

Finance is not merely about making money. It's about achieving our deep goals and protecting the fruits of our labor. It's about stewardship and, therefore, about achieving the good society.

Robert J. Shiller

Intelligence,
not just news.



 banks.com.gr

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WEEK

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A unique stone in the foundation of a new-era intelligence

In 2018, the economic and business portal **banks.com.gr** opened a new window of knowledge and detailed analysis for its visitors. Keeping distance from generic information which has flooded the Internet, it aims at a “new-era intelligence”.

A team of experienced journalists and analysts headed by **Christos N. Konstas**, study the day-to-day developments in the banking sector in Greece and the rest of the world, with the objective to **draw attention to new opportunities** that have emerged for those who manage, handle and transact money in all its current forms. In addition, banks.com.gr highlights **business initiatives which stand out for their innovative qualities, as well as products and services that offer added value to consumers’ present-day needs.** Its wide range of topics covers the sectors of: Banking, Markets, Insurance, Investments, Society, Enterprises, Technology, Economy and Wealth Management.



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 **First Online Operation:**
February 2018

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On your screen and in your inbox, on a daily basis:

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- Experts’ analyses
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- Overview of economic developments
- Behind-the-scenes news
- Executives’ views Videos
- International news

Newsletter

Daily “intelligent” information on all latest economic developments straight to your inbox!

The banks.com.gr **Newsletter** is sent free of charge to more than 5,000 professionals of the financial market and to all subscribers of Ethos Groups’ magazines.

Visitors' Analytics



Page views
2.093.028



Unique Users
701.034

Gender



63,74%

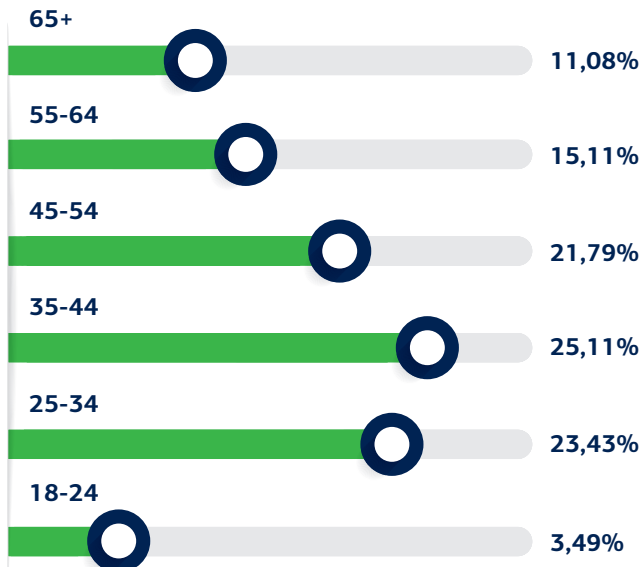
Men



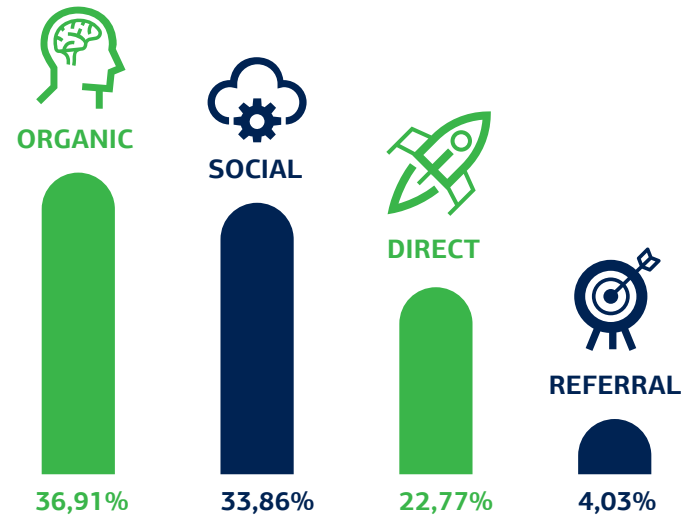
36,26%

Women

Visitors' Age Profile



Unique Visitors by channel



Visitors' Purchasing Habits in %

53,69%



Travel
Trips by Destination
Trips to Europe
Trips to Greece

36,60%



Education
Post-Secondary
Education

34,92%



Travel
Air Travel

34,13%



Travel
Hotels &
Accommodations

32,78%



Financial Services
Tax Services

31,80%



Dating Services

31,58%



Real Estate
Residential Properties

29,75%



Education
Primary & Secondary
Schools (K-12)

