

iFotoVideo



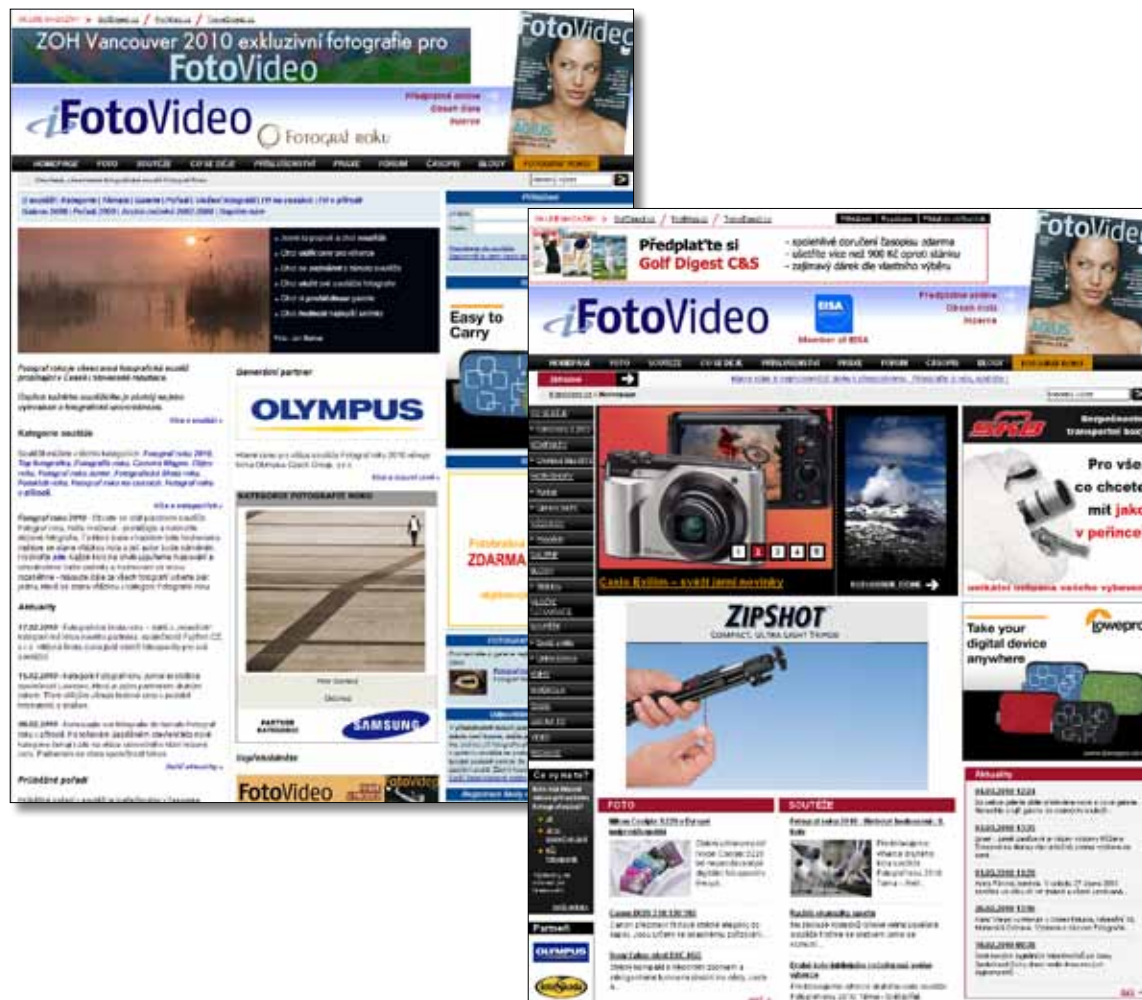
iFotoVideo.cz

An Internet magazine about photography, digital technologies and everything a photographer needs.

ifotovideo also provides information for enthusiasts of video and other forms of recording and transmitting high-quality images.

You will find here

- Practical advice, tests and reviews by the experts,
- informations on innovations in the field, cultural issues, reader´s competitions, discussion forum,
- website of the most famous photography competition Photographer of the year with more than 100 000 photos.





Visit rate a month:

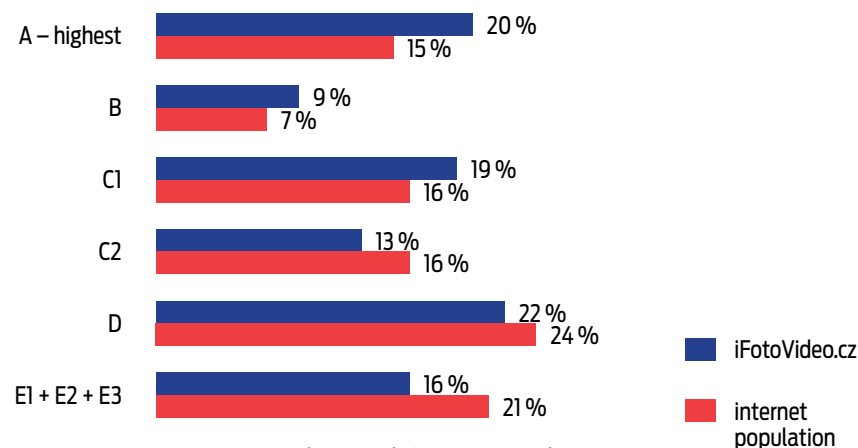
- 48 000 – 52 000 unique users
- 800 000 – 1 000 000 page views

Visitors profile

- 70 % are men
- 48 % are 20–39 and 35 % are 40 and up aged
- 37 % have tertiary education
- 20 % in group A in socioeconomic classification (group A in ABCDE classification)
- 44 % have monthly income over 25 000 CZK
- 32 % live in the cities with more than 100 000 inhabitants
- 75 % use the internet more than 21 days a month
- 86 % own a digital camera

Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

Socioeconomic classification of visitors (ABCDE)



Source: NetMonitor – SPIR – Mediaresearch & Gemius, March 2009

Advertising rates

ADVERTISEMENT TYPE	GUARANTEED IMPRESSIONS	CPT (CZK)	PRICE / WEEK (CZK)
Leaderboard	100 000	800	80 000
Rectangle	30 000	1200	36 000
Square 300	100 000	800	80 000
Square 250	100 000	500	50 000
Skyscraper	100 000	450	45 000
Full Banner	30 000	400	12 000
Commercial presentation	100 000	200	20 000



Advertisement data

Leaderboard 728 × 90

Square 300 (300 × 300)

Rectangle 480 × 300

Square 250 (250 × 250)

Full Banner 468 × 60

Skyscraper 120 × 600

Format specification

FORMAT	DIMENSION IN PIXELS	MAXIMUM SIZE
Leaderboard	728 × 90	40 kB
Rectangle	480 × 300	45 kB
Square 300	300 × 300	40 kB
Square 250	250 × 250	35 kB
Skyscraper	120 × 600	40 kB
Full Banner	468 × 60	25 kB
Commercial presentation	logo, perex	20 kB

Formats: gif, jpg, Flash, html

For specifications of format flash, commercial presentation and direct mail please go to www.atemi.cz.

Other formats on request. For more informations contact our sales department.

Sales department:

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