

The most successful online advertising

Advertline



ABOUT THE COMPANY

ADVERTISING AGENCY "ADVERT LINE" WAS ESTABLISHED IN 2009 AS PART OF "PALITRA MEDIA".

FROM THE VERY BEGINNING WE HAVE NAMED OFFERING OUR CLIENTS INNOVATIVE ADVERTISING DECISIONS AS OUR PRIMARY GOAL. ACCORDINGLY, WE MADE OUR VERY FIRST STEP TOWARDS THE FIELD OF INTERNET ADVERTISING.

OVER THE PAST PERIOD WE HAVE PROVEN THAT WE ARE A LEADING AGENCY WHEN IT COMES TO THE INTERNET.

OUR PARTNERS



VESTEL
ვესტელი



აქსისი

Coca-Cola

თიბისი ბანკი
TBC BANK

embawood

სიქნეტი
SILKNET
შვედური კავშირები

EPIC
DEVELOPMENT

KSB კოხ
სტანდარტი
ბანკი

არძი ჯგუფი

vivus.ge
ფული თანამედროვე ხალხისთვის

TIME
WATCHES & JEWELRY



INTELEXPRESS

PSP №1

adjarabet.com

ავერსი
AVERSI

ჯეო ბიზნისი

უნიქარდი

გარაბო
DELICIOUS CHOCOLATE

კავალის სხლი

MMT
HOSPITAL

ბაკურიანი

ბალზი



TOYOTA
ტოიოტა ცენტრი თეგეტა
TOYOTA CENTER TEGETA
ავტომობილები | სამსახური | სერვისი

კაბელი
კაბელი

ზუმერი
ZOOMER

QATAR
AIRWAYS
القطرية

ქაჩვასი
საპირფარეო ბიზნისი

ფელაფელი ინვესტიკები
ნესკაფე

SALVUS DEVELOPMENT LTD

WHY INTERNET ADVERTISING?

DEVELOPMENT OF THE INTERNET IN GENERAL HAS SIGNIFICANTLY INCREASED THE AMOUNT OF ONLINE ADVERTS. TODAY IT IS IMPOSSIBLE TO IMAGINE AN ADVERTISING COMPANY THAT DOESN'T DEAL IN INTERNET ADVERTISING. THIS FIELD IS THE MOST PRIORITIZED ONE.

WE OFFER DESIGN AND DISPLAY OF WEB BANNERS AS WELL AS TEXT AND NON-STANDART ADVERTS ON GEORGIA'S MOST HIGHLY RATED WEBSITES.

WEB BANNERS MADE BY OUR SPECIALISTS ARE DISTINGUISHED BY THEIR CREATIVITY AND ABILITY TO ATTRACT NUMEROUS CLICKS. WE ARE ABLE TO HELP YOU REACH YOUR TARGET AUDIENCE AND EFFECTIVELY PLAN YOUR BUDGET.

