

The DigitalPortal.sk portal is focused on providing up-to-date information in the fields of information technology and electrical engineering. Since November 2023, it has been operating under a large media house – SITA Slovak News Agency, which is one of the major players in the field of media in Slovakia. The media house SITA has grown to include the web portal DigitalPortal.sk, thus expanding its portfolio and its presence in the digital media market. The new addition (DigitalPortal.sk) has moved to the domain digitalportal.sita.sk and continues to carry out its publishing activities independently.

### **DigitalPortal.sk: Home for technology news and innovations**

DigitalPortal.sk is a technology-oriented format that focuses on the latest technology news, reviews, and tutorials. This portal provides its readers with in-depth analysis and deep insight into the world of technology, making it an invaluable source of information for technology enthusiasts, professionals, and ordinary consumers interested in the latest information in this field.

*„I consider the association with a reputable media house like SITA to be crucial. By working together, we can gain more trust for readers and strengthen our brand. Although we celebrated the 10th anniversary of the site more than two months ago, I see our new partnership as a new step and a new milestone for the future,”* said Martin Klokner, founder and editor-in-chief of DigitalPortal.sk.

*„By joining, we are fulfilling our mission to be a relevant source of useful information, and at the same time, in the long term, we are gaining a new media space for our portfolio that is read by a unique target group,”* adds SITA's Executive Director, Branislav Kmet'.

We have approximately 2.5 million unique visitors per month (the primary DigitalPortal has approximately 425,000 unique visitors per month). We focus on Slovakia and the Czech Republic and cooperate with many reputable companies. We are a portal dedicated to IT news, technology, trends, travel, relaxation, and smart devices, as well as testing products from various companies.

One of our strengths is that we can convey the tested product in a very attractive way. We believe that a partnership between your company and us would be a mutually beneficial collaboration. Our websites and platforms are followed by individuals who are interested in this segment and who are potential customers of your company.

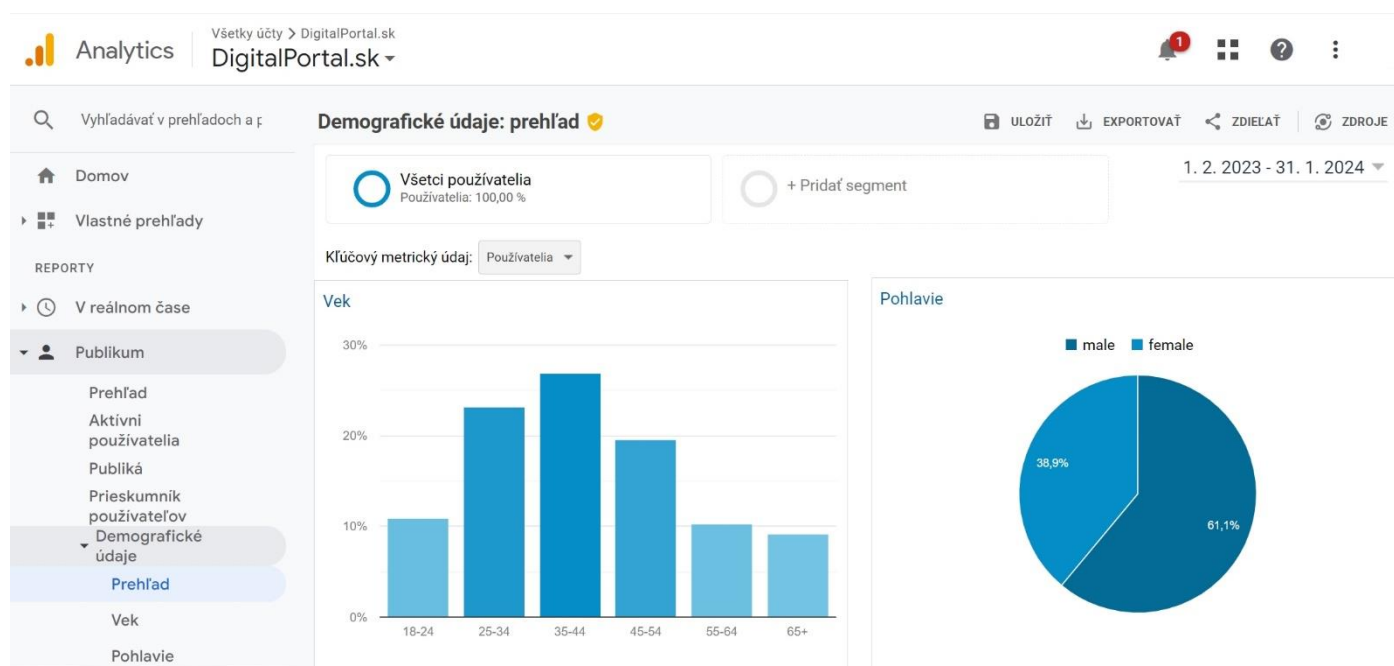
**Visitor characteristics:** Young people of active and productive age who have the money to buy the latest iPhone or Samsung flagships every year. People in senior positions, managers of companies, or owners of LLCs. Up to 80% of our readers are highly creditworthy clients that we can build on in the future.

