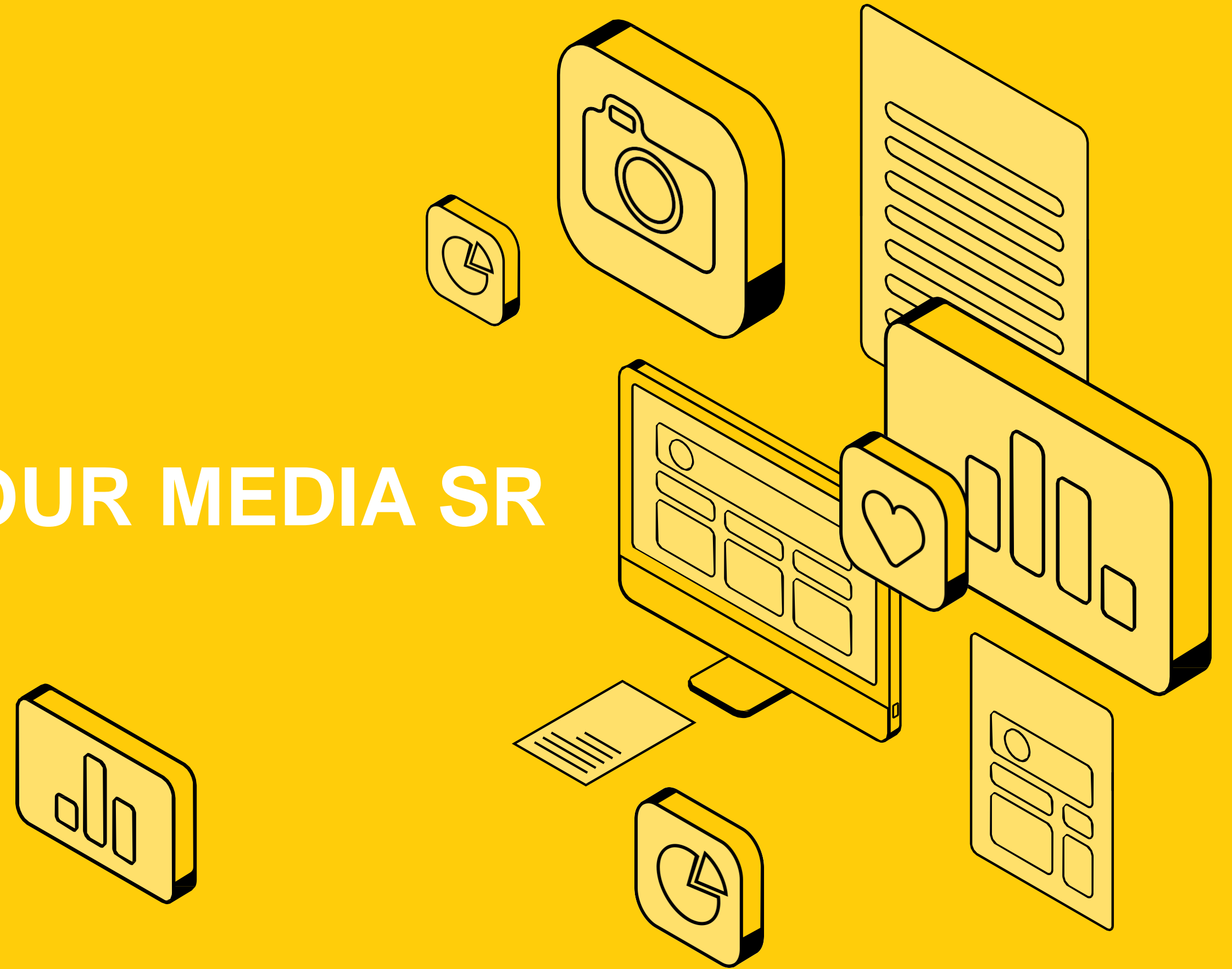


Media portfolio of group **OUR MEDIA SR**



OUR MEDIA SR

We belong to
TOP 5
Media houses
in Slovakia

We provide printing and publishing of the daily newspaper Pravda, web portal operation of Pravda.sk, Varecha.sk, auto.pravda.sk, ahojmama.sk and Birdz.sk.

