

Advertising options 2027

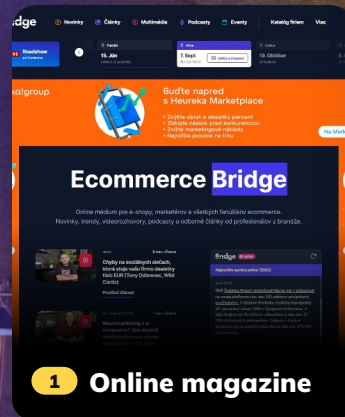
Four channels, one audience.

For e-shop owners, marketers and everyone who follows e-commerce.

We support B2B e-commerce companies in  



Štefan Polgári
Managing Director



1 Online magazine



2 Video and podcast



3 LIVE conferences



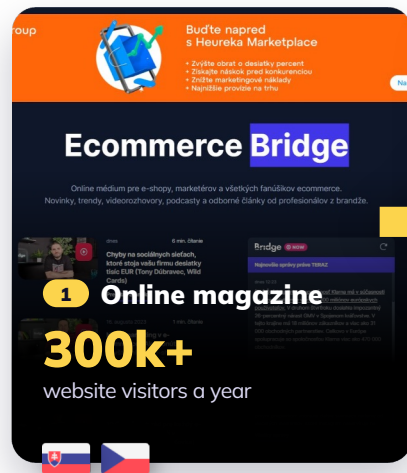
4 Magazine

They know us for our conferences.

But we are an omnichannel medium

Bridge

The leading B2B omnichannel medium for e-commerce in Czechia and Slovakia. We bring **news**, trends, video **interviews**, podcasts and expert articles from professionals in the field. We run e-commerce **conferences** and publish a specialised e-commerce **magazine**.



oup

Buďte napřed s Heureka Marketplace

- Zrychle obrát o desítky procent
- Získejte náhled před konkurencí
- Získejte marketingové publikity
- Naplánujte prodej na 100%

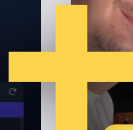
Ecommerce Bridge

Online médium pro e-shopy, marketery a vstříplých fanoušků e-commerce. Novinky, trendy, videoreportáže, podcasty a odborné články od profesionálů z brandu.