28,86%



Financial Services
Investment Services

27,79%



Business Services
Advertising &
Marketing Services

27,77%



Consumer Electronics
Mobile Phones

25,72%



Autos & Vehicles
Motor Vehicles

25,33%



Financial Services
Financial Planning
Retirement Planning

22,10%



Employment

Advertising - portal

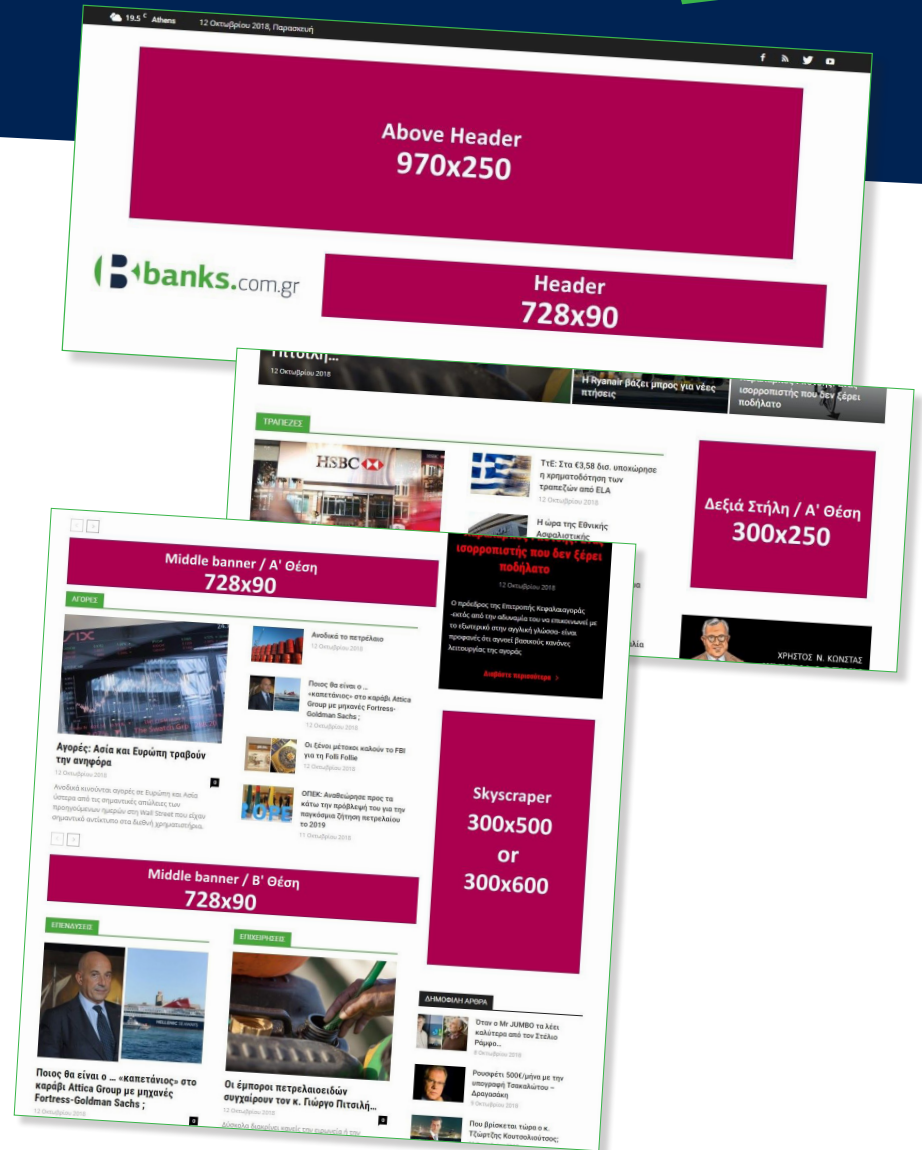
Position	Dimensions	Cost/month (25% of total impressions)
Above Header	970x250	3.000 €
Header	728x90 (mobile 320x100)	2.400 €
Middle banner / Position A' (homepage: under the section Banks + article page: above article)	728x90 (mobile 300x250)	1.200 €
Middle banner / Position B' (homepage: under the section Markets + article page: below article)	728x90 (mobile 300x250)	1.000 €
Middle banner / Position C' (homepage: above the section Highlights+ article page: above social media buttons)	728x90 (mobile 300x250)	800 €
Right Column / Position A'	300x250	1.800 €
Right Column / Position B'	300x250	1.200 €
Right Column / Position C'	300x250	800 €
Right Column / Position D'	300x250	600 €
Right Column/ Position E'	300x250	400 €
Right Column	300x600	1.000 €

