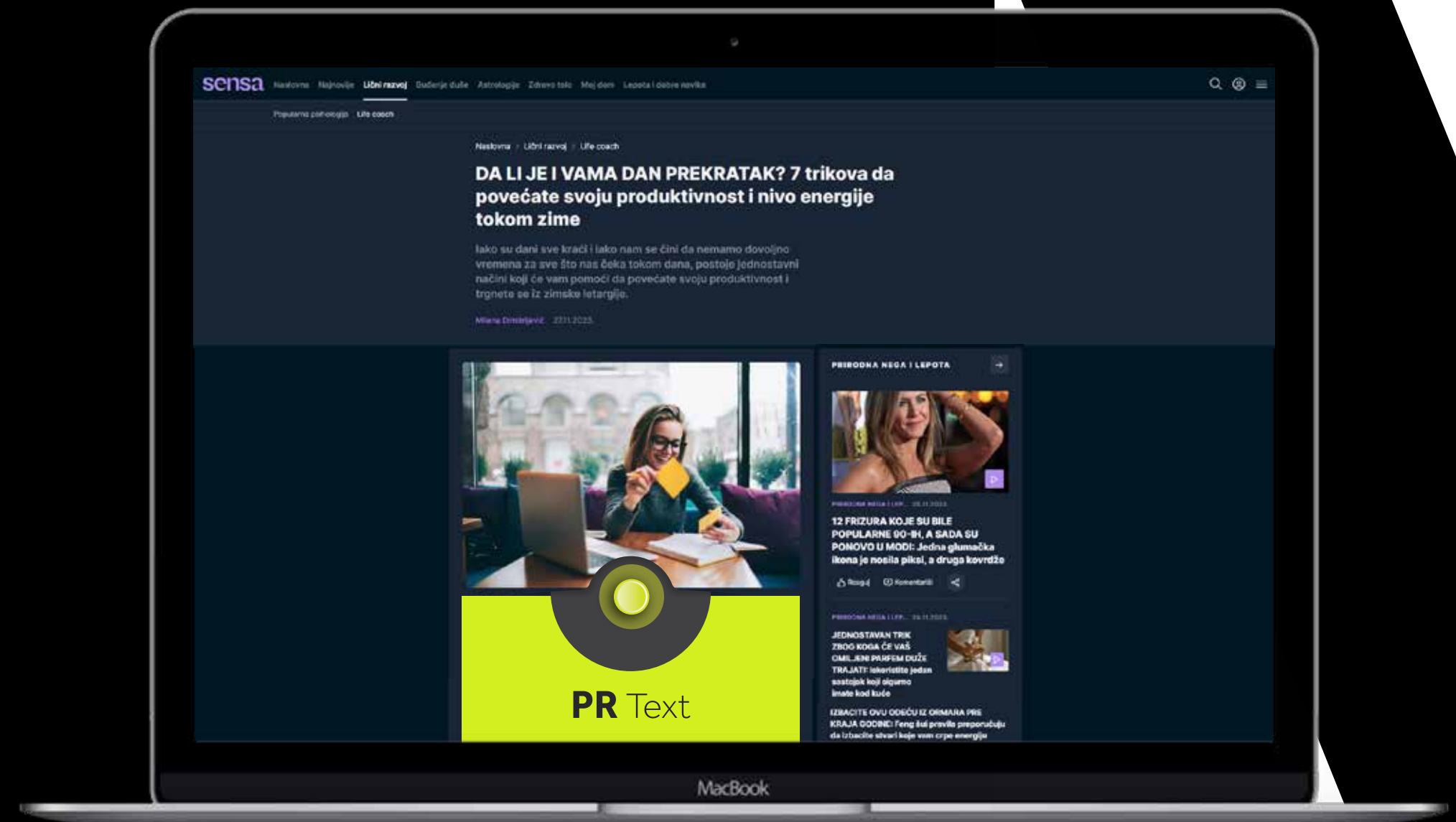


8.1.

sensa

PR Tekst

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



8.2.