Content of the presentation

05	Target groups – web
06	Pravda.sk
10	Varecha.sk
14	Auto.pravda.sk
18	Ahojmama.pravda.sk
23	TV Pravda
27	TV Varecha
30	Advertising formats
41	Advertise on Pravda.sk
43	Daily newspaper Pravda
46	Target groups – print
47	Daily newspaper Pravda supplements
52	Advertise in daily newspaper Pravda
53	Contact

A man and a woman are sitting together, looking at a tablet. The woman has long, wavy blonde hair and is wearing a pink shirt. The man has short dark hair and is wearing a dark blue shirt. They are both smiling and looking at the screen. The background is a warm, indoor setting with a couch and some plants. The word "ONLINE" is written in white capital letters with a yellow underline.

ONLINE

Target groups – web

05



2 140 253
total



923 616
men



977 494
women



347 804
up to 25 years



1 269 167
25+



285 231
55+

Source: IABmonitor, Gemius, avg. 2. Q 2021

news and journalism



We belong to the
TOP 5
ONLINE MEDIA
in Slovakia

In addition to news and journalism, you will find other topics here: **lifestyle, family, health, auto-moto, finance, travel, housing and technology.**

Target group: **25 – 55, economically active**

Source: IABmonitor, Gemius, avg. 2. Q 2021

Monthly website traffic



2 140 253

real users



51 523 556

page views



Most visited section on on the Pravda.sk
website is Auto, 454 950 RU

Source: IABmonitor, Gemius, 06/2021

recipes and cooking



**THE SECOND
MOST VISITED**
recipe website
in Slovakia

More than **60 066 recipes.**
116 417 registered users.

Target group: **women 25+**

Monthly website traffic



1 115 026

real users



7 438 368

page views



Users saved **the recipes**
to the book already 7 284 888 times

Motoring website





#1
between motoring
sites

Users can read:

- ▶ about more than 40 car brands
- ▶ about moto news and car tests
- ▶ about current information and new models
- ▶ about practical advises

Target group: **men 25+**

Monthly website traffic



442 025

real users



2 183 598

page views

A man and a woman are sitting on the edge of the open trunk of a yellow SUV. The car is parked on a grassy hillside overlooking the ocean. The woman is on the left, wearing a grey sweater and blue jeans. The man is on the right, wearing a grey t-shirt and dark pants. The car's license plate is partially visible, showing 'B ID 4'. The background features a cloudy sky and the ocean.

Our **editors drove together**
up to 263,957 km during tests of new vehicles

pregnancy and motherhood





**ACTIVE
COMMUNITY**
on blogs and
in discussions

The portal contains various attractive topics for future and current mothers:
pregnancy, education, partnerships, health.

Target group: **mothers with children under 14, pregnant women**

Source: IABmonitor, Gemius, avg. 2. Q 2021

Monthly website traffic



179 662

real users



425 565

page views

A close-up photograph of a woman with curly brown hair smiling warmly while hugging a young girl with long blonde hair. The woman is wearing a grey and white striped shirt. The girl is wearing a white shirt. The background is a plain, light-colored wall. The image has a soft, warm tone.

Highest traffic of articles
is from 23:00 to 02:00

A professional video camera on a tripod is positioned on the right side of the frame. The camera is detailed with various attachments, including a microphone and cables. The background is a dark studio environment with out-of-focus lights and equipment, creating a bokeh effect. The text 'ONLINE TV' is centered in the middle of the image, underlined with a yellow line.

