



Infinety Group

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Media kit 2024

Valid from the 1st of February 2024 until further notice.
Rates in the media kit are list prices, they do not contain VAT or discounts.
The media kit is available [online](#).
For publishing ads, Infinety General Terms and Conditions ([ÁSZF](#)) are valid!



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Infinity Group

sales@infinity.hu

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1037 Budapest, 3/B Montevideo street



1. Price list

CLASSIC DISPLAY AND RICH MEDIA ADS

Infinity portfolio mixes*

Buying type	Infinity sitemix	Infinity total portfolio (RON)
CPM	4.500 Ft	4.000 Ft
adview (AV)	4,5 Ft	4 Ft
Unique Visitors (UV)	7,5 Ft	7,5 Ft
Click Through (CT)	700 Ft	650 Ft

**The list of the websites expands continuously. For more information, contact our sales team: sales@infinity.hu
In case of UV, AV and CT campaigns we can't guarantee that the ad will appear in every website. We can only guarantee it in case of fix or time-based campaigns. For fix, time-based and target audience-based prices please contact our sales team. sales@infinity.hu*

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PROGRAMMATIC

Programmatic display campaign

Private Deals (mobile, desktop and multiplatform)

Data packages for Private Deals

Rich Media for Private Deals

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VIDEO		
Buying type	Infinity sitemix	Infinity total portfolio (RON)
adview (AV)	4,5 Ft	4 Ft
video opening	60 Ft	60 Ft
video opening + min. 3 second watching	100 Ft	100 Ft
5-15 second watching guaranteed	150-230 Ft	150-230 Ft
pre-roll (skippable after 10 second)	6,5 Ft	

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TEXTLINK AND MULTIPLATFORM AV PACKAGE

Package	CT	
RON textlink package (5.000 CT)	250 Ft	
Infinity AV multiplatform RON packages	Complete package	AV
1.500.000 AV	3.000.000 Ft	2 Ft
3.000.000 AV	5.100.000 Ft	1,7 Ft
6.000.000 AV	7.500.000 Ft	1,25 Ft

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AD VERIFICATION PRODUCTS

Product type	For more informations about our products and services please contact us at the following email address: sales@infinity.hu
Based on Viewability services	
Brand Safety & Ad Fraud technological services	
Premium targeting (based on demographical) services	

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a) IAB standard, rich media and Infinety ad formats

AD FORMATS	
IAB standard	
medium rectangle (250/300x250)	leaderboard (728x90)
super leaderboard (970x90)	half page (300x600)
wide skyscraper (160x600)	full banner (488x60/120/180)
wideboard (640x360)	
Infinety standard	
PR-cikk	beúszó (egyedi)
hírlevél/eDM/sms	videotapéta
szponzoráció (egyedi)	pre-,post-roll
képes ajánló (250x125/140)	képes mozaik (300x90)
szöveges link (max 100 karakter)	szöveges mozaik (300x90)
layer/Sticky footer (egyedi)	rss-doboz (100x180>300x400)
interstitial (400x400>600x500)	skyscraper (120x600)
Infinety Rich Media (desktop)	
billboard (970x250)	pushdown (970x90>415)
sidekick (300x250>850x700)	filmstrip (300x600)
landscape (728x410)	etna (970x620)

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AD FORMATS

Infinity Rich Media (desktop)

kilimandzsáró	csomolungma (300x1050)
mont petit (90x120)	matterhorn (300x250>300x1000)
expand (250x250>500x500)	leporello (970x250>970x750)
corner peel (180x180>500x500)	grand teton
inspiration 3D	prospect (300x600>900x600)
olümposz microsite	interscroller (1920x1080)
shuffle	spotlight
scratch	takeover
scroll	dual click
mayon	2Face
content microsite	K2
rotate	inspiration horizontal
teleport	ad corner
video superscreen	video superscroll
video olümposz 'Yay or Nay'	video olümposz simple 'Yay or Nay'
triple window	magazine
rotate 'Yay or Nay'	rainbow
filter cheese	filter sparkle
filter wave	filter winter

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AD FORMATS

Infinity Rich Media (mobile)

adhesion/pull/slider	full page flex HTML5
k2 mobile	fuji mobile
inspiration 3D mobile	inspiration zoom mobile
video olümposz mobile	mobile interscroller
mayon mobile	mobile corner peel
mobile sticky	mobile pushdown
shaker	gravity
video olümposz microsite mobile	mayon mobile video
microsite PDF	video olümposz simple mobile
dual click mobile	2face mobile
filter cheese mobile	filter sparkle mobile
filter wave mobile	filter snow mobile
ad corner mobile	teleport mobile
rainbow mobile	sticky slider mobile
swipe mobile	swipe mobile 'Yay or Nay'
video olümposz aimple mobile 'Yay or Nay'	video supersticky