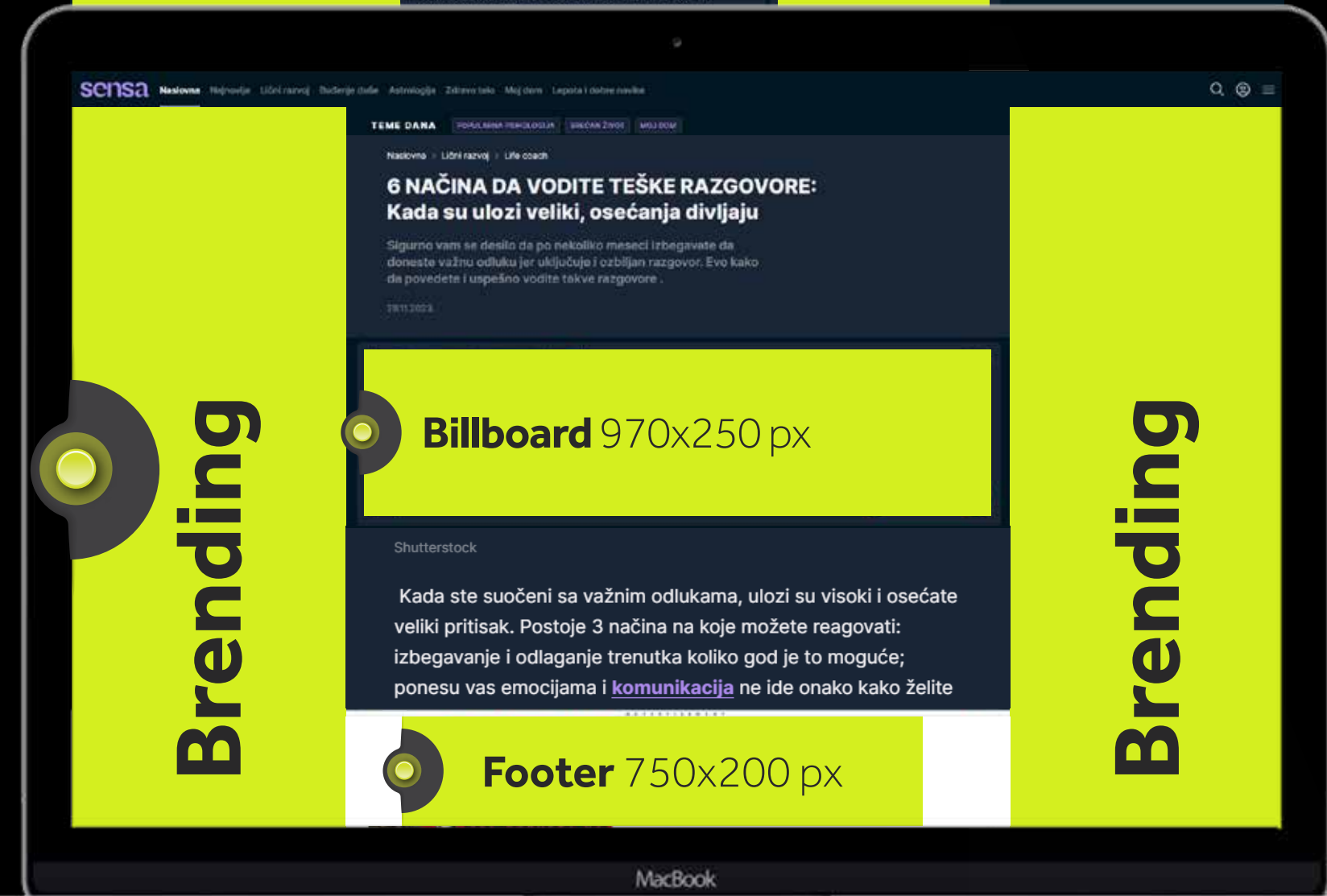
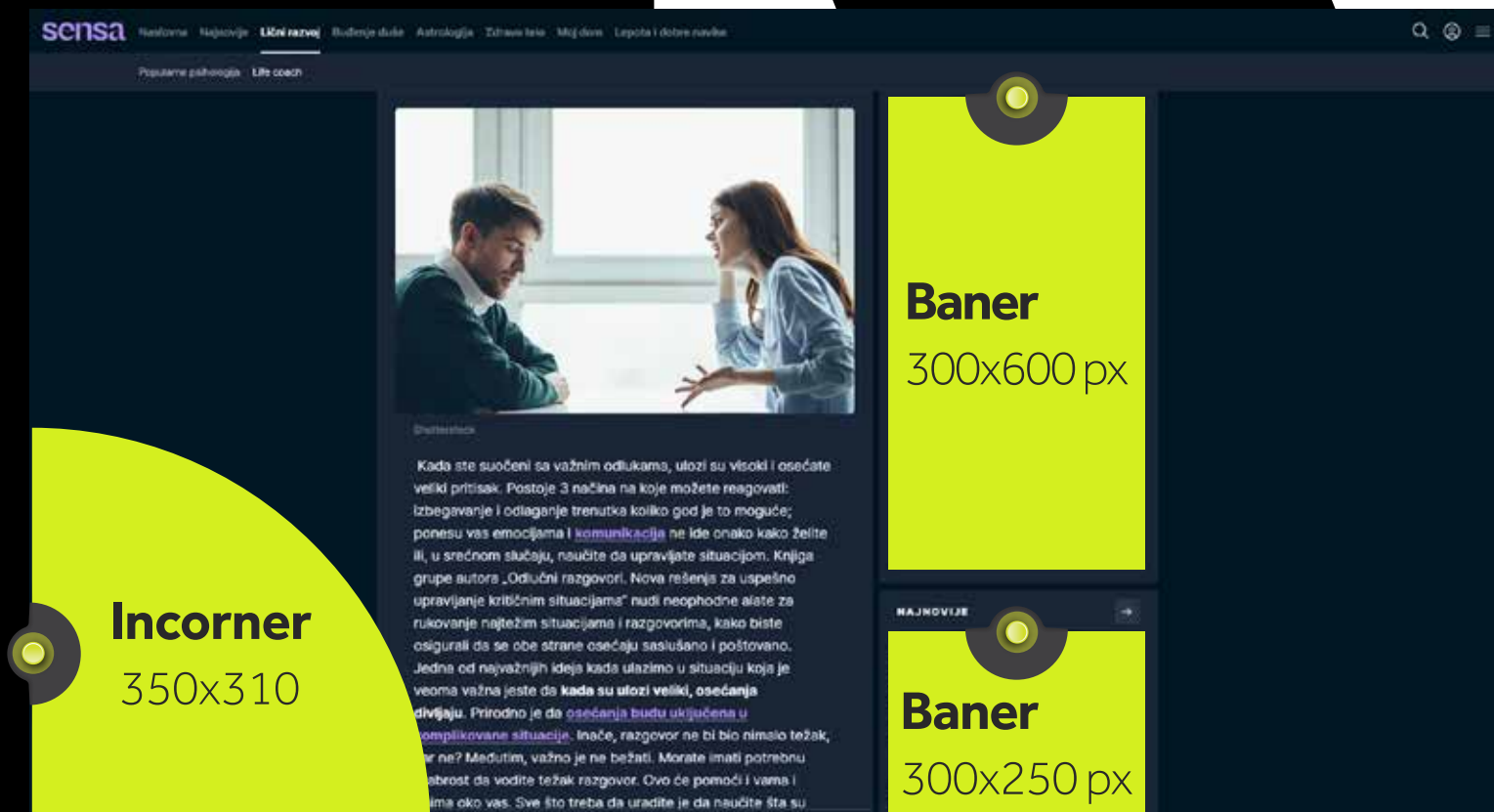
sensa