1 Online magazine

300k+
website visitors a year

Czechia Slovakia



2 Video and podcast

7m+
views and listens

Czechia Slovakia



3 LIVE conferences

~ 2k
visitors a year

Czechia Slovakia



4 Magazine

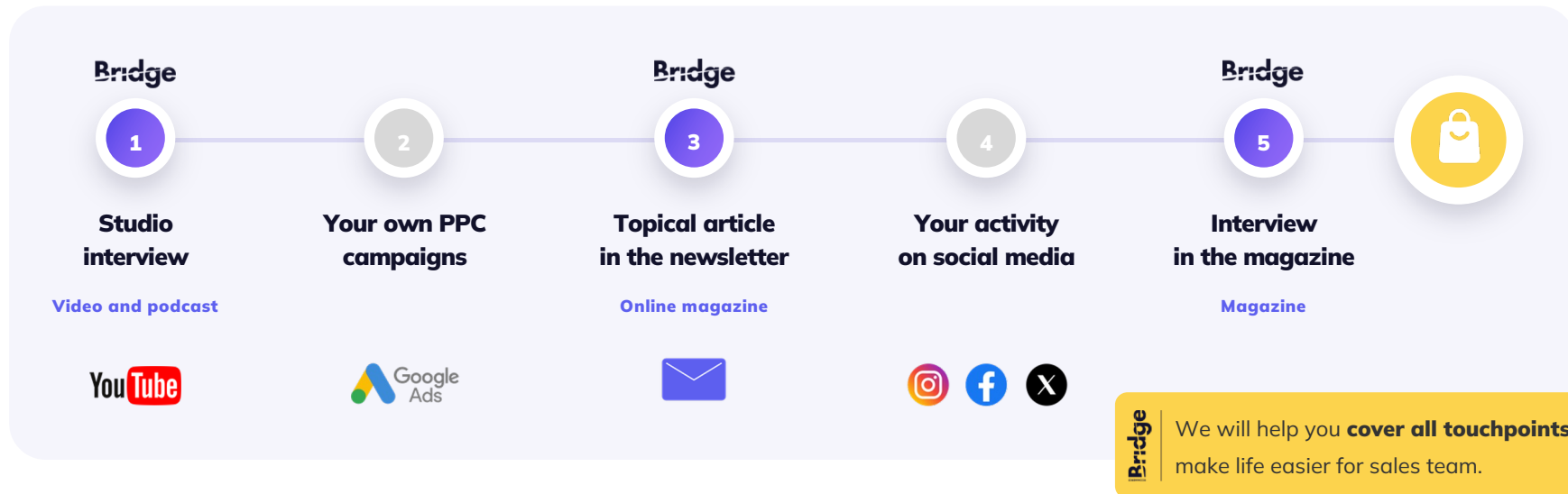
20k+
printed copies a year

Czechia Slovakia

Why does omnichannel matter?

A client buys only after seeing you 5 to 8 times

In B2B **nobody buys on the first click**. The question is how many of those touchpoints you can cover in one place, with one budget and one person on the other side.



Let us be straight with you.

What omnichannel will and will not do for you

Bridge

Better upfront than you feeling after three months that we **promised something else.**

What you get

- ✓ Reach across **tens of thousands of people** in e-commerce
- ✓ Professional content you can use for years
- ✓ **Contacts** for every single visitor of your conference
- ✓ An effective media plan built exactly **to fit**

What not to count on

- Measuring clicks and instant leads. PPC advertising is the better tool for that.
- Results by tomorrow. **In B2B a brand is built over months, not days.**
- A hard sell on stage. The talk has to be a case study, otherwise the room will tune it out.

The web, video and the magazine build the brand. Conferences are the format that hands you contacts on the visitors directly.

Our partners.

Over the past three years these brands went with us

From e-shop platforms through agencies and carriers all the way to banks and fintech.



And what do they say about us?

They come back year after year



This is a channel that makes sense for us. Through it we reach the right people in e-commerce and talk naturally about what we do. For the price we pay, we get **more reach than in other media.**



Dárius Hatok

Marketing, PR and Sales Support



They reach the e-commerce community precisely. Online and offline, we always find a format that **helps us meet our goals.** We won new clients and strengthened existing relationships.



Daniela Marušková

CMO, ui42



The magazine interview was a great fit. It came right at our 20th anniversary and Lucie has heard several times since that **she is visible everywhere.**



Šárka Dzidová

B2B Marketing Manager, Srovname.cz

The results speak for themselves.

What came out of working with us?

Bridge

This is the proof that it works and
the whole thing pays off.

VIBRATION

150,000+ views

of our most successful video interview

We use this medium as a new marketing channel. The video interviews **brought real enquiries** and some videos took off so well that one of them passed 150,000 views.



Ivan Potančok

CEO, vibration

DPD

78 signed

clients out of 297 leads

It helped us **communicate more clearly** what we do in international e-commerce. The other **contacts** stay in our database.



Andrea Szöllősová

Commercial Director at DPD SK

TPA AND GETFINDONE

10 % CoS

is what we achieve on this channel

We used talks, podcasts and articles. It **measurably brought us several new clients** and we consider it a stable channel.



Juraj Tobák

Partner, TPA and GetFinDone

Case study: Vibration and Sellio

How media space became an acquisition channel

150,000+

views of the most successful video interview

B2B enquiries

came **directly** from the published interviews

Bridge

A long partnership that brought the company **real B2B enquiries** and over 150 thousand organic views.

STEP 1

Starting point



They were looking for a medium that does not scatter attention across the general public, but reaches decision makers in e-commerce directly.

STEP 2

Solution



A long-term presence through video interviews and educational content. Instead of ads they share their own know-how and news from Sellio.

STEP 3

Result

Concrete B2B enquiries about the product, exceptional organic reach and the position of a leader in a narrowly specialised category.

Sellio

“We reveal our company know-how, but this format lets us present what is new in Sellio brilliantly.”