ONLINE TV

Online TV





Our own
**PROGRAM
AND VIDEOS**

Themes: **news, lifestyle, auto-moto, travel, finance, health.**

Target group: **25 - 55**

Source: IABmonitor, Gemius, avg. 2. Q 2021

Monthly viewership

(monthly avg. 2.Q 2021)



764 550
plays



Most viewed videos include
news and weather

online cooking television





Attractive recipes and
COOKING
WITH FAMOUS
PEOPLE

We shoot the recipes in a TV studio.

Television on TV Varecha contains various categories, interviews with celebrities, or advice and tips for the kitchen.

Target group: **housewives 25+**

Source: IABmonitor, Gemius, avg. 2. Q 2021

Monthly viewership

(monthly avg. 2.Q 2021)



32 924

plays

Advertising formats

30

Our portfolio of services includes:

- ▶ display advertising
- ▶ native advertising
- ▶ PR articles
- ▶ various sponsorship or product placement options
- ▶ special projects



Display advertising

31

Display advertising is an effective format for attracting new users, reminding regular customers or increasing turnover or traffic.

Branding

The screenshot shows the Pravda 100 website. At the top, there's a navigation bar with links to Správy, TV Pravda, Šport, Auto, Koktail, Zdravie, Žena, Varecha, Užitočná, Blog, and Debata. Below this is a dark header with social media links and a search bar. The main content area features a large article titled "Pribudlo rekordných 204 úmrtí na Covid, počet hospitalizácií prekročil hranicu 3-tisíc" (Record 204 deaths from Covid, number of hospitalizations exceeded 3,000). The article includes a photo of a sign that reads "VSTUP PRE COVID POZITÍVNYCH PACIENTOV NA HOSPITALIZÁCIU POUŽITE VÝŤAH Č. 2". To the right of the article is a table with COVID-19 statistics:

Koronavírus	pozitívnych (nedľa)	testov (nedľa)	% poz. testov (nedľa)	kľúčový medián (nedľa)	úmrtí (nedľa)
Všetko o COVID-19	+ 636	+ 3 111	20,4%	2 095	204

Below the table, there's a section for "BLESKOVÉ SPRÁVY" (Breaking News) with several short news items. On the left side of the page, there are several advertisements, including one for LIDL and another for a car. On the right side, there's a section for "NAJČITANEJŠIE" (Most Read) with a list of popular articles.

