

Finančni razrez digitalnega medijskega zakupa 2019

| | VSE VREDNOSTI SO V € Z DDV | | | | |
|-----------------------|----------------------------|-------------------|------------------|---------------------------------------|-------------------|
| KLJUČNI EVROPSKI TRGI | Vsebinski paketi/Outbrain | GOOGLE + YANDEX | DRUŽBENA OMREŽJA | KREATIVE, PLANI, POROČILA, SERVIRANJE | SKUPAJ DIGITAL |
| NEMČIJA | 128.101,49 | 103.500,00 | 45.000,00 | 38.138,37 | 314.739,86 |
| Focus.de | 48.814,15 | | | | |
| Content Garden | 42.287,34 | | | | |
| Outbrain native | 37.000,00 | | | | |
| Youtube | | 20.700,00 | | | |
| Facebook | | | 30.000,00 | | |
| Instagram | | | 15.000,00 | | |
| Google | | 82.800,00 | | | |
| AVSTRIJA | 103.687,34 | 82.800,00 | 50.000,00 | 32.607,35 | 269.094,69 |
| Krone.at | 24.400,00 | | | | |
| Content Garden | 42.287,34 | | | | |
| Outbrain native | 37.000,00 | | | | |
| Youtube | | 16.560,00 | | | |
| Facebook | | | 25.000,00 | | |
| Instagram | | | 25.000,00 | | |
| Google | | 66.240,00 | | | |
| ITALIJA | 76.040,00 | 82.800,00 | 65.000,00 | 30.863,51 | 254.703,51 |
| Corriere.it | 39.040,00 | | | | |
| Outbrain native | 37.000,00 | | | | |
| Youtube | | 16.560,00 | | | |
| Facebook | | | 35.000,00 | | |
| Instagram | | | 30.000,00 | | |
| Google | | 66.240,00 | | | |
| VB in IRSKA | 133.613,09 | 62.100,00 | 50.000,00 | 33.879,42 | 279.592,51 |
| BBC | 35.444,66 | | | | |
| New York Times | 61.168,43 | | | | |
| Outbrain native | 37.000,00 | | | | |
| Youtube | | 12.420,00 | | | |
| Facebook | | | 30.000,00 | | |
| Instagram | | | 20.000,00 | | |
| Google | | 49.680,00 | | | |
| FRANCIJA | 61.400,00 | 51.750,00 | 55.000,00 | 23.184,86 | 191.334,86 |
| Lefigaro.fr | 24.400,00 | | | | |
| Outbrain native | 37.000,00 | | | | |
| Youtube | | 10.350,00 | | | |
| Facebook | | | 35.000,00 | | |
| Instagram | | | 20.000,00 | | |
| Google | | 41.400,00 | | | |
| RUSIJA | 24.077,92 | 30.000,00 | 47.000,00 | 13.936,83 | 115.014,75 |
| Lenta.ru | 24.077,92 | | | | |
| Vkontakte | | | 27.000,00 | | |
| Instagram | | | 20.000,00 | | |
| Yandex search | | 30.000,00 | | | |

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| SKUPAJ | 526.919,84 | 412.950,00 | 312.000,00 | | 1.424.480,17 |
| RASTOČI TRGI | Vsebinski paketi/Outbrain | GOOGLE | DRUŽBENA OMREŽJA | | SKUPAJ DIGITAL |
| BENELUX | 22.448,00 | 31.050,00 | 50.000,00 | 14.270,51 | 117.768,51 |
| <i>Nu.nl</i> | <i>22.448,00</i> | | | | |
| <i>Youtube</i> | | <i>6.210,00</i> | | | |
| <i>Facebook</i> | | | <i>30.000,00</i> | | |
| <i>Instagram</i> | | | <i>20.000,00</i> | | |
| <i>Google</i> | | <i>24.840,00</i> | | | |
| ŠVICA | 74.329,11 | 31.050,00 | 28.000,00 | 18.390,58 | 151.769,69 |
| <i>Bluewin.ch</i> | <i>37.149,00</i> | | | | |
| <i>Content Garden</i> | <i>37.180,11</i> | | | | |
| <i>Youtube</i> | | <i>6.210,00</i> | | | |
| <i>Facebook</i> | | | <i>18.000,00</i> | | |
| <i>Instagram</i> | | | <i>10.000,00</i> | | |
| <i>Google</i> | | <i>24.840,00</i> | | | |
| NORDIJSKE DRŽAVE (Dan., Fin., Švedska) | 37.449,00 | 82.800,00 | 57.000,00 | 24.439,45 | 201.688,45 |
| <i>Hs.fi</i> | <i>19.149,00</i> | | | | |
| <i>Politiken.dk</i> | <i>18.300,00</i> | | | | |
| <i>outbrain</i> | | | | | |
| <i>Youtube</i> | | <i>16.560,00</i> | | | |
| <i>Facebook</i> | | | <i>27.000,00</i> | | |
| <i>Instagram</i> | | | <i>30.000,00</i> | | |
| <i>Google</i> | | <i>66.240,00</i> | | | |
| EVROPA | 257.667,71 | | | 35.527,74 | 293.195,45 |
| <i>BBC</i> | <i>196.499,30</i> | | | | |
| <i>New York Times</i> | <i>61.168,41</i> | | | | |
| DRUGI | | | | | |
| SKUPAJ | 391.893,82 | 144.900,00 | 135.000,00 | | 764.422,10 |
| OSTALI PREKOMORSKI TRGI | Vsebinski paketi/Outbrain | GOOGLE | DRUŽBENA OMREŽJA | | SKUPAJ DIGITAL |
| ZDA in KANADA | 133.719,20 | 62.100,00 | 55.000,00 | 34.583,46 | 285.402,65 |
| <i>BBC</i> | <i>73.056,04</i> | | | | |
| <i>New York Times</i> | <i>60.663,16</i> | | | | |
| <i>You Tube</i> | | <i>12.420,00</i> | | | |
| <i>Facebook</i> | | | <i>35.000,00</i> | | |
| <i>Instagram</i> | | | <i>20.000,00</i> | | |
| <i>Google</i> | | <i>49.680,00</i> | | | |
| SKUPAJ | 133.719,20 | 62.100,00 | 55.000,00 | | 285.402,65 |
| | | | | | |
| | Vsebinski paketi/Outbrain | GOOGLE + YANDEX | DRUŽBENA OMREŽJA | Kreative+poročila +plani+serviranje | SKUPAJ |
| GRAND TOTAL | 1.052.532,85 | 619.950,00 | 502.000,00 | 299.822,08 | |
| SKUPAJ največ | | | | | 2.474.304,93 |