Place your advertisement on banks.com.gr		
Site skin*	1920x1200 (site width 1165 px)	4.000 €

* Specifications: Type of file: jpg/png/Size: 250 kb Max/ Visible points 170px left, right, outside of 1165px width

Floating Bottom Ad	320x100	3.000 €
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Applicable only for mobile or tablet viewing of banks.com.gr



The above prices do not include VAT 24%.
Advertising agencies are entitled to 20% discount on list prices.

Position	Dimensions	
POSITION A' BANNER - Above main article	600x74	400 €
POSITION B' BANNER - Under main article	300x250	300 €
POSITION C' BANNER - Under second news item	300x250	200 €
POSITION D' BANNER -	300x250	150 €
POSITION C' NEWS ITEM/ ADVERTORIAL	-	300 €
POSITION D' NEWS ITEM/ ADVERTORIAL	-	200 €

The above prices do not include VAT 24%. Advertising agencies are entitled to 20% discount on list prices

Notes:

- Banners supported by: JPEG, GIFs, FLASH animation, Rich media banners, HTML banners (banners do not support sound unless they are user-initiated). **Banner size up to 60 kb.**
- For expanding banners there is a surcharge on list prices: **50% for front page**
30% for inside Pages
- For promotion through special creative there is additional charge - to be determined by mutual agreement
- Creatives should open with mouseover and close with mouseout. Check of creatives by the technical department of banks.com.gr is an essential condition for the finalization of the cooperation agreement.
- banks.com.gr has the right to refuse promotion of a client if the latter's banner does not comply with the specified technical requirements or causes technical problems or if its content is not compatible with the company's policy.
- banks.com.gr guarantees availability of advertising space only upon reception of ad placement order.



Sponsorships of Sections' Content

3.000€ / month	Sections: Banks, Markets, Investments, Businesses
2.000€ / month	Sections: Insurance, Global News, Society, Technology, Auto Expert, Tourism & Hospitality, IQ - Sponsor's logo next to section title (homepage) and on all article pages of the section - 300x250 advertisement on lower part of section (homepage) and first on inside pages - Advertisement (300x250) on daily newsletters - Publication of two (2) articles per month on portal and newsletters - Re-publishing of all articles on social media of banks.com.gr - One video per month on portal and re-publishing on social media.

Interview/ Presentation Video

1.200€	- Production of interview/presentation video of 15' maximum duration - Production of 90' summary interview/presentation video - Production of 30' summary interview/presentation video - Publication in article form on banks.com.gr in the "Highlights" section for 5 days - Promotion of video on banks.com.gr TV - Promotion of video on social media of banks.com.gr - Publication on newsletter (in article form) for 5 days - Print interview or full-page presentation on HRIMA magazine
900€	- Production of interview/presentation video of 15' maximum duration - Production of 30' summary interview/presentation video - Publication in article form on banks.com.gr in the "Highlights" section for 3 days - Promotion of video on banks.com.gr TV - Promotion of video on social media of banks.com.gr - Publication on newsletter (in article form) for 3 days
600€	- Production of interview/presentation video of 10' maximum duration - Promotion of video on banks.com.gr TV - Promotion of video on social media of banks.com.gr - Publication on newsletter (in article form) for 3 days

Publication of articles on banks.com.gr

Cost per article: 900€	- There is no word or photo or graphics limit on article - The article will remain on the site's 1st page for 5 business days - The article will be published as 3rd to 6th news item (depending on availability) on the site's Newsletter for 2 business weeks - Backlink publication is allowed
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The above prices do not include VAT 24%.
 Advertising agencies are entitled to 20% discount on list prices.



It is no coincidence that many of its readers, investors and stockbrokers frequently use the phrase **“I read it in HRIMA”**.

HRIMA Magazine

HRIMA is one of the most historic **economic** and **investment** magazines in Greece. It was first published in 1988 and ever since it offers its readers:



Global approach of events



Valid news reports



Revealing interviews with top personalities of the economic sector



News reports and analyses with insightful as well as objective views

Experienced journalists, renowned analysts and scientific associates constitute the team of the iconic HRIMA magazine, which already counts 33 years of continuous presence in the market and successful recording of Greece's economic history.