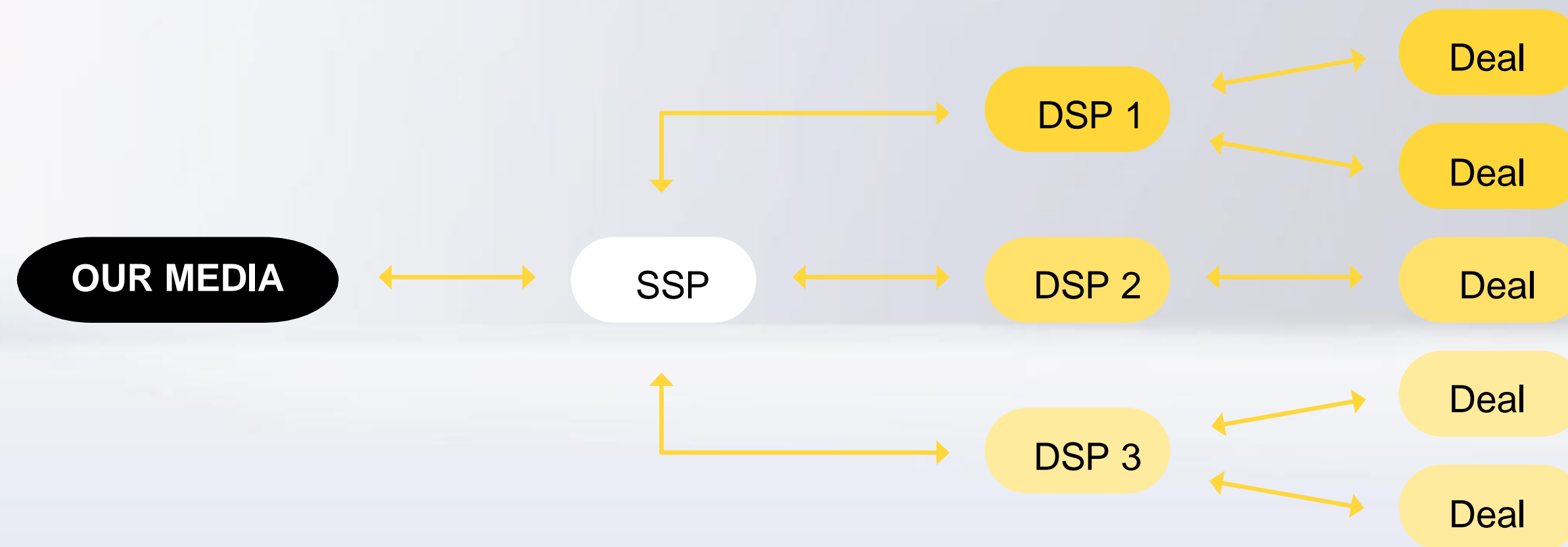
Interscroller

The screenshot shows a Pravda 100 interscroller advertisement for the Citroen Berlingo. The ad features a large image of the car and the text "BERLINGO BEST OF PURETECH 110" and "UŽ ZA 14 990 €". Above the car, there's a headline that reads "pokryt službami aj tie najvacšie parkoviska v obchodných alebo administratívnych centrách, či ľubovoľné verejné garáže. Celý proces by bol užívateľsky jednoduchý, vďaka mobilnej aplikácii vo vašom smartfóne." Below the car, there's a small text that says "Článok pokračuje pod reklamou -". The ad also includes a small logo for "engine of the year" and a "GDPR" icon.

Programmatic

32

Manage your campaigns with us easily and with maximum flexibility.
We use ad server Google Ad Manager (DoubleClick for publishers).