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

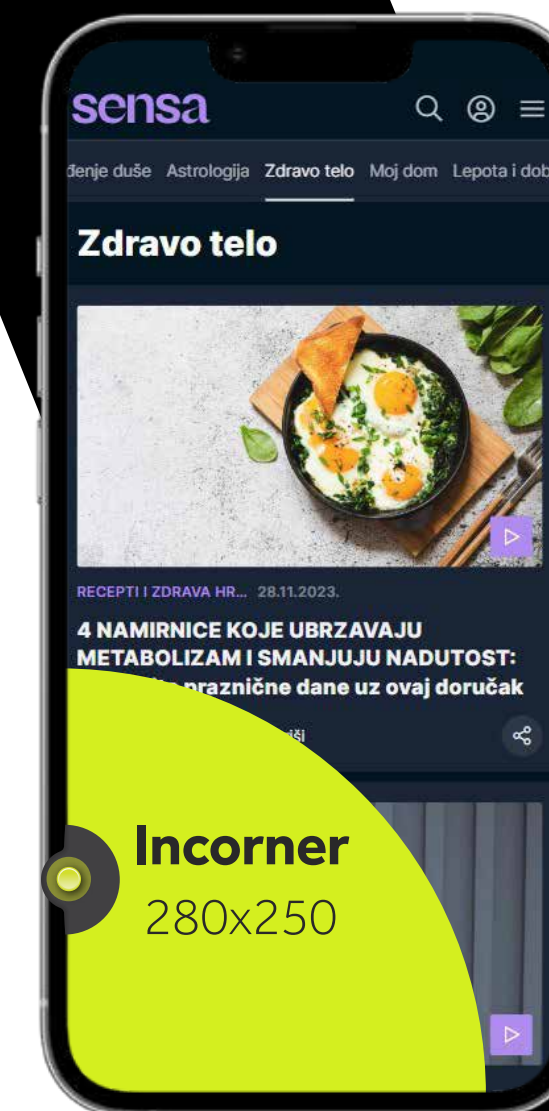
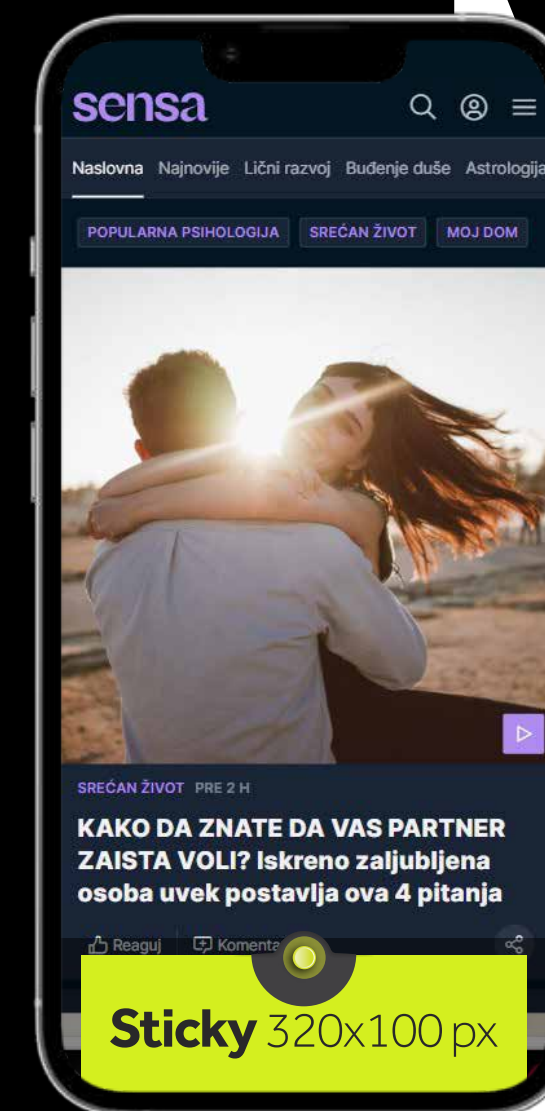
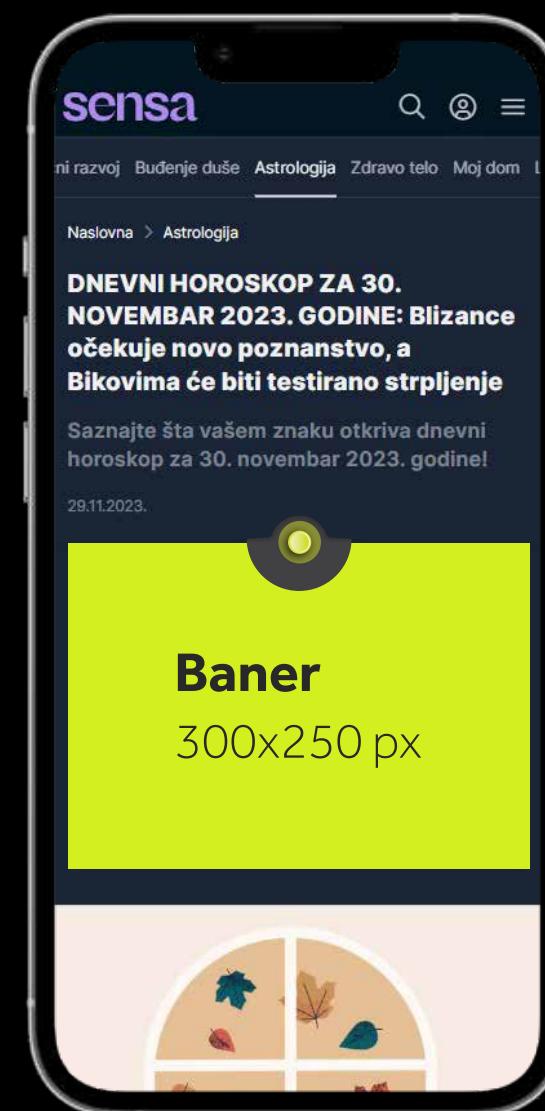