Ivan Potančok
CEO, vibration

ONLINE MAGAZINE

Web, newsletter and catalogue

Over 300 thousand visitors a year on the Slovak and Czech site. The most free space is right here.

Bridge

Košice

24. septembra
štvrtok 17:00

Lístky a program

Trenčín

8. októbra
štvrtok 17:00

Lístky a program

Poznaň

22. októbra
už čoskoro

>

BRIDLA
e-commerce

Najväčšia e-commerce
konferencia a expo na Slovensku.
Už 17. septembra v Bratislave.

TAM IDEM

Minulý ročník

1200
účastníkov

50
Vystavovateľov
a partnerov

56
Spikrov
a poradcov

20
Prednášok
a paneloviek



včera
5 min. čítanie



včera

2 min. čítanie

**Microsoft Ads mení
automatické kampane. Jedno
nastavenie od októbra zmizne**

Microsoft pokračuje v automatizácii
reklamných kampaní a pri časti z nich
obmedzí jednu z možností manuálnej
konfigurácie. Zmeny sa týkajú nastavení

Nejeden podnikateľ dobre pozná ten pocit
keď má problém, s ktorým si nevie poradiť, a

A partner article sits among editorial content

We publish it as part of regular editorial content,
signed by the company and the author.

500 to 2,000

readers depending on budget

Where it goes

- ✓ to the site
- ✓ to the newsletters
- ✓ to social media
- ✓ Into the UPDATE podcast

250 € per article

Bridge

We do not rely on organic reach,
every article is **boosted with budget**
on META platforms.



Dávid Krumpár

Head of Performance, Lighthouse Media Solutions

Pomáhám zastabilizovaným značkám naštartovať opakovane ich rast prostredníctvom optimalizácie e-commerce procesov. Strategický partner v tandeme performance agentúry. Úvodné stretnutie Na prvom stretnutí sa rád dozviem viac o projekte a jeho stave, o jeho...

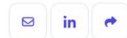


TENTO ČLÁNOK TI PRINÁŠA

Lighthouse Media Solutions

Lighthouse Media Solutions je digitálna agentúra so zameraním na performance marketing a web development. Ponúkajú služby ako správa Google Ads, sociálnych sietí, optimalizácia pre vyhľadávače, e-mailový a content marketing. Ich prístup je dátovo orientovaný a zameriavajú sa na identifikáciu a sledovanie návštevníkov webových stránok. Majú skúsený tím webdeveloperov a ponúkajú personalizované služby s dôrazom na osobný kontakt s klientmi. Pracujú na rôznych projektoch v rôznych segmentoch a kladú dôraz na profesionalitu, zodpovednosť a inovatívne riešenia.

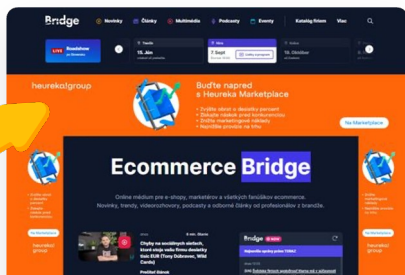
Viac o tejto spoločnosti



PR article: edition

What else the site and newsletters offer

Banners are booked ahead for a specific week, so **you never overlap with anyone**.



Site branding

TOP position across the whole site, reserved for an exact week.

15 to 20,000

impressions a month

200 € / wk



Leaderboard in an article

A banner in the TOP position inside every article.

10 to 15,000

impressions a month

200 € / wk



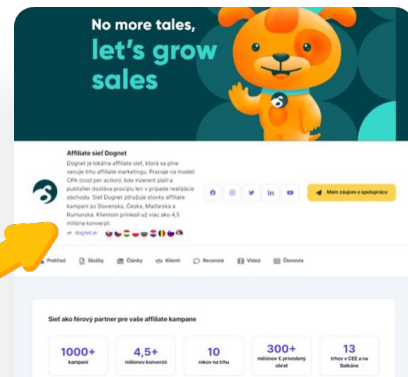
Banner in the newsletter

Placement in the newsletter that goes out to our database.