Native article

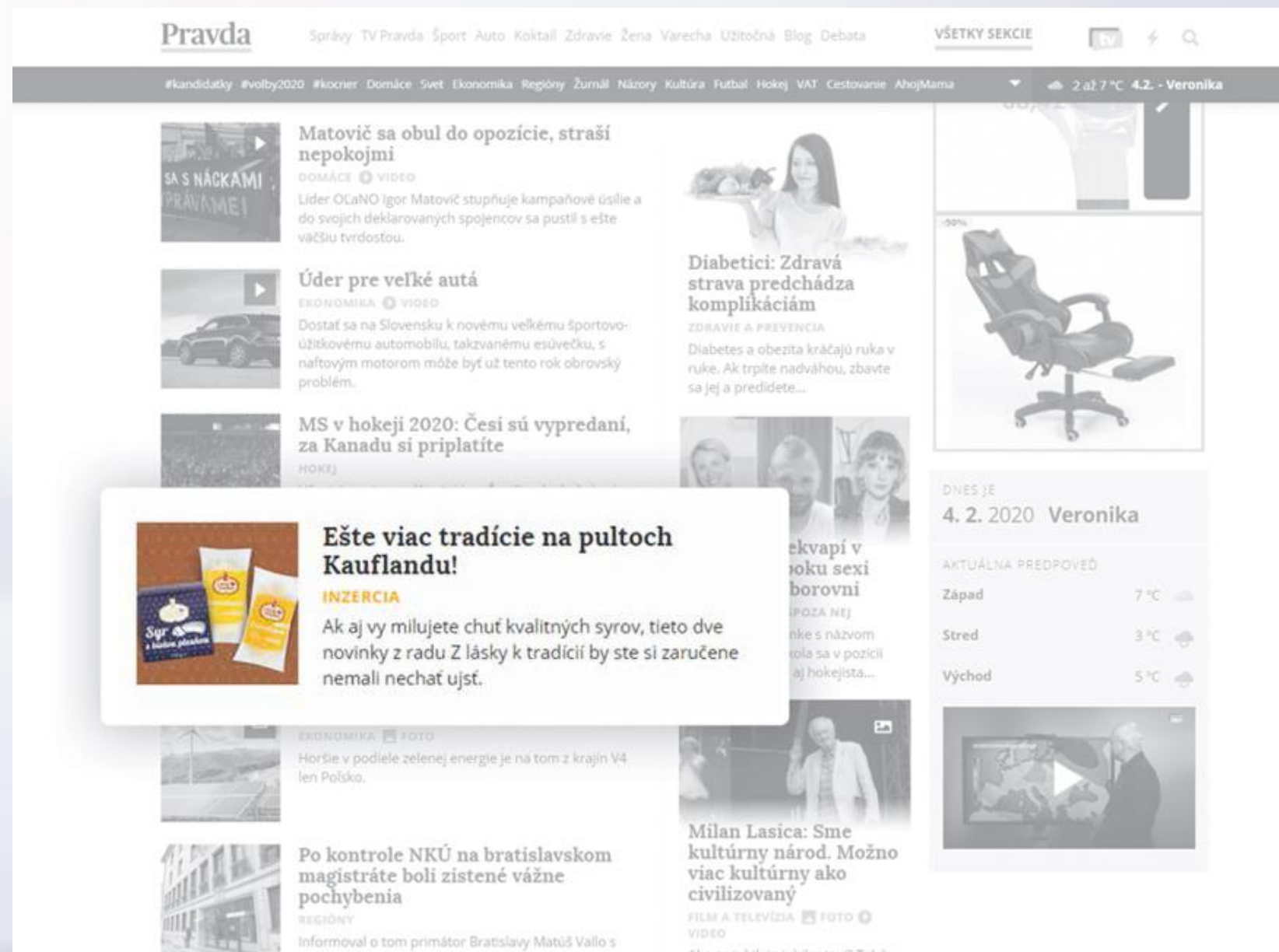
33

We will create customized content for you. We are preparing native articles in-house and publish them together with editorial content.



We also publish your PR articles, surveys or competitions on our websites.

PR článok



PR článok - detail



Special projects

Unique communication made for you.
It can be competitions, quizzes and games.

Súťaž

Šport • Pravda

Pravda je partnerom Slovenského olympijského tímu

MS 2019

Futbal

Hokej

Cyklistika

Tenis

Atletika

Loptové hry

Motorizmus

Ostatné športy

Zimné športy

SÚŤAŽ

O SKVELÉ CENY

SIMULATO

UR DE FRANCE

Ste rýchli ako Sagan? Nemusíte to dokazovať na bicykli, stačí ak si zahrajete hru SIMULATO

ktorá znázorňuje vietky etapy z Tour de France, vyplníte svoje údaje a ste v hre.

» Zapojiť sa môžete TU «

Čo môžete vyhrať?

Ceny do súťaže nám poskytli cyklistickí predstavitelia

1. cena BORA HANSGROHE 2018 dres – MAJSTER SLOVENSKA (veľkosť L) v hodnote 90 €

2. cena BORA 2018 dres krátky rukáv replika (veľkosť L) v hodnote 49,20 €

3. cena BORA 2018 dres dlhý rukáv replika (veľkosť L) v hodnote 58,80 €

4. cena BORA 2018 detský dres krátky rukáv (veľkosť 10 rokov) v hodnote 60 €

5. cena Prilba SUOMY SCRAMBLER-S-LINE WHITE/RED (veľkosť 59-62cm) v hodnote 120,88 €

Microsite

SIMULATO

UR DE FRANCE

VÝHERCOVIA

PRÁVIDLÁ

VŠETKO O TOUR

SÚŤAŽ O SKVELÉ CYKLO CENY

V CELKOVEJ HODNOTE 1200 €

HRAJ

VÝHERCOVIA

Pravda

Pravda

Video advertising

36

Our portfolio of services includes:

- ▶ In-stream
- ▶ Out-stream
- ▶ Commercial video made for you
- ▶ Sponsorship a product placement



In-stream

37

Pre-roll, mid-roll a post-roll spots are placed in editorial content as well as on video portals.