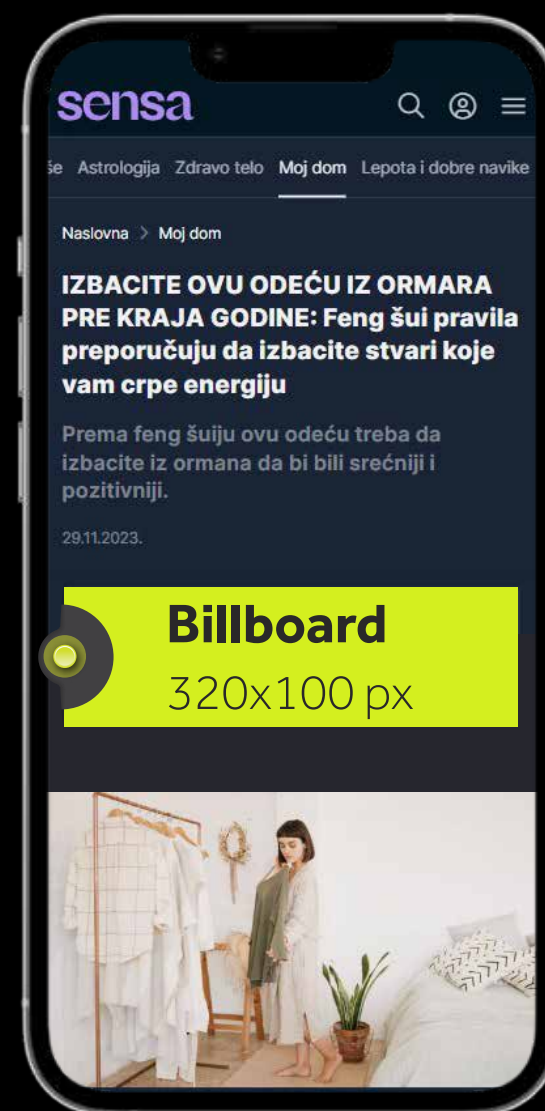


8.3.

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.

yumama

9.1.

PR Tekst

9.3.

Mobilni formati

9.2.