**Advertising performance indicator:** In the specified period, we added a special affiliate link to the largest e-shop in Slovakia and the Czech Republic (Alza a.s.) in the articles. In this period, we have mediated (and thus, thanks to us, readers have bought products in the amount of €370,000) in the company Alza a.s. Investing in advertising and cooperation is worthwhile for us, and the advertising performance indicators prove it with their results. We do not guarantee future advertising; we cannot predict it.

Since its inception, the portal has been dedicated to the Slovak market and local topics, as well as European and global trends that affect this area. We are independent journalists who report on information technology in the areas of smartphones, tablets, computers, peripherals, audio, photo, video, and software. Our editorial office is duly registered in the Slovak Syndicate of Journalists (SSN), a professional organization representing all journalists in the industry in Slovakia.

On [digitalportal.sita.sk](https://digitalportal.sita.sk), dozens of articles are published weekly that are dedicated not only to news; they discuss current events and long-term topics and provide space for expert tests and reviews. There are also reports, but also tips and tricks with guides for readers. The editorial team consists of experienced journalists with many years of experience. Our ambition is to continue to provide an impartial view of the world of information technology and electrical engineering. We are constantly expanding our section and making changes so that we can move forward towards our stated goals.

Two years ago, we expanded the sections to include content on relaxation (Relax) and practical household tips. We are actively pursuing the topics of travel and relaxation. We also actively promote eco-friendly topics such as electric scooters and e-bikes. In the future, we also plan to further expand the topics and options according to demand. Our ambition is to continue to bring readers more and more thematic expert articles and reviews.



*The demographic overview of visitors shows their attractiveness, as up to 69.7% of all visitors are in the highly productive group (sum of 25–34, 35–44, and 45–54 years).*

*Taking into account the standard productive group (15–54 years old), up to 79.8% of all visitors (sum of 18–24, 25–34, 35–44, and 45–54 years old).*