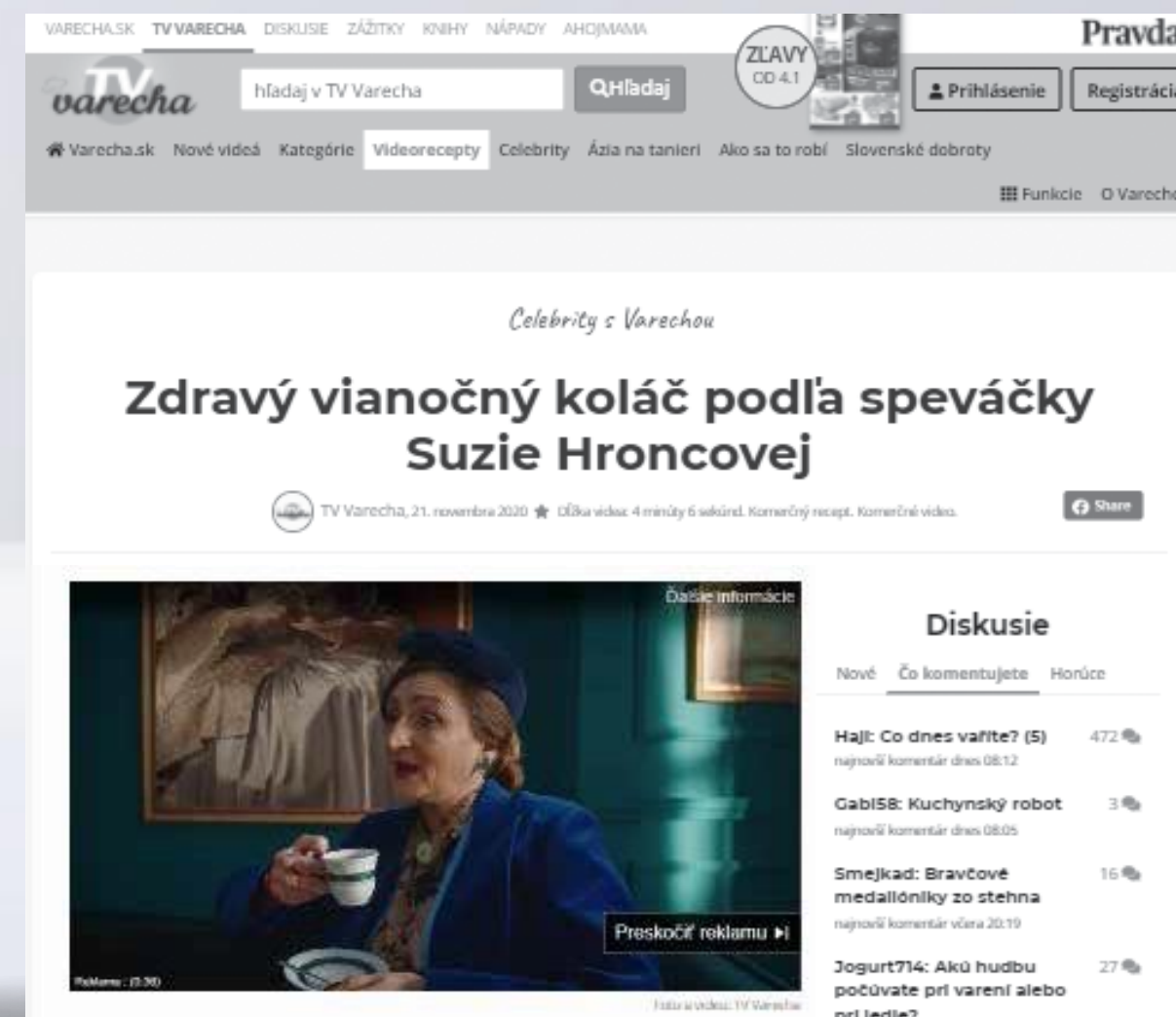
600 000
monthly reach

1 300 000
plays

Preroll



Preroll



PR/Native article

Average visits of articles

5 000
PR article on homepage

10 000
Native article



1 500
PR article
in one of our content section

30 000
Native article
Premium

Native article with video

Pravda100

Správy TV Pravda Šport Auto Koktail Zdravie Žena Varecha Užitočná Blog

VŠETKY SEKcie

Pravda TV

Pačiasie

IDE O PRAVDU

Idie o zdravie


IDE O PENIAŽC

IDE O PRÁVO

SHOW ROOM

neobyčajné miesta


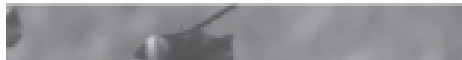

TV Pravda.sk / Komerčné videá / Víťazka Maľby 2019: V diele som zrecyklovala samu seba



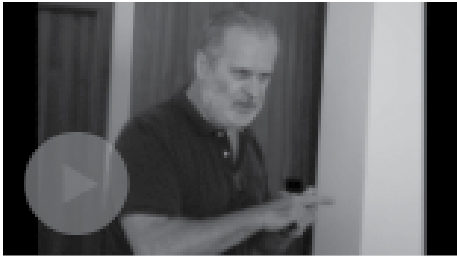
Víťazka Maľby 2019: V diele som zrecyklovala samu seba

27.09.2019

Pozrite si reportáž TV Pravda zo súťaže Maľba – Cena Nadácie VÚB za maliarske dielo pre mladých umelcov. Tohtoročnou, už štrnástou, víťazkou súťaže Maľba – Cena Nadácie VÚB za maliarske dielo pre mladých umelcov je len 27-ročná Lucia Oleňová. Jej dielo s názvom The Immense dept zaujalo medzinárodnú komisiu najmä svojim experimentálnym, formálnym, ale aj technickým aspektom a autorka o ňom hovorí, že v ňom zrecyklovala samu seba.