Desktop formati





PR Tekst

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



9.2.

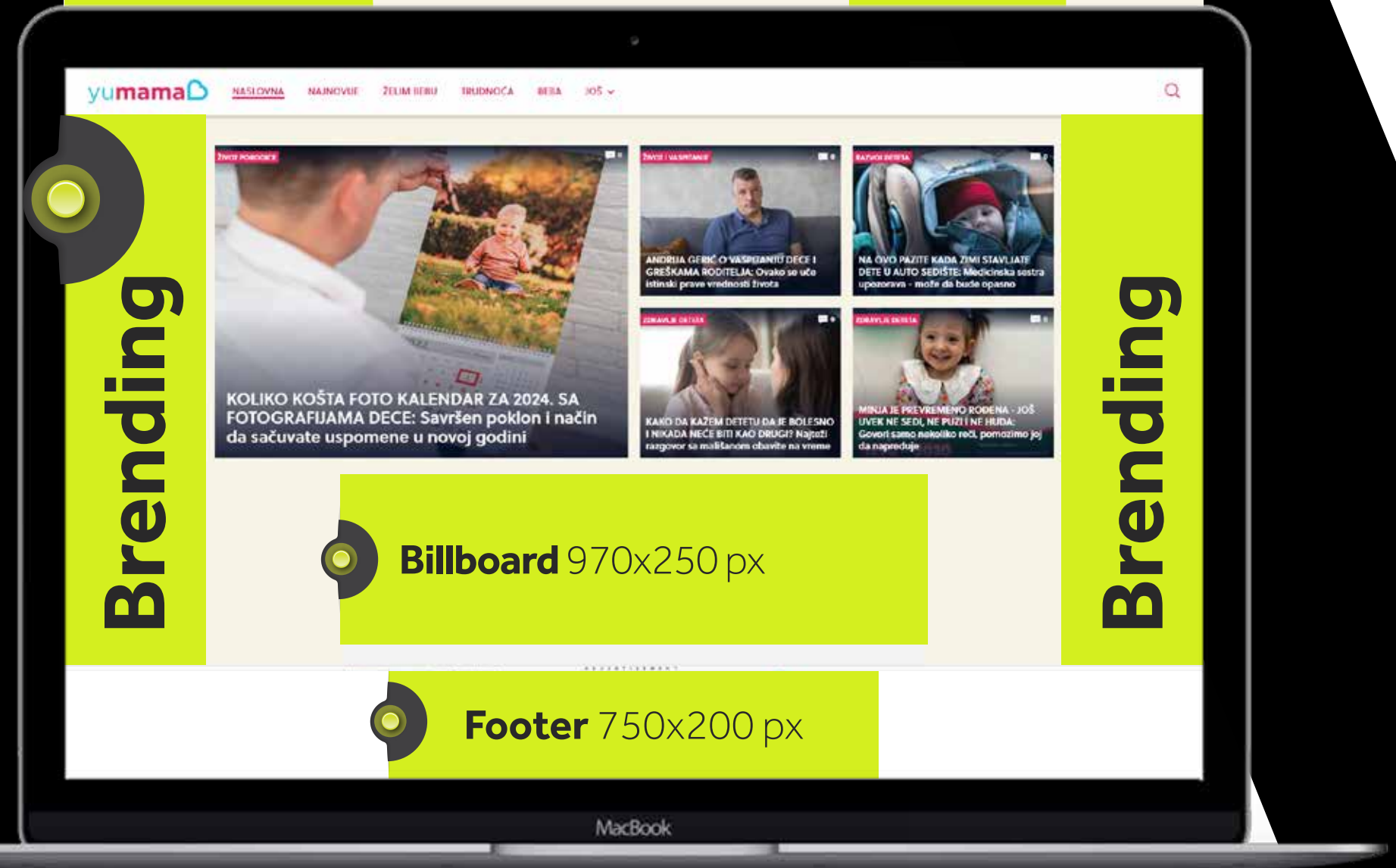
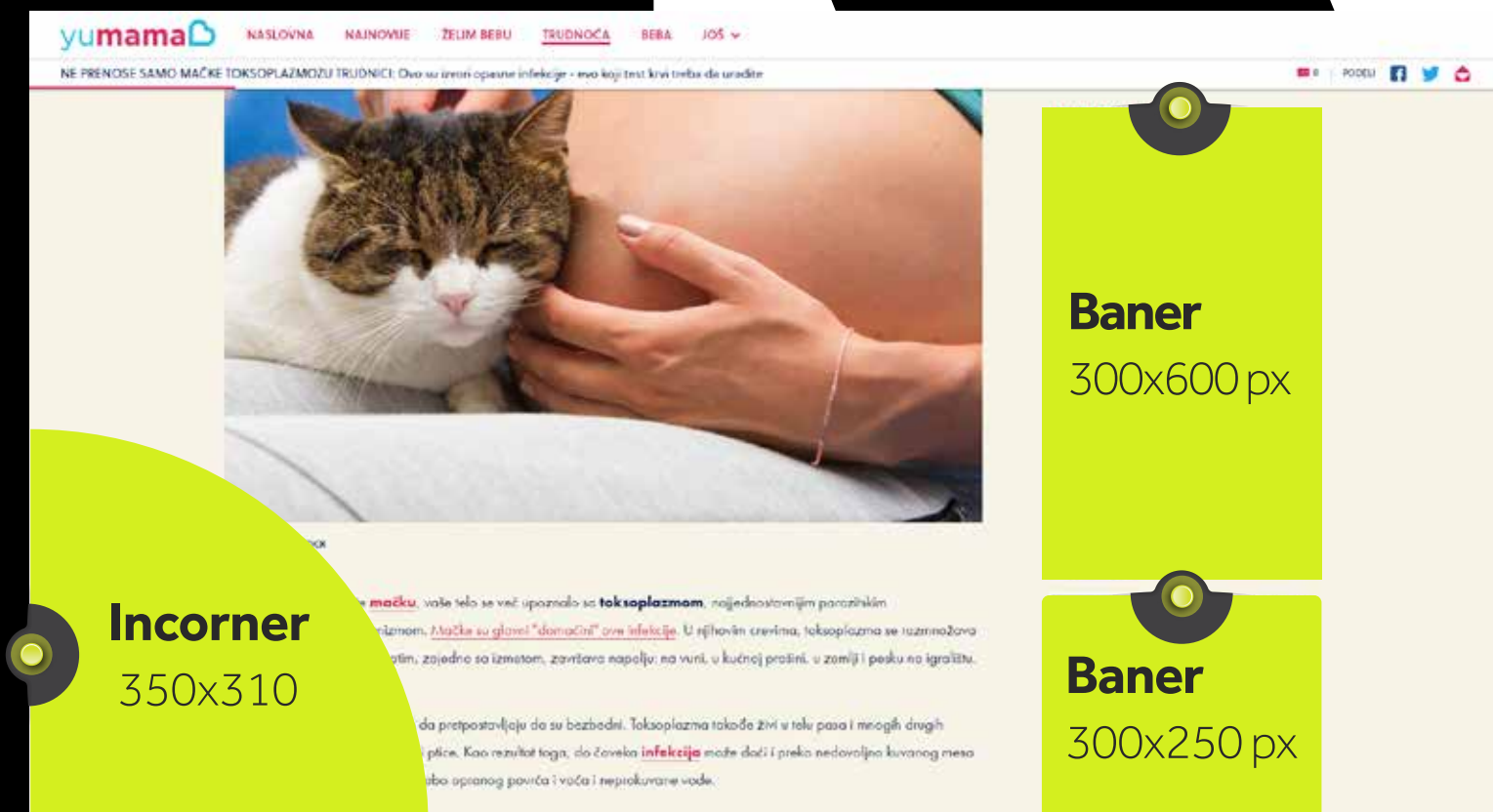
yumama