Today, **HRIMA magazine**, with new design and renewed agenda, continues offering its demanding readers **substantial, valid and integrated information on all sectors of the economy.**

In addition, it offers **documented interpretation as well as reliable assessments and predictions** related to the **Stock Market, Investments and Banking**, following all the latest developments in the above sectors in Greece and abroad.

Two annual editions



HRIMA Business Awards



Edition details



Frequency
Bimonthly



Dimensions
21x28cm



Print-run
5.000



Subscriptions
3.000



Year of first circulation
1988

Our readers

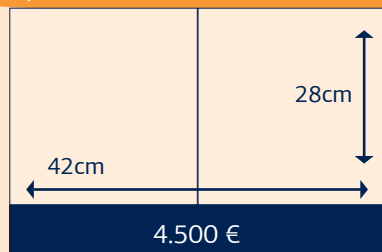
- Presidents, Managing Directors, General Directors and Business Managers
- Stockbrokers, Bank Executives, Economists, Analysts, Portfolio Managers, Dealers, Journalists
- Owners, Managers, Executives of Small and Medium-Sized Companies
- Officials and Employees of Private & Public Companies
- University Students and Post-graduate students-scholars



HRIMA magazine's e-book is available for free at ethos MEDIA stand at issuu.com

Advertisements

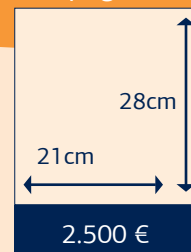
Spread



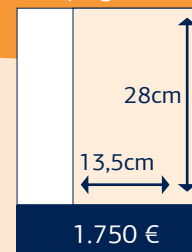
1/2 Spread



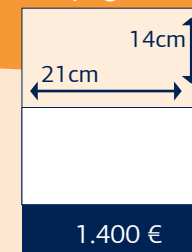
Full-page



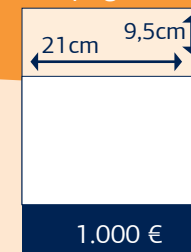
2/3 page



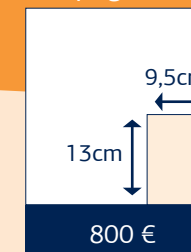
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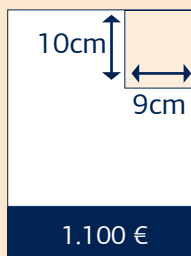
1/3 page



1/4 page



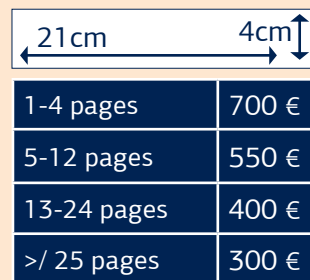
Big Window



Small Window



Footers



FEATURE SPONSORSHIP

8-12 pages	3.500 €
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DIGITAL PROMOTION

1.500 €

A special edition is sent to the 6,000 recipients of the digital version of HRIMA magazine and the electronic newspaper HRIMA WEEK

File types: HTML, PDF

SPECIAL PLACEMENTS

Spread A'	5.200 €
Cover (includes interview & photo shoot)	5.000 €
Back cover	4.000 €
Cover B'	3.500 €
Cover C'	3.000 €
Material A'	3.200 €
Material C'	2.900 €

PRINT SUPPLEMENTS

Up to 8 pages	3.000 €
Up to 16 pages	4.500 €
Over 16 pages	6.000 €

Free copies are sent to the readers of the digital version of HRIMA magazine & HRIMA WEEK.

Technical specifications:

Dimensions: 21x28cm (+5mm trimmings)

Print: : 4-color Offset

Cover paper: Illustration 170 gr

Paper of inside pages: Illustration 90 gr

Binding: back

Type of electronic file::

- tiff (CMYK or RGB, 300dpi)
- jpeg (CMYK or RGB, 300dpi)
- pdf (press optimized) for pc or mac

Send: one of the above file formats on cd or via email

The above prices do not include VAT 24%.

Advertising agencies are entitled to 20% discount on list prices.

Online newspaper

HRIMA WEEK newspaper, published **online** since 2003, is an indispensable investment tool which informs its readers on a **weekly basis** on the most important developments in the world of finance.