Uložiť na Facebook Páči sa mi to



Žitný o tragédii Milana Lučanského: Zabili ste mi kamaráta


Spravodajstvo - 31.12.2020



Kaliňák zapálil sviečku za Lučanského: Niektoráji informácie



Pieta na Lučanského. Policajné prezidium v Bratislave



Robert Kaliňák o výzbe a smrti Milana Lučanského



Takto sa na Slovensku triasla zem

Pravda100

Správy TV Pravda Šport Auto Koktail Zdravie Žena Varecha

VŠETKY SEKcie

Pravda TV

Pačiasie

IDE O PRAVDU

Idie o zdravie

IDE O PENIAŽC

IDE O PRÁVO

SHOW ROOM

neobyčajné miesta

KULTÚRA Hudba Film a televízia Divadlo Kniha Galéria Na čítanie Festivaly

2 až 8 °C 4.1. - Drahoslav

Víťazka Maľby 2019: V diele som zrecyklovala samu seba

Barbora Hrušková, Šimon Kučera, Pravda 27.09.2019 18:00


Uložiť na Facebook

Páči sa mi to

Tohtoročnou, už štrnástou, víťazkou súťaže Maľba – Cena Nadácie VÚB za maliarske dielo pre mladých umelcov je len 27-ročná Lucia Oleňová. Jej dielo s názvom The Immense dept zaujalo medzinárodnú komisiu najmä svojim experimentálnym, formálnym, ale aj technickým aspektom a autorka o ňom hovorí, že v ňom zrecyklovala samu seba.

