

TATLER

DIGITAL PRICE LIST

Price-list for website www.Tatler.ru is valid from 01.01.2020
Price is in euro before VAT (20 %)

Home page placement and special section branding

Placement	Format	Position	Cost per week	Impressions
Home Page placement (premium), 7 days	Fullx250/990x250	Homa Page (static)	16 700	235 000
	Fullx250/990x250, 300x600 (right)	ROS (available inner pages)		
Home Page placement (standard), 7 days	Full/990x250 (перетяжка)	Homa Page (static)	15 200	205 000
	300x600 (right), 300x600 (gallery)	ROS (available inner pages)		
Special Section Branding // Tatler Debutante Ball, Cannes Film Festival	Fullx250/990x250, 300x600 (right)	Special section home page and all related articles (static)	13 200	250 000
	Fullx250/990x250, 300x600 (right + gallery)	ROS (available inner pages)		
Special Section Branding	Fullx250/990x250, 300x600 (right)	Special section home page and all related articles (static)	10 200	170 000
	Fullx250/990x250, 300x600 (right + gallery)	ROS (available inner pages)		
Video Section Branding	3 x Fullx250/990x250 banner (static) (resized banners in mobile apply); pre-roll in videos, F=3 per day (dynamic)	Video section all pages (static)	5 100	N/A

Special positions

Placement	Format	Cost per week	CPM	Impressions
"Heroes" and "Party" Take Over (static home page, dynamic inner pages)	Fullx250/990x250, 300x600 (right + gallery)	13 000	–	170 000
Fashion Take Over (static home page, dynamic inner pages)	Fullx250/990x250, 300x600 (right + gallery)	11 500	–	130 000
Beauty Take Over (static home page, dynamic inner pages)	Fullx250/990x250, 300x600 (right)	9 500	–	105 000
Run of site branding (all pages, excluding home page)	Fullx250/990x250, 300x600 (right)	–	122	–

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Banners

Format	Placement	Mobile Version Format	CPM	Traffic per week
Double Skyscraper (300x600, right+gallery) <i>* For synchronized impressions with 990x250/ Fullx250 CPM of branding to be applied</i>	ROS (available inner pages), excluding home page	300x250	41	Upon request
Banner 990x250 or Fullx250 <i>* For synchronized impressions with 990x250/ Fullx250 CPM of branding to be applied</i>	ROS (available inner pages), excluding home page	300x250	44	Upon request
Editorial teaser	ROS (available inner pages)	Editorial teaser	26	Upon request
Fullscreen, F=2 (7 seconds)	ROS (available inner pages), excluding home page	–	81	Upon request
Video Fullscreen, F=1 (30 seconds maximum)	ROS (available inner pages), excluding home page	–	91	Upon request
Interscroller	Available inner pages - mobile only	320x480	47	Upon request

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

Extra possibilities

Format	Position	Cost
Leaderboard (1500x500)	E-mail Newsletter (14 600+ subscribers)	1 550
Advertorial article (2 paragraphs + photos, max. 10)	Editorial teaser (1 week, dynamic, home page and inner pages) - 100 000 impressions; <i>*Technical cost in not included</i>	2 700
Longread article (over 10 photos, video)	“Editorial teaser (1 week, dynamic, home page and inner pages) - 70 000 impressions, announcing banners 300x600 (1 week, dynamic, inner page) - 30 000 impressions, advertorial announcement on Home Page <i>*Technical cost in not included</i> ”	4 150
Branded advertorial with announcement (990x250 and 300x600)	“Editorial teaser (1 week, dynamic, home page and inner pages) - 50 000 impressions, announcing banners 300x600 (1 week, dynamic, inner page) - 50 000 impressions, announcing banners 990x250 (1 week, dynamic, inner page) - 50 000 impressions, advertorial announcement on Home Page <i>*Technical cost in not included</i> ”	5 900
Splash Screen (F=2 per day)	All pages, 1 week, F=2, exclusive	4 650
Video Splash Screen (F=2 per day)	All pages, 1 week, F=2, exclusive	4 750

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Instagram

Placement	Format	Cost
Post on Instagram	1 native post created by editorial team, static photo with an # and @	3 550
Post on Instagram + Stories	1 native post and 1 stories post created by editorial team, static photo with an # and @	3 750
Stories only (up to 5)	up to 5 stories posts created by editorial team, static photo with an # and @	1 900

Video

Format	Position	Cost
Video Placement	Размещение видео на видео канале и YouTube канале	3 150
Video Placement	Размещение видео на YouTube канале	2 550
Video Placement	Video placement on video channel & YouTube channel "Announcement teaser, 100 000 impressions, dynamic Vertical banner (300x600), 50 000 impressions, dynamic *Technical cost in not included"	4 850

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- For synchronized impressions with 990x250/Fullx250 CPM of branding to be applied
- Custom solutions and special projects (promo-page, banner editorial streams and interactive banners):
- Rates are available upon request
- Production time - from 4 weeks
- Free cancelation of booking is only possible 3 weeks before the start of the campaign (standart banner), 5 weeks before the start of the campaign (Home Page/Sections Sponsorship)
- Entry level for website campaign - 2000 Euros after all discounts
- Price in Euros before VAT (20 %)
- Weekly traffic may vary, please, check the availability before placing the order

(DESKTOP, TABLET, MOBILE)

- Extra charge for desktop/mobile placement only - 50%
- Extra charge for GEO targeting (Mocow, Saint Petersburg) - 50%
- Extra charge for GEO targeting (other cities, regions) - 30%
- Extra charge for frequency limitation - 30%
- Seasonal charge (March, October, November) - 15%
- Seasonal charge (April, September, December) - 20%
- Extra charge for non-standart format - 30%
- Extra charge for exclusivity of a category - 20%
- Extra charge for second brand - 10%
- Extra charge for exlusivity at the page - CMP of branding

INSTAGRAM

- Cost includes two variants of layout
- Production cost for complex projects will be calculated separately
- Extra charge for video - 15%
- Extra charge for gallery - 10%
- Extra charge for GIF/Animation - 5%

IMPRESSIONS RUN THROUGH ALL PLATFORMS

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