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



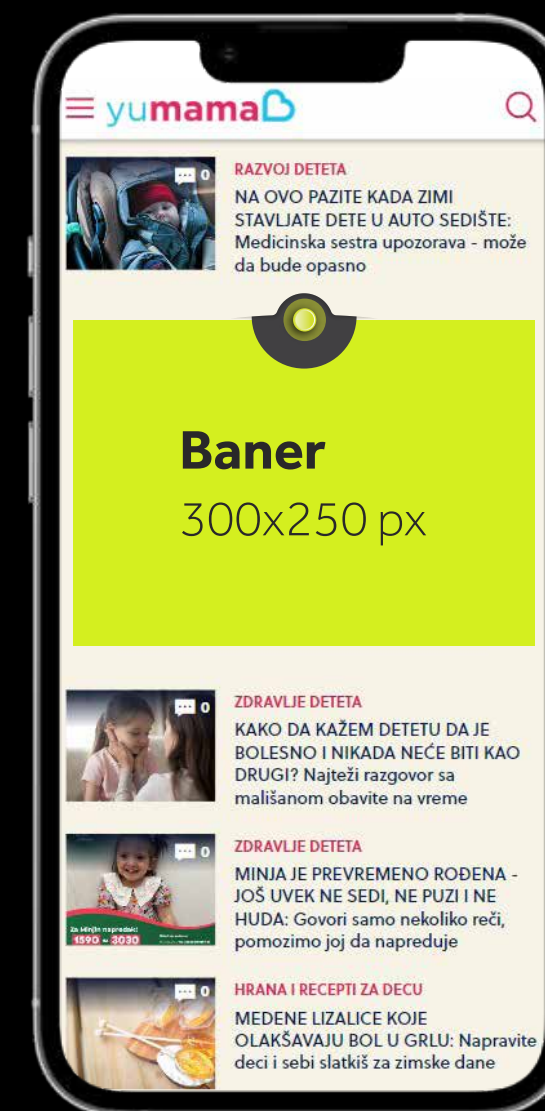
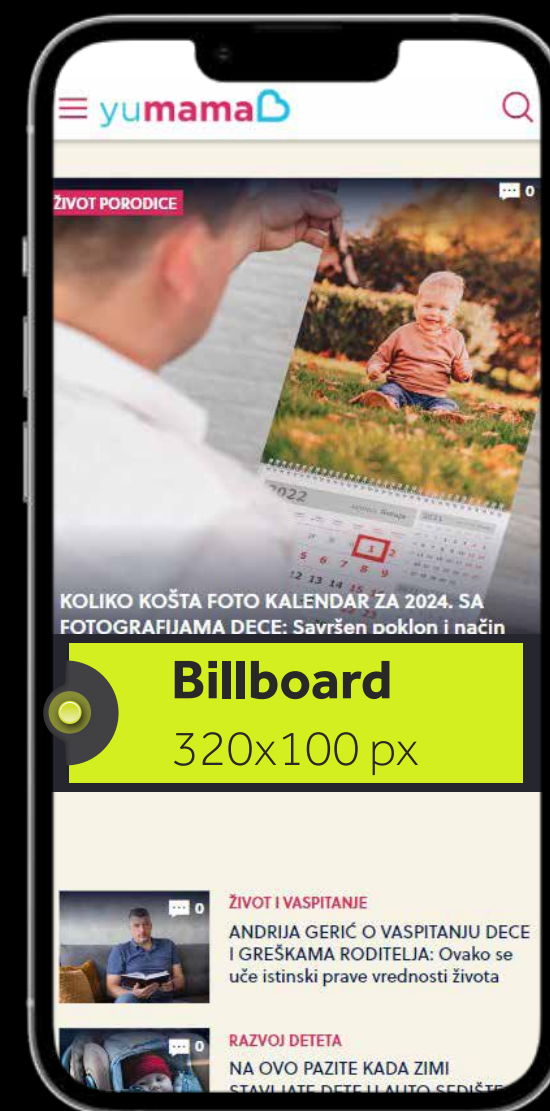
9.3.