ADVANTAGES

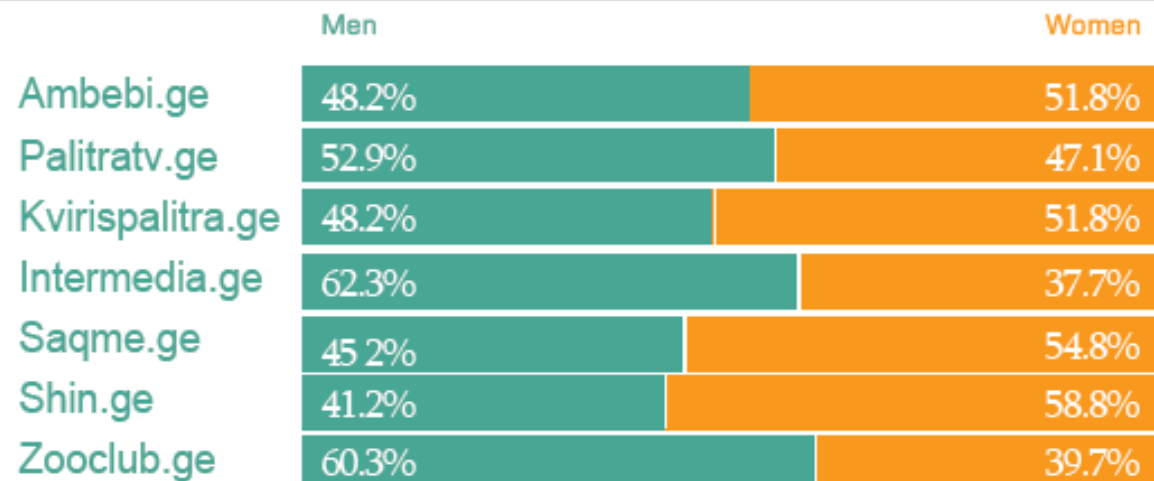
EXPENDITURE EFFICIENCY

ABILITY TO JUDGE THE ADVERTISING
COMPANY'S SUCCESS IN REAL TIME

CREATIVE AND TECHNICAL FLEXIBILITY OF
THE ADVERTISING COMPANY

COVERAGE OF TARGET AUDIENCE

TARGET AUDIENCE: MIXED

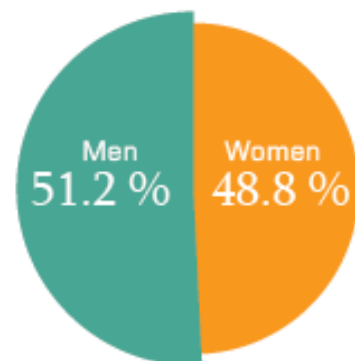


01

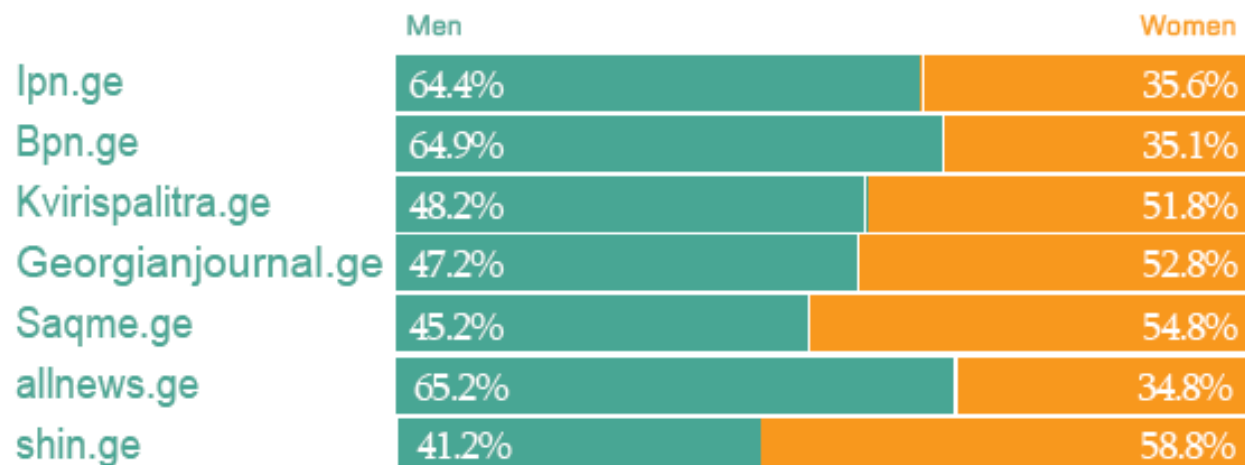
01 ALLOCATION OF PERCENTAGES ACROSS VARIOUS WEBSITES

02 SUMMARIZATION OF TOTAL STATISTICS

02



TARGET AUDIENCE: V.I.P.