30 to 40,000

sends a month

400 € / wk



Company profile

A hub of the content we created together, findable through Google.

SK and CZ

in one price

190 € / year

[View a sample profile](#)



MULTIMEDIA

Video interviews and podcasts

Your topic, your person on camera and
a campaign that pushes it to people.

Bridge



3 formats = 3 levels of involvement

From a 30 sec. spot to your own interview in the studio **on a topic you choose.**



Video interview and podcast

Your own topic, your guest, filmed in Bratislava or Prague. The output goes to YouTube, into the podcast and onto social media.

20 to 50,000

viewers and listeners

from 900 €



Your ad spot in the video

Thirty seconds at the start or in the middle of the interview. You supply the spot, we place it into the video and into the podcast version.

10 to 30,000

viewers and listeners

from 200 €



Spot in the UPDATE podcast

Thirty seconds in our regular podcast. The cheapest way to get in among our content.

300 to 500

listeners

100 €

Each interview adds a **media budget**, based on how many people you want to reach.

Three types of interview

Native interview

Your client does the talking

900 €

An interview with your client, in which it comes up **naturally** how working with you **helped them**. It is the ideal format where you present both the client and yourself.

EXAMPLE TOPIC

How Eshop.sk grows revenue with affiliate marketing

Case study interview

Your person talks strictly numbers

1,200 €

An interview with a guest from your firm about a specific case study. **Not self promo**, but real client results you can verify.

EXAMPLE TOPIC

How we grew our client Eshop.sk revenue by 5 % purely on a commission basis

Sponsored interview

Your person talks about a topic

1,500 €

An interview with a guest from your company on a topic you choose. **The greatest freedom** in content.

EXAMPLE TOPIC

Affiliate marketing and its use in e-commerce

The ad spot at the start of a sponsored video is included in the price of the interview.

What exactly are you paying for?

You pay for the production. Reach is bought separately.

Bridge

Do not rely on organic reach alone. You can add a paid campaign to the interview and put it exactly where **your audience** is.

Production budget

Price of the format

Content creation, video shooting, publication and other materials according to the media plan.

- ✓ **Preparing the topic and questions**
- ✓ **Filming in the studio**
- ✓ **Editing and publication**
- ✓ **Organic reach and publication on YouTube and in podcasts**

Media budget

As you wish

It goes entirely into promoting the created content on advertising platforms. A good media budget starts at 300 € and tops out at roughly 500 to 600 €.

- ✓ **YouTube**
- ✓ **Facebook and Instagram**
- ✓ **Other platforms based on the audience**

Bonus: From a single interview you can prepare hundreds of further pieces for TikTok, Stories and LinkedIn and live off it all year.

Watch-through is high.

A quarter of viewers watch the video to the end

Sponsored interview, organic reach

1/4

of viewers watch to the end

The intro

decides the rest of the video

Bridge

Real YouTube data from a sponsored interview.

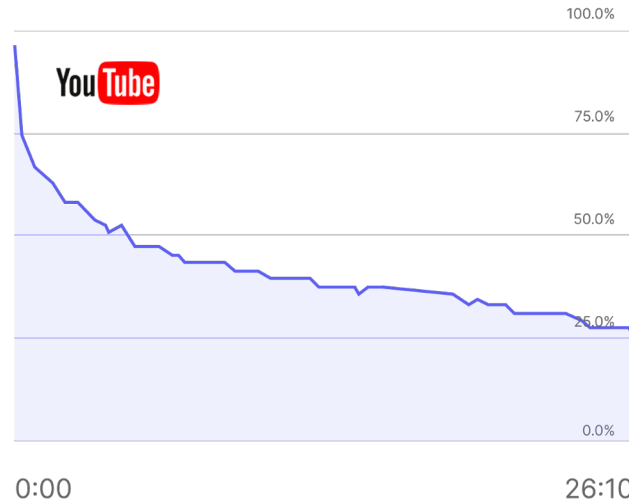
Even though the video is about the advertiser, people watch, because **it is shot as an interview, not an ad.**

Audience retention

Since uploaded (lifetime)

10:36 (40.6%)

Since uploaded (lifetime)



CONFERENCES

Ecommerce Bridge LIVE

Twelve conferences across Slovakia.