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 €



10.

 STVAR UKUSA

10.1.

PR Tekst

10.3.

Mobilni formati

10.2.

Desktop formati



PR Tekst

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



10.2.

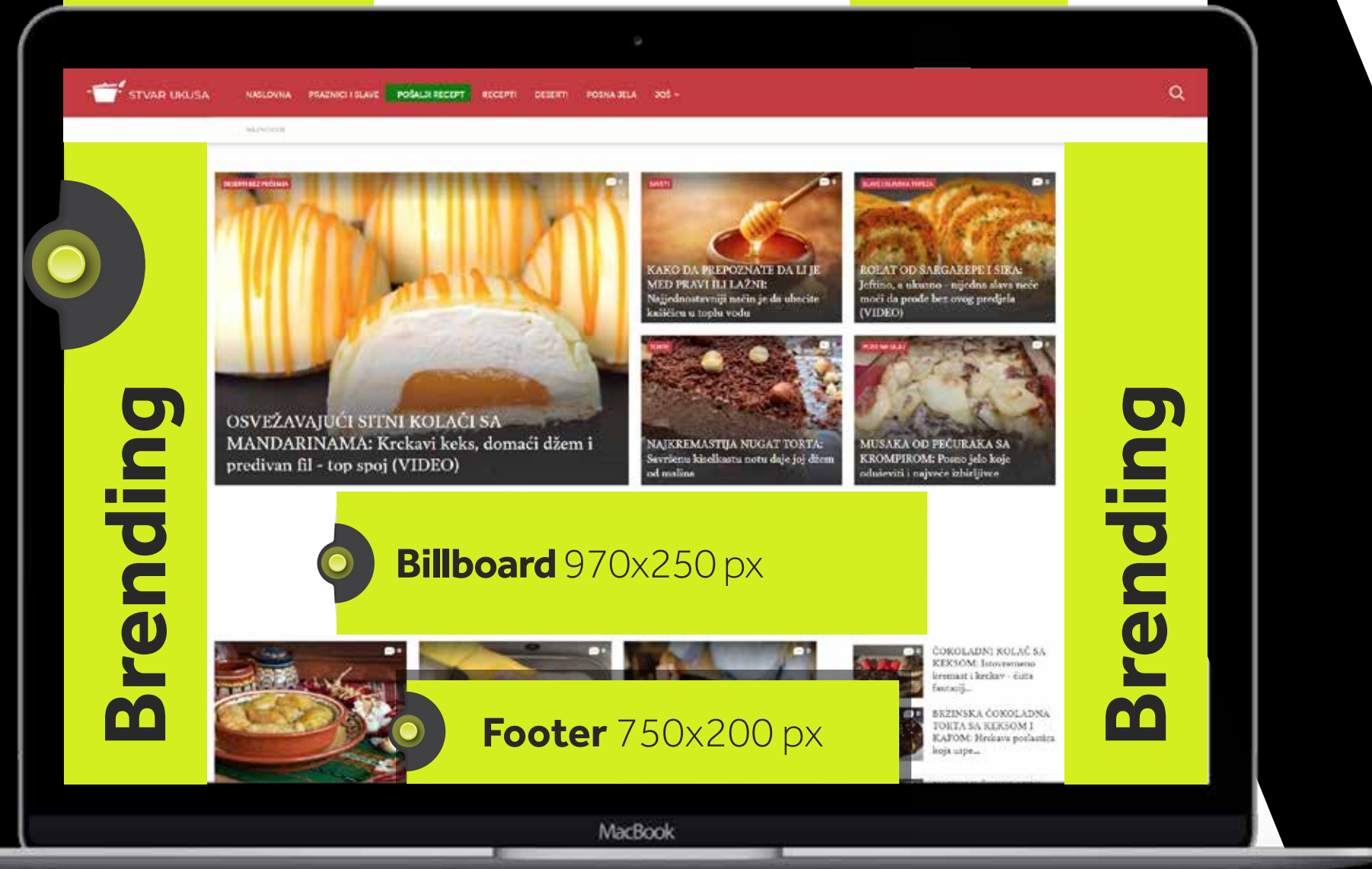
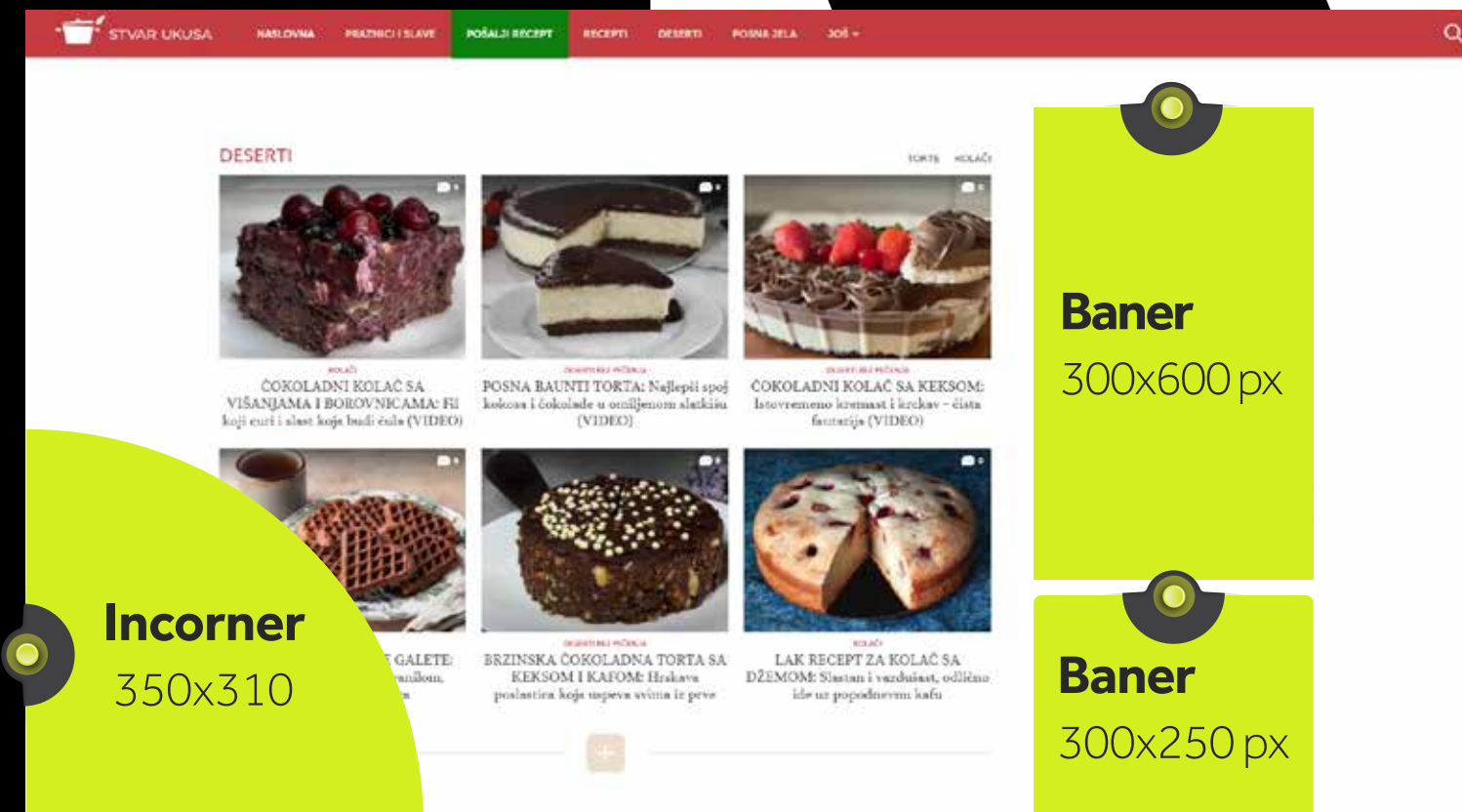


Desktop formati

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 €