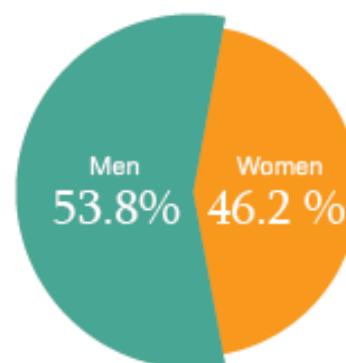


01

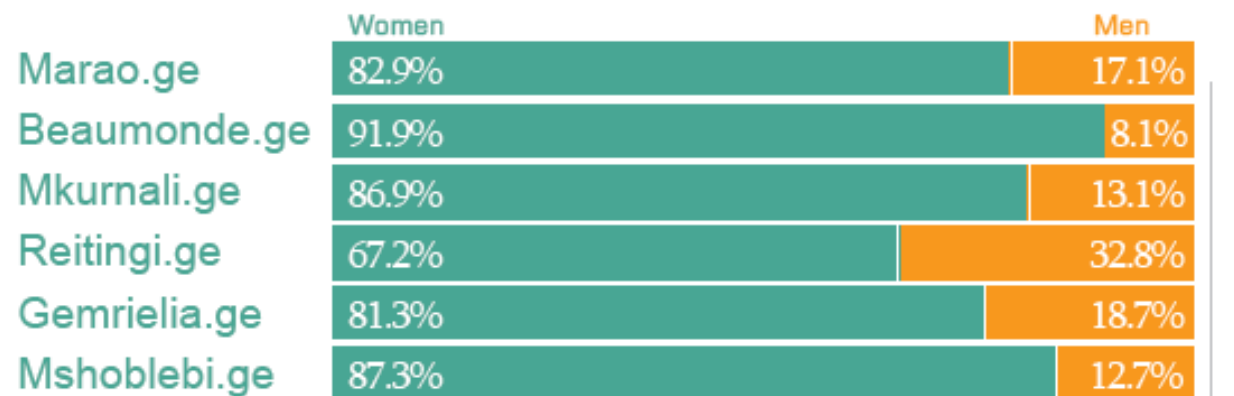
01 ALLOCATION OF
PERCENTAGES ACROSS
VARIOUS WEBSITES

02 SUMMARIZATION
OF TOTAL
STATISTICS

02



TARGET AUDIENCE: WOMEN

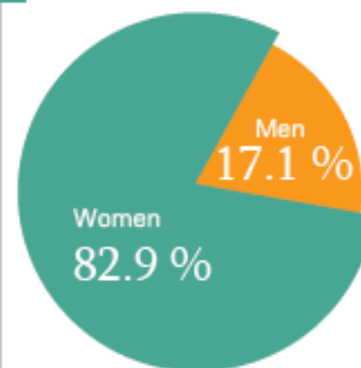


01

01 ALLOCATION OF
PERCENTAGES ACROSS
VARIOUS WEBSITES

02 SUMMARIZATION
OF TOTAL
STATISTICS

02



TARGET AUDIENCE: MEN

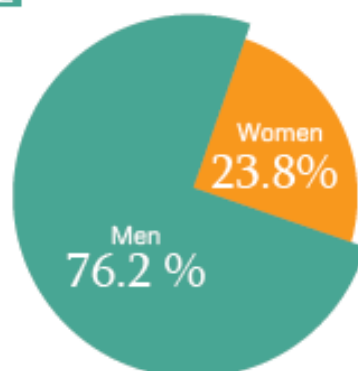


01

01 ALLOCATION OF PERCENTAGES ACROSS VARIOUS WEBSITES

02 SUMMARIZATION OF TOTAL STATISTICS

02



01 THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

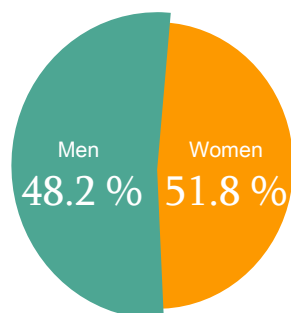
05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

The most popular news website in Georgia.
Provides constantly updated information
in a 24-hour mode.

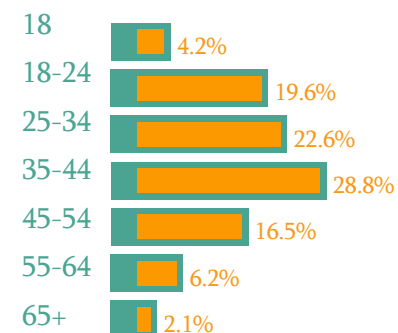
01

03



04

www.ambebi.ge



02

Oriented towards constant development,
both in technical and content-related
means.