The only format that hands you the room's contacts.

Bridge



We do not only go to Bratislava.

Twelve cities, all year, all of Slovakia.



Bridge

Most conferences are in regions
the competition never visits.

Conference dates 2026 (final 2027 dates in Q4 2026)

22.1. Žilina	28.5. Bardejov
12.2. Prešov	24.9. Košice
5.3. Nitra	8.10. Trenčín
26.3. Michalovce	22.10. Poprad
16.4. Ružomberok	12.11. Banská Bystrica
7.5. Trnava	3.12. Bratislava

PROVISIONAL PLAN: In exceptional cases we reserve the right to move a date or swap a city.

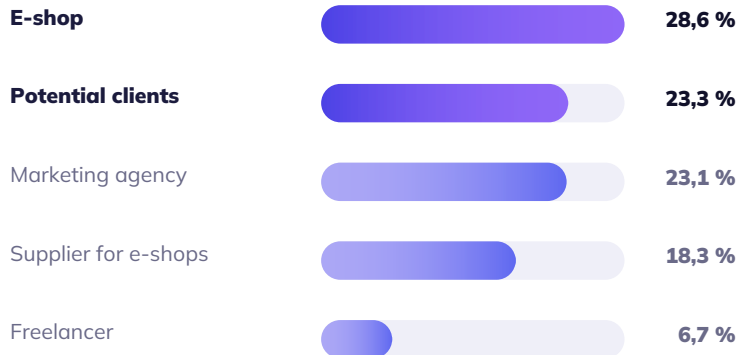
Bratislava partnerships only open up in Q3 2027

Your audience is at the conferences too.

Over half the room are potential clients

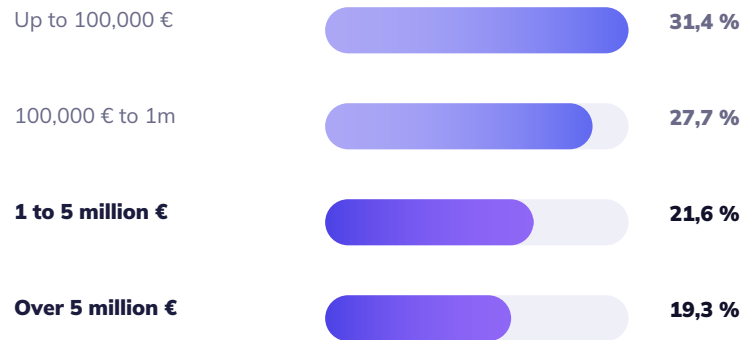
Who registers

share of 1,375 registrations



How big their companies are

annual revenue, share of 1,422 answers



Four in ten come from companies with revenue above one mil. euros.

Registrations for the physical conferences and LIVE streams over 2023 and 2024.

And it is not only e-shops.

Companies outside e-commerce sit in the room as well.

Industries outside e-commerce

share of 1,375 registrations



Bridge

Large regional companies follow the conferences too. They can be **your customer**.

30+

conferences behind us. We know who comes.

Networking works between experts too

At the event partners widen their network, they do not only hunt for clients.

Contacts on experts have a value of their own

They can recommend your company further or start working with you.

A contact from a conference costs you just 13 €

	Cost	Contacts on everyone	Contacts gained	People per company	Cost per contact
Expo or trade fair	2,000 to 5,000 €	—	50 to 100	3 to 6	20 to 100 €
Partnership at another event	2,000 to 3,000 €	—	15 to 30	1 to 2	60 to 200 €
Ecommerce Bridge LIVE	1,300 €	✓	100	1 to 2	13 €

The range for an expo is an estimate from public price lists and partner experience, not from a single source.

You are not just a logo on a poster.

Everywhere your brand will be visible

Bridge

We promote the partner through **the entire campaign**, not only on the event day.



Your own talk

Twenty minutes on stage and a professional video you can use for years.



Logo on stage and venue

On the screen during breaks and in the archive footage from the talks. Plus on every attendee badge.



