

# Oami Otthonunk

## ONLINE MEDIA PACK 2022

### A MI OTTHONUNK ONLINE- WEBSITE, NEWSLETTER, FACEBOOK, INSTAGRAM

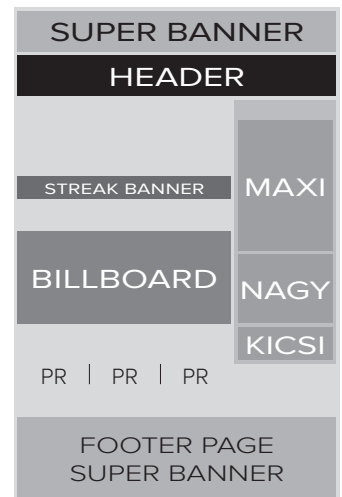
is a perfect extension of the Magazine with an ever increasing audience. It complements the Magazine on interior design, architecture, built environment and responsible and quality life style.

#### WEBSITE

Our editors assure high quality of contents, inspire and inform readers of the latest trends and help them throughout their homebuilding projects. Besides, the A Mi Otthonunk online has its own themes and columns, its own information services and contents and proposes interaction with users. **Visitors/month (Google Analytics):** 32 000, (unique users: 28 000, **Pageview:** 198 000 **Audience:** Mainly 25-65 years old, with interest for housing/decoration, equally men and woman, belonging to AB and ABC1 social strata.



website  
www.amiotthonunk.hu



#### Online advertising rates (the price does not include VAT)

	First page		Other pages		First + other pages	
	1 week	1 month	1 week	1 month	1 week	1 month
Leaderboard (1456x150)	-	-	-	-	250 EUR	800 EUR
Under leaderboard (1456x200)	-	-	-	-	230 EUR	730 EUR
Maxi banner (300x500)	190 EUR	630 EUR	130 EUR	440 EUR	250 EUR	800 EUR
Medium banner (300x250)	190 EUR	310 EUR	65 EUR	220 EUR	130 EUR	410 EUR
Small banner (300x125)	50 EUR	160 EUR	440 EUR	110 EUR	70 EUR	210 EUR
Full banner (1456x90)	70 EUR	250 EUR	50 EUR	180 EUR	85 EUR	340 EUR
Billboard (1456x250)	190 EUR	630 EUR	135 EUR	450 EUR	250 EUR	800 EUR
Video	250 EUR	780 EUR	180 EUR	550 EUR	-	-
PR article (3000 characters + 5 pictures)	50 EUR	160 EUR	-	-	-	-

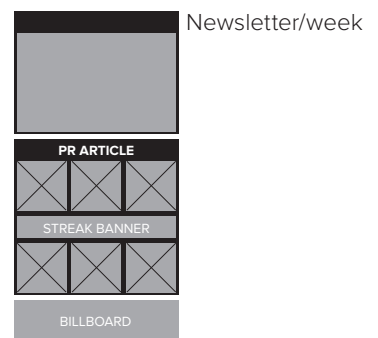
#### NEWSLETTER

14 000 newsletters/week are emailed to deliver up to the minute news and information.

**Our promotion: after three online ads the forth is free.**

#### Tariffs (the price does not include VAT)

PR article (max. 3000 characters + 5 pictures)	80 EUR/newsletter
First PR article (max. 3000 characters + 5 pictures)	+ 20 EUR extra charge/newsletter
Static full banner (640x60 or 640x90)	200 EUR/newsletter
Billboard (640x120 or 640x150)	250 EUR/newsletter
Video	260 EUR/newsletter



FACEBOOK, INSTAGRAM. With our ever growing number of followers on both of these two social media platforms we offer a very effective marketing potential for enterprises to reach out for an economically speaking very dynamic target population (Our followers age: 25-54 year). On these platforms we publish images, stories, and videos and ads that can enhance the popularity of any brand for marketing purposes.

24 Instagram pictures + 6 Facebook gratis	400 EUR/year
12 Instagram pictures + 3 Facebook gratis	250 EUR/year
6 Instagram pictures + 2 Facebook gratis	200 EUR/year

Technical parameters:  
Pictures size 1080x1080 pixel,  
Text max. 125 karakter,  
Video max. 60 sec.

#### A MI OTTHONUNK ON THE DIGITAL MARKET

Subscribe for the digital version: <https://digitalstand.hu/amiotthonunk>

In case of framework contract on printed or online pages there are 30% reduction from our initial tariffs.

A MI OTTHONUNK Editorial Office

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