# Advertising offer

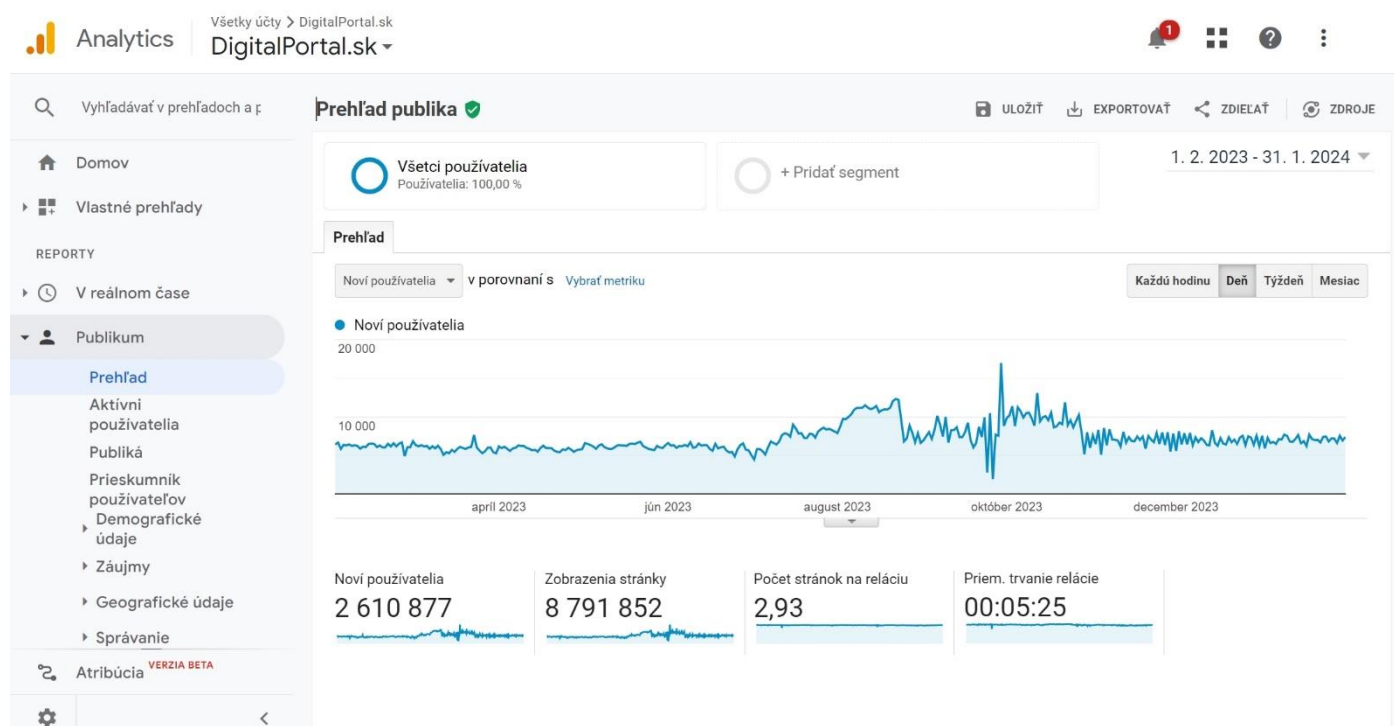
Please contact us by e-mail at [info@digitalportal.sk](mailto:info@digitalportal.sk) with all the details; specifying the location and length of the campaign. We are happy to discuss, and we will tailor the offers directly.

For companies and their clients (advertisers), we have available:

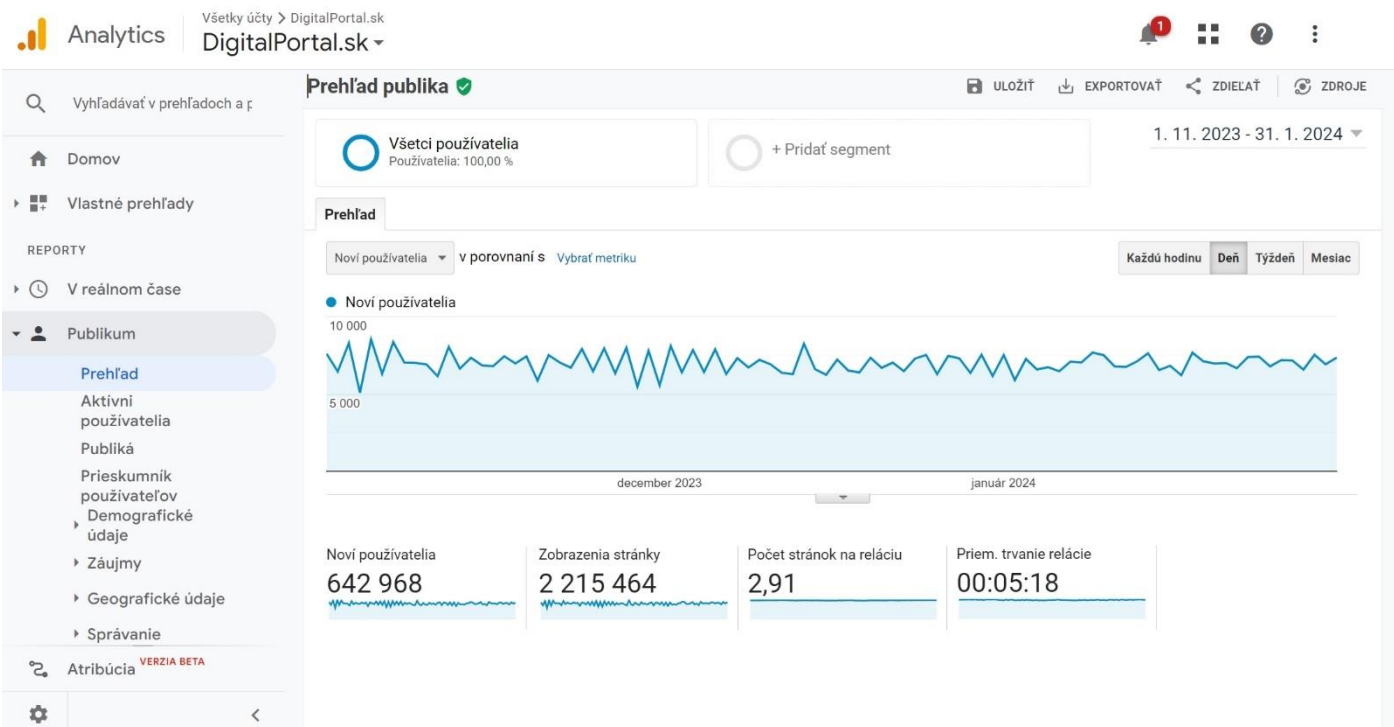
- PR article
- Native article
- TOP article
- Review
- TOP review
- Banner ads



# Portal traffic overview



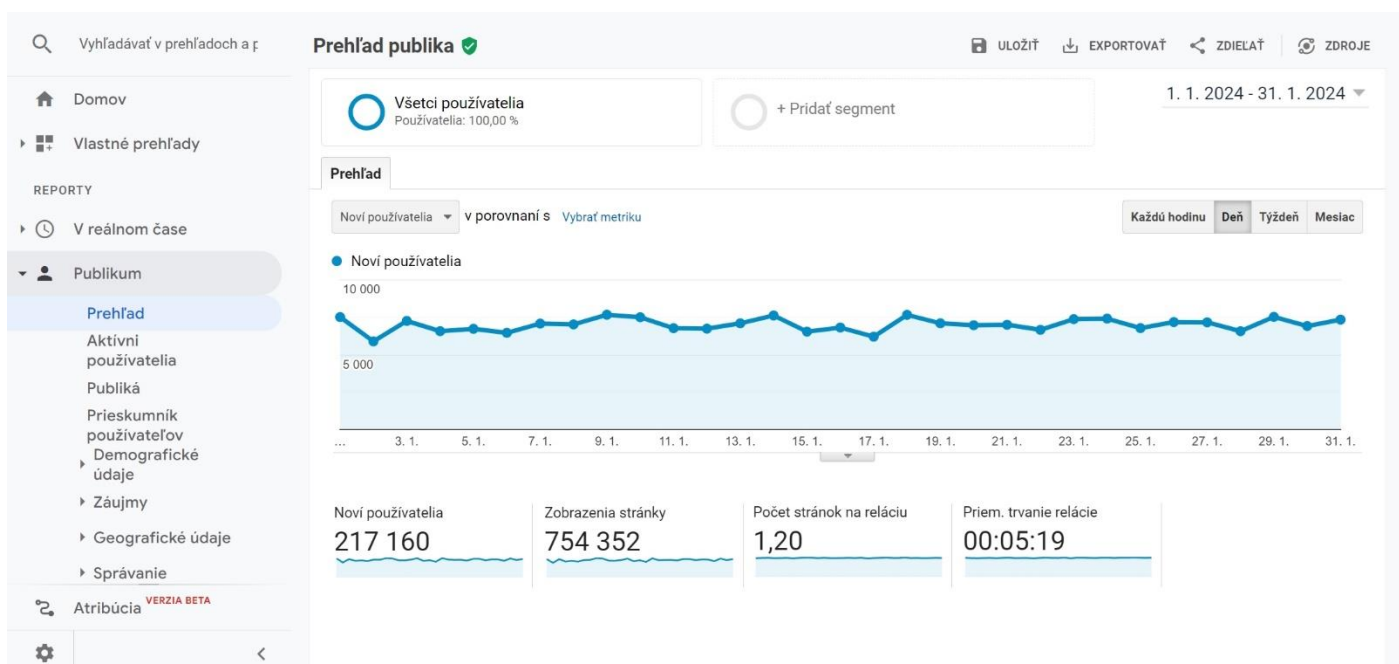
*Google Analytics visit statistics: long-term average of 14,000 unique visits per day (Period from February 1, 2023 to January 31, 2024. Source: Google Analytics)*