Ad spot

Thirty seconds before the event and during breaks, offline and in the recording.



Promo campaign

Logo in the ad spots, on the web, on Facebook, YouTube and in the newsletter.

Three ways to be there

Bridge

Prices are per conference. Contacts on every visitor are **in every package**.

Promo partner

No need to attend in person

700 €

- ✓ A slide and 30 seconds from the host
- ✓ Ad spot during the breaks
- ✓ Logo on the badges and during the breaks
- ✓ Logo in the spots promoting the conference

Native partner

Your client does the talking

1,000 €

- ✓ Everything from Promo partner (without the 30 sec. promo from the host)
- ✓ A client talk with a native section about you
- ✓ A prize in the draw at the end of the conference
- ✓ A professionally recorded talk

Speaking partner

You do the talking

1,300 €

- ✓ Everything from Native partner
- ✓ A full talk in the programme
- ✓ A case study with numbers and know-how
- ✓ A video you can recycle all year

The talk has to be a case study. A sales speech is allowed on one slide and for one minute.

MAGAZINE

The only printed e-commerce magazine in Slovakia

A physical magazine and its digital version.

Quarterly, with its own content for Slovakia and Czechia.

Bridge



Print still works in e-commerce.

In Slovakia it has no competition

Bridge

For each market we prepare **a different issue**. It is like Forbes, they resemble each other a little, but they share a minimum of content between countries.

2,500 to 4,000

printed copies for each market every quarter

500 to 1,000

purely digital subscribers on top every quarter

50 to 60 pages

quality print on quality paper and metallic foil

4x a year

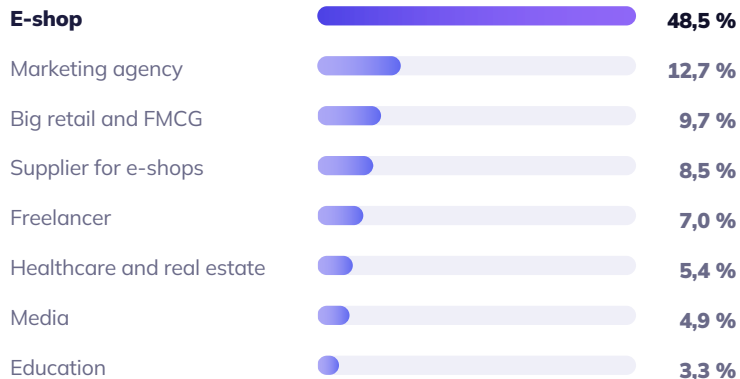
for the Slovak and the Czech market separately



It is read by the people who decide.

Almost half of the readers are e-shops

What segment they work in



What their annual revenue is



Over a quarter of readers have revenue above one million euros.

Data for September 2025 from direct buyers and subscribers of the Slovak magazine.

What can you buy in the magazine?

Prices are the same for the Slovak and the Czech edition.

Interview across 3 pages

with a photo on the cover

2,000 €

with a client 1,000 €

Sponsored expert article

on 2 pages

1,000 €

with a client 500 €

Back cover

A4 format, the most visible spot in the issue

1,500 €

A4 advertising page

in the TOP position, first or last inside page

1,000 €

A4 advertising page

inside the magazine

700 €

Advice column on 1 page

your own section, conditional on buying up to 4 issues

POPULAR

4x 500 €

50 % off if the content is about your client.

A case study about a specific e-shop applies to the interview and to the expert article.



MEDIA PLAN AND PRICES

How it all comes together

The principle we build a media plan on, the full price list and answers to the most frequent questions.

Bridge



How our cooperation gets going

It is simple.



You get in touch

One sentence about what you expect is enough.

A short call

We go through the goals, the target group and the budget.

Media plan

You get a plan with formats, dates and prices.

Signature and start

The first output goes out with the nearest deadline.



Try us on one of your campaigns

Štefan Polgári Managing Director
polgari@ecommercebridge.sk | +421 911 122 199

I want a media plan

We adapt to your budget.

