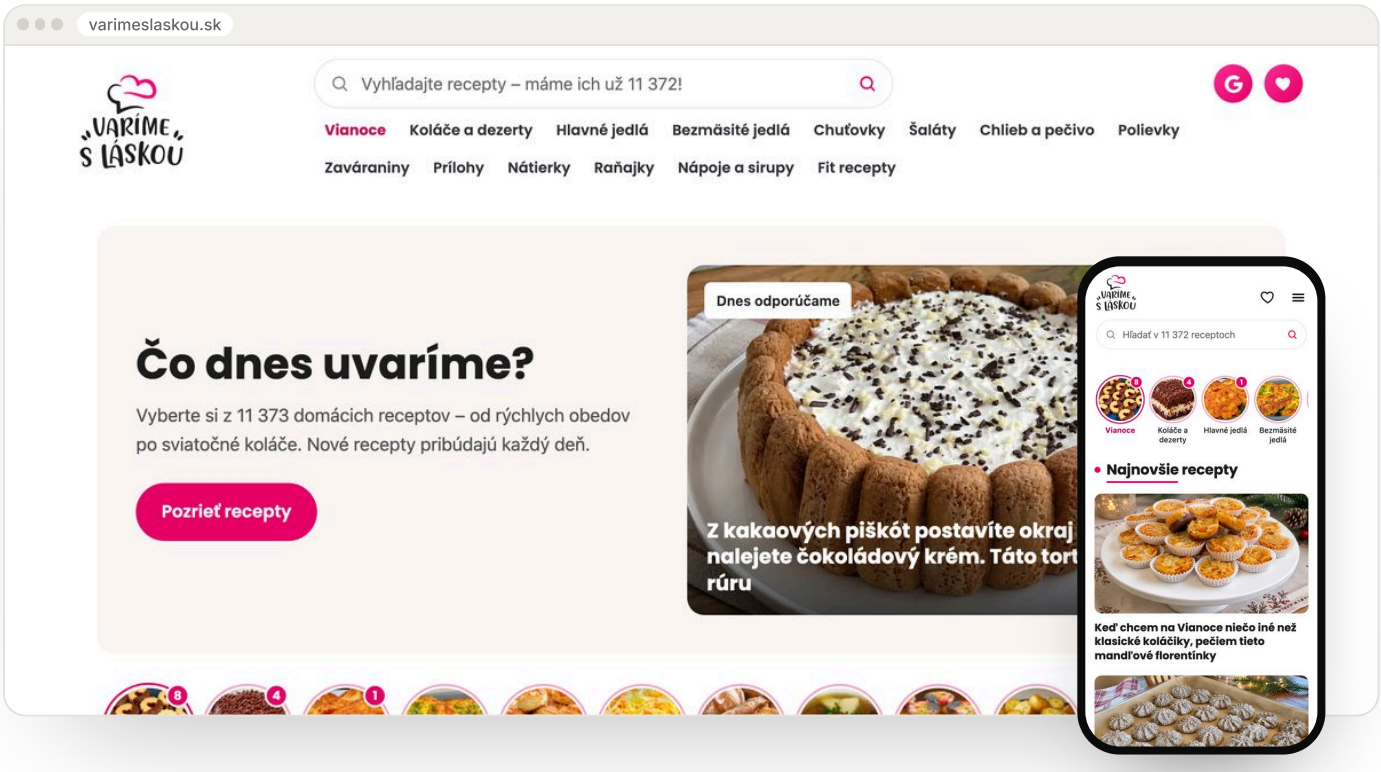
ADVERTISING AND CONTENT PARTNERSHIP

Your brand on sites people read every day.

We publish 13 sites on cooking, home, tech and family in five languages. Order banners, sponsored articles and Stories ads in one place.



1 JAN – 5 NOV 2026

26.1m

page views – already 29% more than all of 2025

2025	20.2 m
2026	26.1 m

VISITS

16.8m

visits, 1 Jan to 5 Nov

↑ +19% year on year

READERS

4.8m

readers in 2025 (sum across sites)

MOBILE

90%

of visits are on mobile

SLOVAKIA

91%

of visits are from Slovakia

SEARCH

57%

of visits come from search

TIME ON SITE

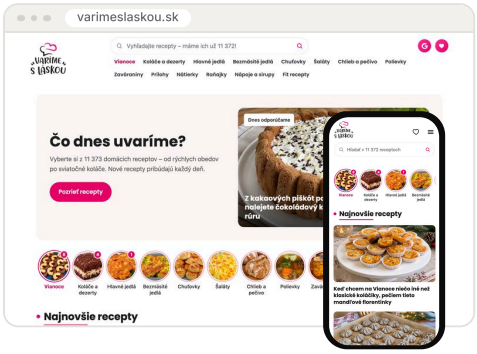
2.5min

is the average visit

Source: Google Analytics, all sites combined, 1 Jan – 5 Nov 2026; visit = session. Year-on-year comparison is with the same period of 2025. Paid traffic 0%.

