

**Country:** Slovakia

**Info:** Total population 5,400,000 – Internet population 2,100,000 - % of population 50%

## Introduction

### Background

- No. 3 Portal in Slovakia

### General Info

- Founded 2001
- Directed primary to non-paid services for wide public – e.g. search, map solutions and content services.

### Key Metrics

- **Reach:** 1.03 million real users; 49,59 % Reach (net users) per month (source: Mediaresearch 04/2007), pobox.sk 223.000 real users; 10,62 % Reach (net users) per month (source: Mediaresearch 04/2007)
- **Page impressions:** 48 million per month
- **Socio-demographics:** Gender: 56 % men / 44 % women; age: under 18: 19%, 19 to 34: 49%, 35 to 49: 23 %, over 50: 9 %; high incomes: 32 %

## Advertising Metrics

### Ad formats:

- A-head 745 x 100, 728x90
- Banner 300 x 300 or 300x100 or 468x90 / 60,
- iLayer on homepage
- Sky scraper 120x600
- Business card and catalogue
- Search and catalogue preference
- Guarantee of search position on first page
- Commercial news
- PR presentation
- Tip and small advertising
- Commercial competition
- Direct mail
- Sponsoring and special formats on agreement

**Channels:** Celebrities & Lifestyle, Maps, Freemail, News, Tests, Sex, Women, Communities, Horoscopes, Dictionaries, TV program, Science, Travel info, Students web, Recipes, Movie, Theatre, Music, etc.

**Specials:** exclusive partnership with biggest Slovak bus/rail timetable "IDOS", partnership with Star production on the biggest boulevard web on Slovak internet market Prominenti.sk, partnership with e-shop Mall.sk

## Benefits / USP

The competitive advantage of Atlas.sk is that the company owns several specialized websites which are, in majority, the most popular and attended in their field. Consequently, Atlas.sk is able to offer advertising that is closely oriented on targeting audience.

### Links:

[www.atlas.sk](http://www.atlas.sk)  
[www.mapy.sk](http://www.mapy.sk)  
[www.cp.sk](http://www.cp.sk)  
[www.wanda.sk](http://www.wanda.sk)  
[www.referaty.sk](http://www.referaty.sk)  
[www.pobox.sk](http://www.pobox.sk)  
[www.dnes.sk](http://www.dnes.sk)  
[www.prominenti.sk](http://www.prominenti.sk)