Most partners spend 3,000 to 11,000 € a year

from 100 € for a single format

general partner from 30,000 €

an effective media plan setup

Most frequent choice

STARTER

3,000 €

Roughly 250 € a month

For those who want to present themselves and have a limited budget. A healthy minimum at which a campaign already makes sense.

SWEET SPOT

7,000 €

Roughly 583 € a month

When you want the project's potential but do not want to commit for a year. Results come faster.

FULL REACH

15.000 €

Roughly 917 € a month

The campaign runs all year and you pick from the whole portfolio. The maximum outside a general partnership.

This is an indicative monthly breakdown. The cooperation is paid upfront or in 2 or 3 instalments.

What does a media plan look like?

We build it to fit you

Bridge

This is a real plan of one partner for a year.

We will adapt the scope and the order to your budget.

Prvok	Produkčná cena	Media budget	Odhadovaný dosah
Case study rozhovor (na webe, podcastoch a Youtube)	1200	500	20 - 40.000 divákov a poslucháčov
Čo je v cene sponzorovaného rozhovoru? - Publikácia na Ecommerce Bridge SK - Publikácia na Ecommerce Bridge CZ (preklad textu v cene) - Umiestnenie rozhovoru na všetky podcastové platformy, ktoré máme - Prezdieľanie na všetkých sociálnych sieťach (SK aj CZ) - Umiestnenie do denného novinkového newslettera (SK aj CZ) - Natívne spomenutie v UPDATE podcaste, keď pôjde von rozhovor	0	V cene	
Ecommerce Bridge LIVE - Speaking partner	1300		70 - 150 divákov / kontaktov
Ecommerce Bridge LIVE - Natívny partner	1000		70 - 150 divákov / kontaktov
PR článok na webe SK	250	300	500 - 2000 prečítaní
PR článok na webe CZ	250	300	500 - 2000 prečítaní
Čo je v cene? - Prezdieľanie na všetkých sociálnych sieťach pre danú mutáciu - Umiestnenie do denného novinkového newslettera pre danú mutáciu	0	V cene	
Ecommerce Bridge LIVE - Promo partner	700		100-150 divákov / kontaktov
Ecommerce Bridge LIVE - Promo partner	700		100-150 divákov / kontaktov
Reklamný spot v úvode (vo videu, ktoré je na webe, Youtube + v podcaste)	300		10 až 30.000 divákov a poslucháčov
Reklamný spot v strede (vo videu, ktoré je na webe, Youtube + v podcaste)	200		10 až 30.000 divákov a poslucháčov
Reklamný spot v strede (vo videu, ktoré je na webe, Youtube + v podcaste)	200		7 až 20.000 divákov a poslucháčov
Reklamná strana 1x A4 v CZ tlačnom časopise	700		2.500 - 4.000 fyzických výtlačkov + stovky digitálnych
Poradňa 1x A4 SK časopis	500		2.500 - 4.000 fyzických výtlačkov + stovky digitálnych
Poradňa 1x A4 SK časopis	500		2.500 - 4.000 fyzických výtlačkov + stovky digitálnych
Poradňa 1x A4 SK časopis	500		2.500 - 4.000 fyzických výtlačkov + stovky digitálnych
Poradňa 1x A4 SK časopis	500		2.500 - 4.000 fyzických výtlačkov + stovky digitálnych
Spot v podcaste UPDATE (tyždenný novinkový podcast dostupný na všetkých podcastových platformách)	100		300 - 500 vypočítaní
Spot v podcaste UPDATE	100		300 - 500 vypočítaní
Spot v podcaste UPDATE	100		300 - 500 vypočítaní
Spot v podcaste UPDATE	100		300 - 500 vypočítaní
Spot v podcaste UPDATE	100		300 - 500 vypočítaní
TOP bannerová pozícia v newsletteri pre SK cieľovku na 28 dní (cca 2000 odberateľov denného, týždenného alebo doménového newslettera)	1000		32.000 - 40.000 odoslaných emailov
Brandingová pozícia na SK webe na 14 dní	800		10 - 16.000 návštev
Katalógový zápis na rok	190		
Profesionálna správa PPC kampane a media budgetu	0	V cene	
Podrobný report výkonu	0	V cene	
Cena spolu:	12390		
 Cena mesačne orientačný prepočet, platí sa naraz	1033		