SITES

13 sites, each with its own topic and readers

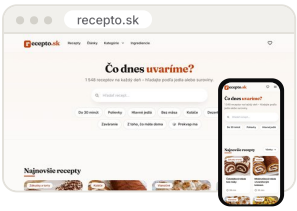


RECIPES · SK

Varíme s Láskou

The network's most-read site. Simple home recipes from quick lunches to holiday baking, new every day. Recipes can also be browsed with taps, like Stories.

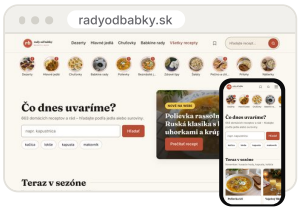
11,000+ recipes · **5** language versions · **Android** app



RECIPE BOOK · SK

Recepto

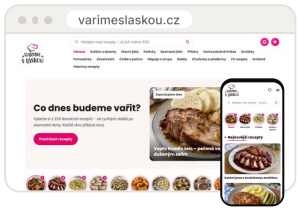
Over 1,500 everyday recipes. Search by dish or by ingredients you have at home.



RECIPES AND TIPS · SK

Rady od babky

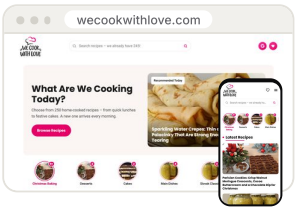
Slovak recipes and grandma's kitchen and household tips, with exact amounts and clear steps.



RECIPES · CZ

Vaříme s Láskou

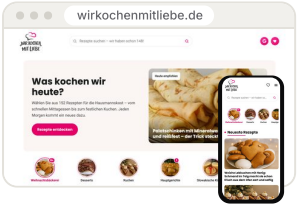
Czech version of Varíme s Láskou: proven recipes for every day and special occasions.



RECIPES · EN

We Cook With Love

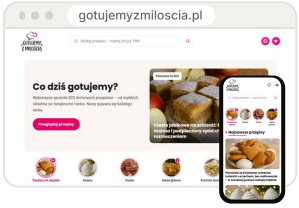
English version: Central European home cooking with US measures for readers in the US and UK.



RECIPES · DE

Wir kochen mit Liebe

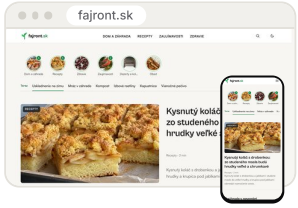
German version: Central European home cooking for readers in Germany and Austria.



RECIPES · PL

Gotujemy z miłością

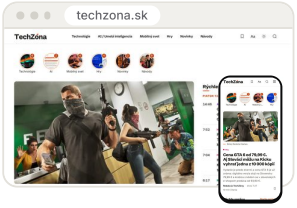
Polish version: Slovak and Central European recipes adapted to Polish cuisine.



HOME AND GARDEN · SK

Fajront

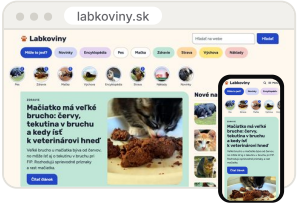
Practical tips for home, garden and kitchen, health and curiosities. New articles every day.



TECHNOLOGY · SK

TechZóna

Tech in Slovak: news, phone and PC guides, carriers, banks and games, with prices in euros.



DOGS AND CATS · SK

Labkoviny

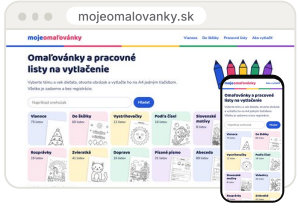
For anyone with a dog or cat: what they can eat, when to see a vet, training and costs.



HOME AND ENERGY · SK

Úsporne

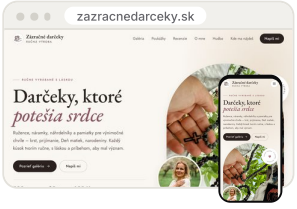
Pay less for your home: heating, insulation, windows, energy, heat pumps, subsidies, with calculators.



FOR KIDS · SK

Moje omaľovánky

Free printable colouring pages and worksheets for kids, in A4 format.



HANDMADE · SK

Zázračné darčeky

Handmade mineral jewellery, rosaries and custom gifts.

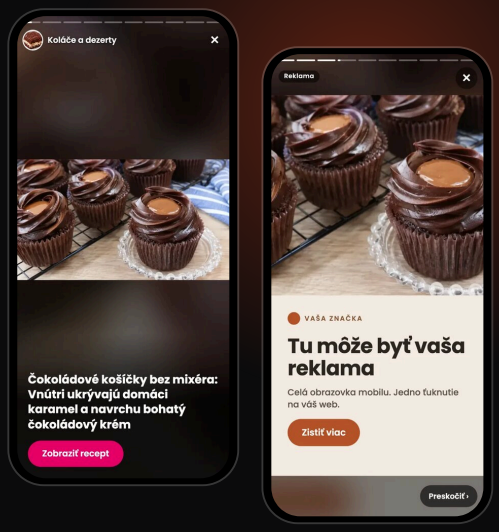
NEW

Story banner

on 10 network sites

Readers browse recipes and articles with taps, like social media Stories. Your ad appears full screen on mobile between them.

