

Price list for www.GLAMOUR.ru (Valid starting with 01.01.2019)

All prices are in EUR, excluding VAT (20%)

Standart banners formats

№	Format	Positioning	CPM 2019	Format in mobile version
1	Banner 990x250	All available inner pages	45	300x250
2	Banner fullx250	All available inner pages	55	300x250
3	Banner 300x600	All available inner pages, including galleries	24	300x250
4	Banner 300x250	All available inner pages, including galleries	16	300x250
5	Native tiser 410x150	All available inner pages	14	N/A

Packages with exclusive positioning on HP/ HP of a site section

№	Package	Format & positioning	CPM 2019	Garanteed p.v.
1	HP Take Over (static) + ROS (dynamic)	2 synchronized banners fullx250/990x250 (300*250 in mobile) and 300x600 banner - exclusive placement on page (300*250 in mobile), static on HP and dynamic on inner pages	17 200	300 000
2	Fashion Page Take Over (static) + ROS (dynamic)	2 synchronized banners fullx250/990x250 (300*250 in mobile) and 300x600 banner (300*250 in mobile) - static on Fashion HP and dynamic on inner pages	12 750	300 000
3	Beauty Page Take Over (static) + ROS (dynamic)	2 synchronized banners fullx250/990x250 (300*250 in mobile) and 300x600 banner (300*250 in mobile) - static on Beauty HP and dynamic on inner pages	10 750	250 000
4	Celebrities Page Take Over (static) + ROS (dynamic)	2 synchronized banners fullx250/990x250 (300*250 in mobile) and 300x600 banner (300*250 in mobile) - static on Celebrities HP and dynamic on inner pages	9 250	220 000

Non-standart banner formats

№	Format	Positioning	CPM 2019	Format in mobile version
1	Expandable Double Skyscraper (300x600, up to 600x600 by click)	All available inner pages, dynamic	35	300x250
2	Expandable Double Skyscraper (300x600, up to 990x600 by click)	All available inner pages, dynamic	45	300x250
3	Expandable Double Skyscraper (300x600 up to fullscreen by click)	All available inner pages, dynamic	26	N/A
4	Fullscreen, F=2 a day (Pop-up fullscreen banner, 7 sec.)	All available inner pages, dynamic	68	N/A
5	Video Fullscreen, F=1 a day (Pop-up fullscreen banner, up to 30 sec.)	All available inner pages, dynamic	91	N/A
6	300x600 banner + flying elements, F=2 a day	All available inner pages, dynamic	42	N/A
7	Take Over ROS (except Home Page), dynamic (2 horizontal banners fullx250/990x250, 300x600 banner)	All available inner pages, dynamic	50	2 *300x250
8	Interscroller	All available inner pages (only mobile), dynamic	33	code placement
9	Inread баннер (Photo/Video)	All available inner pages, dynamic	33	code placement

Extra possibilities

№	Format	Positioning	Cost (production not included) 2019
1	Leaderboard 600x210 (exclusive positioning)	Automatic personalized weekly HTML mailing on Glamour newsletter subscribers	1 040
2	Leaderboard 600x210 (Thematic mailing: fashion, beauty, lifestyle etc.)	Thematic mailing on Glamour newsletter subscribers	1 550
3	Advertorial (up to 300 words, 15 pictures, 1 direct reference on Client's site)	1st day Editorial Announcement on Home Page 300*250 teaser, 100K impressions or 300*600 (300*250 in mobile) in galleries, 60K impressions - upon inventory availability 990x250 banner (300*250 in mobile), 50K impressions, 1 week 300x600 banner (300*250 in mobile), 50K impressions, 1 week 1 week article branding: fullx250/990x250 (300*250 in mobile) and 300x600 banner (300*250 in mobile) 1 week announcement in social networks of Glamour Russia (FB, VK), 2 shares in total, 1 week	4 150
4	Video package	Partner's video integrated in branded advertorial. Video will be uploaded to Glamour Russia youtube channel and glamour.ru video section	8 980
5	Video Splash Screen	All pages of mobile site version, F=2 a day (exclusive presence, 1 week)	8 850

6	Splash Screen	All pages of mobile site version, F=2 a day (exclusive presence, 1 week)	7 550
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Viber & Instagram packages

No	Format	Positioning	Cost (production not included) 2019 *
1	Viber public chat package	One week package includes branded skin and daily posts in a group	13 050
Instagram @Glamour Russia			
2	Post	1 native post made by editorial team, static photo with # & @ tags, max.3 iterations	2 800
3	Post + stories	1 native post and 1 stories made by editorial team, static photo with # & @ tags, max.3 iterations	3 100
4	Stories	Gallery upto 5 stories with # и @ tags and link on partner's website, max. 3 iterations	1 420
Instaram @Glamour_Probeauty			
5	Post	1 native post made by editorial team, static photo with # & @ tags, max.3 iterations	1 860
6	Post + stories	1 native post and 1 stories made by editorial team, static photo with # & @ tags, max.3 iterations	2 170
7	Stories	Gallery upto 5 stories with # и @ tags and link on partner's website, max. 3 iterations	950

Extra charges

GEO	
Moscow and/or Saint-Petersburg	50%
All Russia/ megapolises	30%
Frequency	
Unique visitors	30%

Seasonal coefficient	
March	15%
September	
October	
November	
December	

*Viber & Instagram	
Video	15%
Galleries	10%
GIF/ Animation	5%

* In case of 2 extra charges per campaign, total extra charge is 50%, extra charger per campaign 55%

Non-standart placement and special projects:

Price will be calculated upon request
Production period - starting from 4 weeks after the booking

Comments:

Cancellation of booking - no less than 3 weeks before campaign starting (standart banners); no less than 5 weeks before the start of the compain (premium exclusive packages)

Minimal order - 2 000€, excl. VAT after discounts.

At placing through foreign system permission of access to statistics is obligatory.

Traffic per week is subject to fluctuations, please confirm availability of impressions before placing an order.