Everything in black and white

Prices are without VAT and per one format. **Reach is the number of people who really see or hear the format.**

VIDEO AND PODCAST

Indicative reach

Sponsored interview (BA / PRAGUE)	1,500 €	20 - 40,000
Case study interview	1,200 €	20 - 50,000
Native interview	900 €	20 - 50,000
Spot in video and podcast, intro	300 € / episode	10 to 30,000
Spot in video and podcast, middle	200 € / episode	7 to 20,000
Spot in the UPDATE podcast	100 € / episode	300 to 500
Facebook spot	included	5,000+

The ad spot at the start of a sponsored / case study / native interview is free.

WEB

Indicative reach

PR article on the web, social & newsletter	250 €	500 - 2,000+
Newsletter banner SK	400 € / wk	8,000 - 10,000
Newsletter banner CZ	200 € / wk	5,000 - 8,000
Company profile	190 € / year	SK and CZ
Branding of the whole SK site	400 € / wk	5 to 8,000
Branding of the whole CZ site	200 € / wk	2 to 3,000
Leaderboard SK site	200 € / wk	5 to 8,000
Leaderboard CZ site	100 € / wk	2 to 3,000

Everything in black and white

Bridge

Magazine prices are the same for the Slovak and the Czech edition. **Reach is the number of people who really see the issue.**

MAGAZINE

Printed copies

Interview across 3 pages	2,000 €	2,500 to 4,000
Expert article on 2 pages	1,000 €	2,500 to 4,000
Back cover, A4 format	1,500 €	2,500 to 4,000
A4 ad in the TOP position	1,000 €	2,500 to 4,000
A4 ad inside the magazine	700 €	2,500 to 4,000
Advice column on 1 page, 4 issues	4x 500 €	4x 2,500 to 4,000

EVENTS

Number of viewers

Speaking partner, your own talk	1,300 €	70 to 150
Native partner, client talk	1,000 €	70 to 150
Promo partner, host and slide	700 €	70 to 150

Contacts on every visitor are part of every package.

50 % off on the interview and the article if it is a case study about your client.

Plus 500 to 1,000 purely digital subscribers for every issue.

MAXIMUM VERSION

General partnership for the whole year

If you want to cover the whole e-commerce audience, the plan is built to measure from conferences and the maximum year plan.

from 30,000 € a year

LIVE

What a general partner gets

- ✓ Special communications and media types for you
- ✓ Maximum visibility across all channels
- ✓ Elements built to **measure**, not in the price list
- ✓ Maximum priority for your campaign
- ✓ A discussion about segment **exclusivity**

Still not clear on something?

What you ask us most often

How will I measure it?

With brand formats you get reach, with conferences contacts. You receive a detailed report for every deliverable.

Can I try it small first?

A single output as a trial does not work. That is why plans start at 3,000 €, our basic package. We want to give you our full attention. It is like one TV spot in the morning. It will not bring results.

What if few people come to the conference?

Attendance swings with the weather and the date. We do everything we can to hit the declared minimum. If attendance were ever lower, we compensate for it with bonus inventory.

Can my competition be there too?

With the standard packages yes, the space is open. Segment exclusivity is handled within a general partnership. At the conference, though, competitors never meet in the programme, we make sure of that.

What if I do not like the content?

We tune the topic and content together upfront. You see the interview and the article before publication. You are 100 % in control, you supply the content or approve it before it goes out.

How long should a campaign run?

It can run a month, or a whole year. For a brand campaign we recommend at least six months. That is exactly why media plans start at 3,000 €. We want to deliver you results.

GET IN TOUCH

Let us talk about it.

In Czechia and Slovakia there are few ways to reach the B2B audience in e-commerce. **This is one of them.**



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Build a media plan

from 3,000 €

Write to us what you expect from the campaign and within five days you have a plan of your own.

Go all in

from 30,000 €

A general partnership for the whole year with segment exclusivity.