- The whole mobile screen for your brand alone
- One tap leads to your site
- Pay per click or per impression, your choice
- Introductory prices: rate card, page 4



More formats

In-article banner

300 × 250 banner in an article or recipe. On one site or the whole network, per click or per impression.

Sponsored article

Your finished article or custom text, up to 3 dofollow links. After the campaign you get Google Analytics traffic and read-through.

Link or mention

A dofollow link or brand mention in an existing article, for at least 24 months.

Whole network

An article or banner on all sites in one order, articles about 25% off.

Long-term partnership

15% off for partnerships of 3+ months, with ongoing reporting.

Exact prices

Everything has a fixed price per item, per click or per 1,000 impressions. Rates are on page 4.

Why us

Readers come on their own

57% of visits come from search, the rest direct and from social. Paid traffic 0%.

One contact for 13 sites

Banner, sponsored article or multi-site campaign: one enquiry and one offer.

Results in numbers

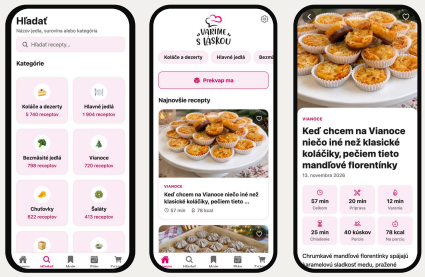
After the campaign you get a report: views, clicks, and traffic and read-through for articles.

Varíme s Láskou app

Our most-read recipe brand as an Android app. Free on Google Play. We do not offer in-app ads yet.

- Cooking mode with read-aloud and timer
- Weekly meal plan
- Shopping list in one tap
- Favourite recipes offline too

Google Play:
play.google.com/store/apps/details?id=sk.varimeslaskou.app



RATES

Advertising rates

Prices excl. VAT · valid from 13 Nov 2026 · minimum order €50

ARTICLES AND LINKS	SPONSORED ARTICLE	CUSTOM SPONSORED ARTICLE	LINK IN ARTICLE	BRAND MENTION
Large site varimeslaskou.sk	€149	€279	€69	€39
Medium sites fajront.sk · recepto.sk · techzona.sk	€59	€129	€35	€19
Small sites radyodbabky.sk · varimeslaskou.cz	€49	€79	€19	€15
New sites labkoviny.sk · usporne.sk · mojeomalovanky.sk · wecookwithlove.com · wirkochenmitliebe.de · gotujemyzmiloscia.pl	€29	€49	€15	€9
Whole network all 12 advertising sites (excl. zazracnedarceky.sk), about 25% off the sum of prices	€449	€839	€229	€135

Custom sponsored article includes sharing on Facebook for varimeslaskou.sk, fajront.sk, recepto.sk, techzona.sk and radyodbabky.sk.

Banners – same price on all sites

FORMAT	PER CLICK	PER 1,000 IMPRESSIONS
In-article / in-recipe banner 300 × 250 px, mobile and desktop · all sites, or whole network · availability per site confirmed on order	€0.25 introductory · standard €0.35	€8
Story banner full mobile screen, 1080 × 1920 px artwork · 10 sites: all except recepto.sk, mojeomalovanky.sk and zazracnedarceky.sk	€0.25 introductory · standard €0.35	€15 introductory · standard €20

Pay per click or per impression, your choice. Example: 20,000 in-article impressions cost €160, 400 clicks €100. The order is a cap; the campaign then stops by itself. We use our own bot-free measurement and send a report.

Sponsored article

We publish your finished article, up to 3 dofollow links.

Custom sponsored article

We write the article to your brief, up to 3 dofollow links.

Link in article

Dofollow link in an existing article, for at least 24 months.

Brand mention

Your brand in an existing article, for at least 24 months.

- Prices excl. VAT (23%). Invoiced by Polac s. r. o.
- All links are dofollow; the article stays online permanently.
- We usually publish within 24 hours of receiving materials, a little later for custom articles.
- The €50 minimum order is the total of all items in one order.
- 10% off orders over €500 excl. VAT, 15% for 3+ month partnerships. Discounts, incl. the network one, do not stack.
- Site tiers are reviewed by traffic. Introductory prices apply to orders until 31 Dec 2026.
- We also build and manage websites: polac.sk/en/web-design.html

Orders and questions

Tell us the site, ad type and date. We reply within 24 hours on working days.

info@polac.sk

Company	Polac s. r. o.
Address	Družstevná 393, 972 23 Dolné Vestenice
Company ID	55951805
VAT ID	SK2122151350