"Napriek tomu, že autorka patrí k jedným z najmladších finalistov, presvedčila svojim odhodlaným prístupom a odvahou riskovať," povedal za hodnotiacu komisiu jej predseda Daniel Balabán. Ten zároveň dodal, že dielo vo svojej komplexnosti nesie vyzrápaný príbeh o procese tvorby a tiež odkaz na textilné umenie 60. a 70. rokov minulého storočia.

TV Pravda: Pozrite si reportáž zo súťaže Maľba – Cena Nadácie VÚB za maliarske dielo pre mladých umelcov.



Pravda

Viac videí a relácií si pozrite v TV Pravda.

Pravda

Viac videí a relácií si pozrite v TV Pravda.

Sponsorship a product placement

Place your products in our videos and become our partners.

Product placement



Sponsorship



Advertise on Pravda.sk, because...

41

Belongs to
**TOP 5 ONLINE
MEDIA**
in Slovakia

Auto.pravda.sk is
the MOST VISITED
Auto - moto web

We have
ONLINE TELEVISION,
where we create
our content

Varecha.pravda.sk
belongs to
TOP MOST VISITED
recipe website

1,158,777
of our users are
economically active

A man with a beard and glasses, wearing a blue denim shirt over a white t-shirt, is sitting on a couch and reading a newspaper. A young boy with glasses, wearing a plaid shirt, is sitting next to him, also reading a newspaper. The scene is set in a living room with a striped pillow and a window in the background. The word "PRINT" is overlaid in white text with a yellow underline.

PRINT

opinion-forming title



Daily newspaper Pravda

44

A opinion-forming daily newspaper with a 100-year tradition, at the same time has the widest and most stable group of subscribers. Data and editorial outputs from the diary are taken over by press and monitoring agencies.



Daily newspaper Pravda

45

30 996

average daily print run



238 815

reads / edition

i.e.

23 224

average daily paid circulation

5,3 %

of population

Source: ABC SR, ø 1.Q 2021

Target groups – print

46



238 815
total



137 092
men



101 722
women



71 020
up to 39 years



80 976
40+



86 820
60+

Source: MML-TGI, 4. Q 2020 – 1. Q 2021

Supplements to the Pravda newspaper

47

100+ supplements
per year



[illegible]

Weekly supplement

49

Once a week, readers will encounter supplement such as:
Pravda magazine with TV program, Varecha, Víkend, Krížovky, Seniori.



Monthly supplement

50

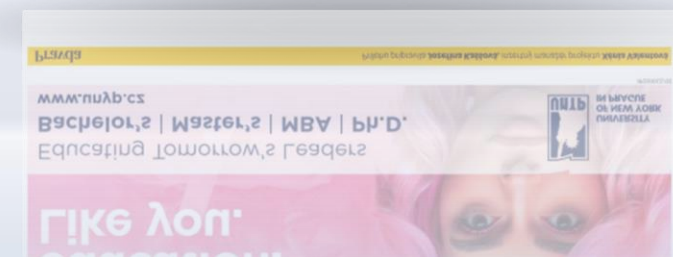
Once a month, readers will encounter supplement such as:
AUTO & TECH, Záhrada a hobby, Dobré zdravie, Dobré bývanie a Financie.



Special supplement

10

During the year, we also insert supplements into the Pravda daily newspaper with interesting topics that reflect the current situation or social topic.



Advertise in daily newspaper Pravda, because...

11

Opinion-forming diary
**with a 100-year
tradition**

Stable sales load -
an average of
24,000 pieces
daily

THE MOST
subscribers

COMMERCIAL SERVICE
for the B2B and B2C
sector in the form
of a supplements

Let us know, how we can help your campaign

OUR MEDIA SR a. s., Trnavská cesta 39/A, 831 04 Bratislava 3,
Office: +421 2 4959 6285, inzercia@ourmedia.sk