- issues of general and special economic interest of the Greek and international markets
- useful statistics
- analyzes of the listed in ATHEX companies
- reviews of weekly financial news and developments

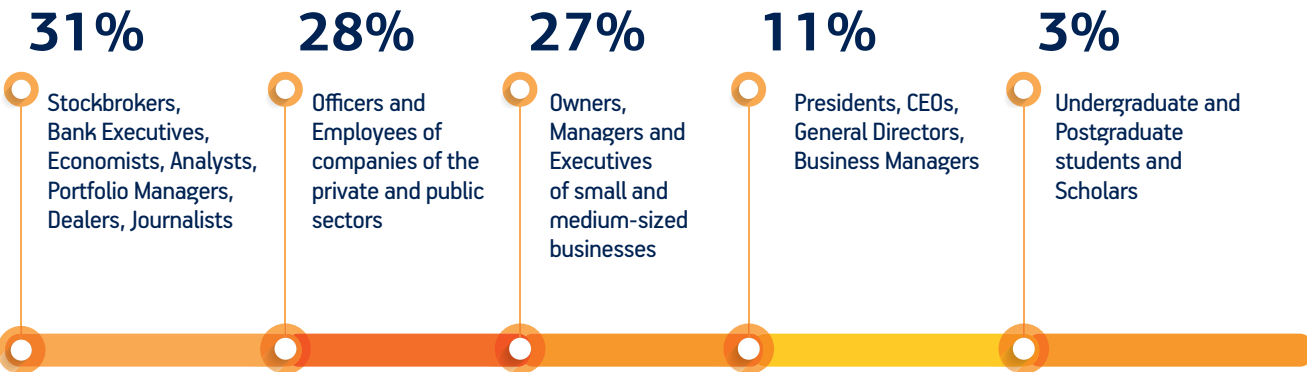
Readers have access to the **latest** and **most detailed information** on all economic issues they are interested in, so as to be able to profit from investment opportunities.



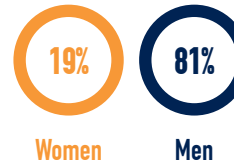
Reader profile

The readers of HRIMA WEEK always seek accurate information and share one common objective: to have in-depth knowledge of the Capital Market.

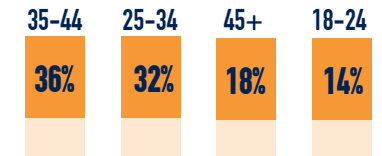
The characteristics that make up our readers' profile with respect to age, gender, education and area of residence are the following:



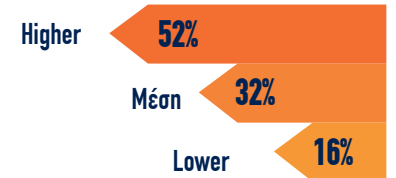
Gender



Age



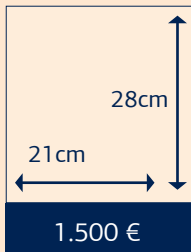
Education



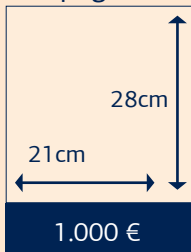
Area of residence



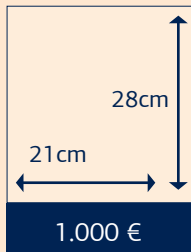
Full-page cover



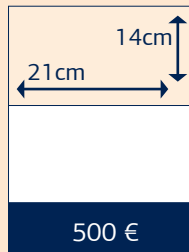
Full-page



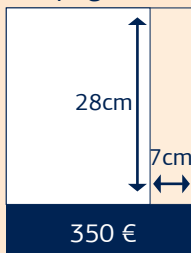
Financial advertisements



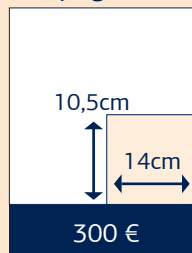
Half-page



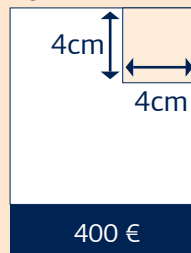
1/3 page



1/4 page



Stamp-size cover



Technical specifications:

File: pdf (screen optimized)

Colors: CMYK or RGB

Type of electronic file:

tiff (CMYK or RGB, 300dpi)

jpeg (CMYK or RGB, 300dpi)

pdf (press optimized)

for pc or mac

Send: one of the above file formats on cd or via email



Cover footer



Inside-pages footer



- The present price list also applies for Advertorials.

- The above prices do not include legal surcharges.

- Each advertisement on HRIMA WEEK has a link to the website of the advertised company, either on the cover or on an inside page.

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