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Infinity Rich Media (video)

expand video banner	video olümposz
video olümposz sticky	youtube banner
video pushdown	videós szponzoráció
video double sticky	video mont blanc
video olümposz youtube	video olümposz facebook
video countdown	video olümposz simple
dual click video	2face video
mayon video	prospect video
teleport video	ad corner video
video olümposz 'Yay or Nay'	video olümposz simple 'Yay or Nay'
video superscreen	video super sticky

Are you interested in all of our ad formats? Please click the button below to visit Infinity Showroom!



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b) newsletter, e-dm

HÍRLEVÉL, E-DM			
Site adatbázis	Címzettszám	Hírlevél	E-DM
Doksi.hu	13.400	Unique	X
Gmail	400.000	X	Unique
Informed	25.000	Unique	X
Maxima	450.000	X	Unique
Medibon	88.000	Unique	Unique
Minimatine	4.200	Unique	X
Mmonline.hu	3.200	Unique	X
Nagyutazás-oldalcsoport	22.800	Unique	X
Nilsmedia	700.000	X	Unique
Nonprofit.hu	11.000	Unique	X

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HÍRLEVÉL, E-DM

Site adatbázis	Címzettszám	Hírlevél	E-DM
Pafi.hu	18.000	Unique	X
Perform Media	650.000	X	Unique
Sielok.hu	64.000	Unique	Unique
Termalfurdo.hu	457.000	Unique	Unique
Utazok	330.000	X	Unique
Wangaru	450.000	X	Unique
Webnyeremeny.hu	125.000	Unique	X

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2. Portfolio

a) target audience packages

TARGET AUDIENCE PACKAGES		
Package	Unique visitors (UV)	Reach (%)
women	2.400.000	67%
men	2.000.000	60%
18-49 ABC	1.400.000	63%
students	176.000	58%
young (16-29)	787.000	59%
active	3.100.000	63%

Source: Gemius – DKT 2023

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b) thematic packages

THEMATIC PACKAGES	
Packages	Unique visitors/month (UV)
family	700.000
health, lifestyle	700.000
man, sport, IT	1.300.000
young, entertainment	1.300.000
news, infos	3.100.000
culture, gastro, lifestyle	2.200.000
woman, main shopper	2.700.000
wide reach	2.800.000
travel	700.000
business, SME, decision-making	1.400.000

Source: Gemius – DKT 2023

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3. Targeting solutions

TARGETING SOLUTIONS

Retargeting

Those users who have shown interest in a product, we reach them with targeted ads.

Domain and geotarget

We target the users based on the domain of their IP-adress. We can also use location-based targeting based on IP-addresses. Locations can be countries, regions, towns, latitudes or longitudes.

URL and referer

We target the users based on character strings from the URL which belongs to the visited website.

Browser and screen

We run ads based on what type of browser the user uses and the screen adjustments of his device.

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TARGETING SOLUTIONS

Query and keyword

We target those keywords, that has brought the visitors to the website. Targeting in the website is based on the keywords built for searching robots.

Socio-demographic

Targeting is based on socio-demographic data. Targeting options: sex, age, qualification, home, marital status, incomes, internet usage, online buying habits, objects owned

WURFL

With this option we target mobile and tablet users based on the WURFL database, which contains device descriptions and also identifies the operation system, the screen resolution and the mobile browser version of the device.

Targeting solutions have unique prices, in some cases, with extra charges. For more information, please contact our sales team: sales@infinity.hu

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4. Infinity Influencer Portfolio

We cooperate with dozens of influencers who reach their audience via premium Instagram, Facebook and Youtube contents. For more information, please contact our sales team: sales@infinity.hu

5. Technical information, contact

Technical information:

- File formats: GIF, JPG, HTML5
- File size: maximum 150 kB

Other:

- Minimum value of the order: 100.000 Ft + VAT
- Creatives must be submitted 3 workdays before the campaign starts
- In case of CT campaigns, we ask for 3 creatives minimum
- The quoting and orders are based on the valid General Terms and Conditions.

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For more information, please check out our social channels or contact our sales team:

[sales@infinity.hu!](mailto:sales@infinity.hu)