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### Translation of the graphs into English:

- 1<sup>st</sup> column (Noví používatelia) = Unique visits (New users)
- 2<sup>nd</sup> column (Zobrazenia stránky) = Page Views
- 3<sup>rd</sup> column (Počet stránok na reláciu) = Number of pages per session
- 4<sup>th</sup> column (Priem. trvanie relácie) = Average session duration



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# Price list for banner and text ads

Valid from February 1, 2024

## Banner formats

Format name	Size (px)	Price*
Banner L01	728×90	€4,400
Banner L01	468×90	€4,200
Banner L02	728×90	€3,800
Banner L02	468×90	€3,600

Format name	Size (px)	Price*
Banner S01	300×300	€3,800
Banner S01	300×250	€3,700
Banner S01	250×250	€3,600

\* If not specified differently, the price for the banner format is per month.

Format name	Size (px)	Price*
Banner S02	300×300	€3,400
Banner S02	300×250	€3,300
Banner S02	250×250	€3,200

Format name	Size (px)	Price*
Banner S03	300×300	€3,400
Banner S03	300×250	€3,300
Banner S03	250×250	€3,200

## Examples of banner placements

The screenshot shows the Digital Portal.sk website. At the top, there is a yellow banner labeled 'BANNER L01'. Below it, the website navigation and a news article titled 'Recenzia: Eurocom Max Q6' are visible. In the middle of the page, there is another yellow banner labeled 'BANNER L02'. On the right side of the page, there is a yellow banner labeled 'BANNER S01'.

The screenshot shows a laptop review article. On the right side of the article, there is a yellow banner labeled 'BANNER S02'. At the bottom right of the article, there is another yellow banner labeled 'BANNER S03'.

## Text form

Format	Position	Length of TOP	Price*	Estimate reads
TOP review	In a prominent position	72 hours	€3,500	32,000
Review	Section by agreement	-	€3,000	25,000
TOP article	In a prominent position	72 hours	€2,600	20,000
Native article	Section by agreement	-	€1,800	15,000
PR article	Standard section	-	€1,500	10,000

\* If not specified differently, the price for the text form is for each one article, one link and one one-time sending of e-mails. The price for one article already includes just one URL link. If the advertiser requires more URLs/links, additional „SEO backlinks“ must be purchased as needed and according to the current price list.

SEO backlinks	
1 to 10 URL links	€100
11 or more URL links	€65

Newsletter – for 450,000 subscribers	
1. to 3. sending	€9,900
4. and more sending	€6,500

## Surcharges

Political advertising	40%
18+ and gambling ads	40%

All prices are exclusive of VAT, subject to change. Order must be received in writing. The publisher also reserves the right to refuse to publish an advertisement, specific assignment even without giving a reason. Each advertiser agrees to the terms and conditions of the advertisement. Cancellation of ordered advertisement is valid: within 6 to 10 days to campaign launch cancel fee of 50%, resp. 5 or less days is cancel fee of 100%. Ordered advertising must always be agreed in writing.