06

Mixed



Google Analytics

Sep 1, 2017 - Sep 30, 2017 ▼

Sessions

4,067,983

Users

911,340

Pageviews

10,165,328

01 THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

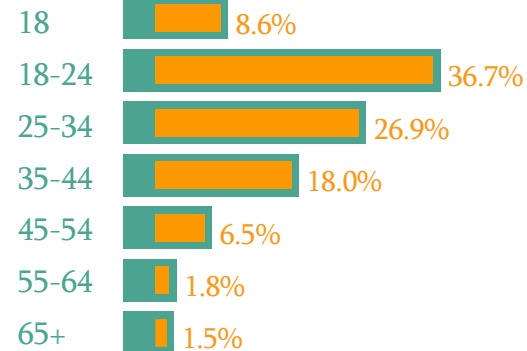
04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

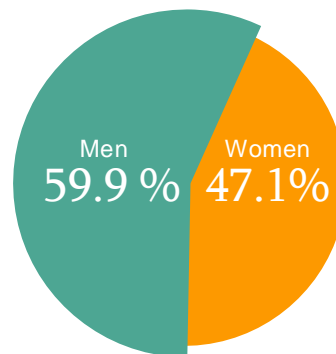
06 TARGET AUDIENCE

Top-rated political-social internet television and video portal.

www.palitravideo.ge



03



02

Provides the most viewed and shared videos across social media.

06

Mixed



Palitravideo.ge



Google Analytics

Sep 1, 2017 - Sep 30, 2017 ▼

Sessions

2,188,305

Users

656,606

Pageviews

4,888,480

01 THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

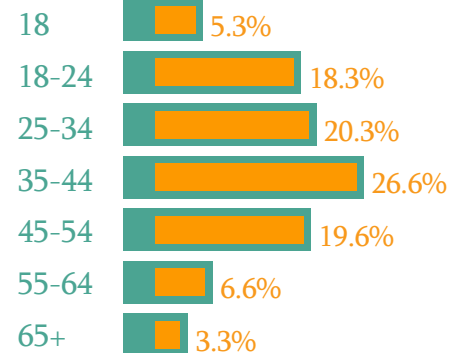
05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

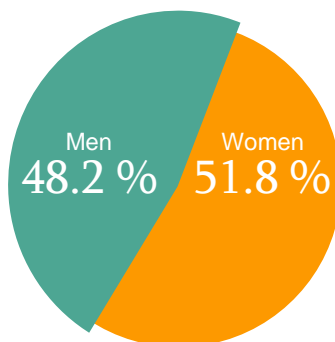
Internet version of Kviris Palitra newspaper, with daily updates and exclusive articles.

Trustworthy information with qualified analysis.

www.kvirispalitra.ge



03



02

The website has an official mobile app in the official stores of both Apple and Android.

06

V.I.P./Mixed

კვირის პალიტრა

www.kvirispalitra.ge

Google Analytics

Sep 1, 2017 - Sep 30, 2017 ▼

Sessions

1,356,833

Users

448,780

Pageviews

3,423,067

01 THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

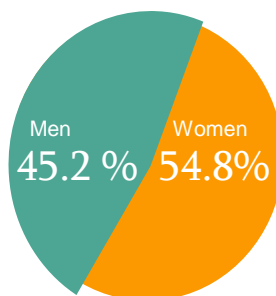
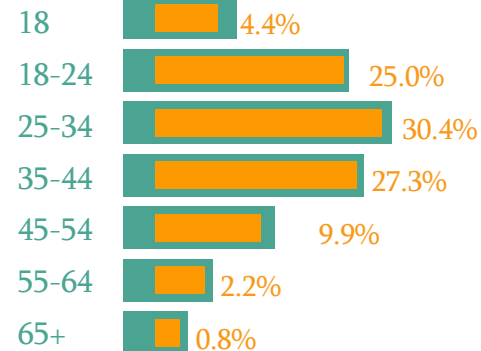
06 TARGET AUDIENCE

The largest real estate database

Information about sales, purchases, services, employment and auto business.

Flexible search system.

www.saqme.ge



A more expanded internet portal of the "Sitkva da Sakme" newspaper.

V.I.P./Mixed

საქმე საქმე.ge

Google Analytics

Sep 1, 2017 - Sep 30, 2017 ▼

Sessions

1,050,085

Users

343,977

Pageviews

10,671,864

01 THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

Combines high trustworthiness with high ratings.

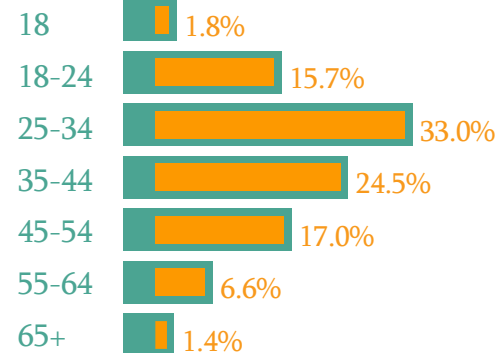
Top news agency that broadcasts in Georgian, English and Russian.

Respectable and engaged audience.

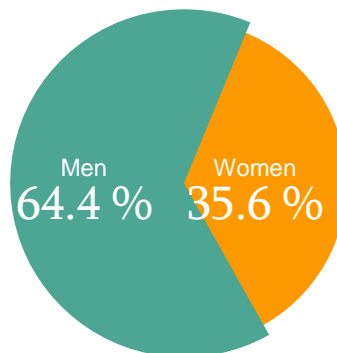
01

04

www.ipn.ge



03



02

The list of subscribers includes state structures, embassies and large private companies.

06

V.I.P.



 Google Analytics

Sep 1, 2017 - Sep 30, 2017 ▼

Sessions

2,518,690

Users

458,751

Pageviews

6,536,162

01 THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

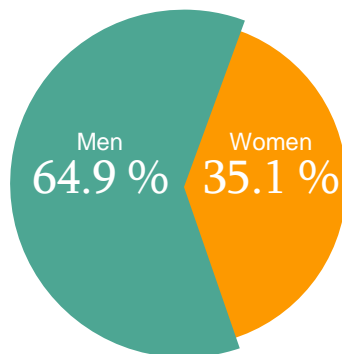
Business- and economy-related news.

Competent market analysis.

Highly qualified evaluation.

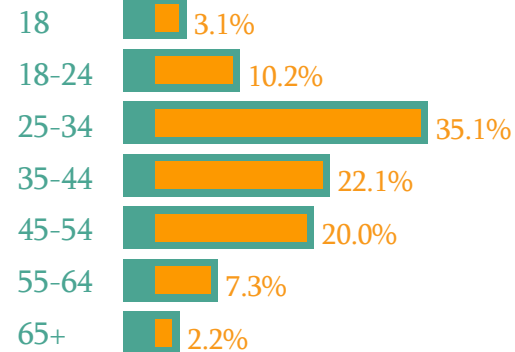
01

03



04

www.bpn.ge



02

Boasts high trustworthiness of the business sector.

Has one of the fastest growing audiences.

06

V.I.P.



 Google Analytics

Sep 1, 2017 - Sep 30, 2017 ▼

Sessions

863,582

Users

332,134

Pageviews

1,275,902

01 THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

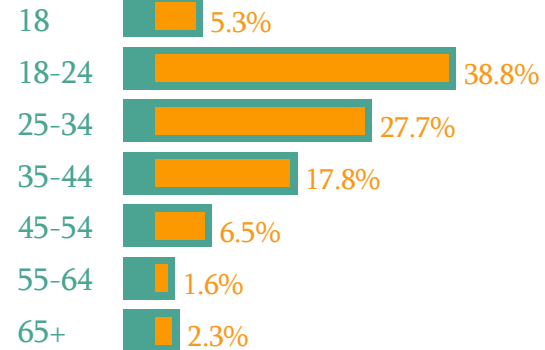
06 TARGET AUDIENCE

First English-language news portal in Georgia.

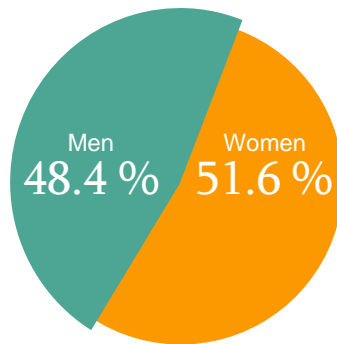
An internet portal of the "Georgian Journal" newspaper.

A modern website with a cutting-edge design that covers political, social and economic topics.

www.georgianjournal.ge



03



02

Offers useful information for foreigners in its hotels, cultural heritage sites, Georgian cuisine, etc.

06

V.I.P.

Georgian Journal

 Google Analytics

Sep 1, 2017 - Sep 30, 2017 ▼

Sessions

53,985

Users

44,374

Pageviews

159,910

01 THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

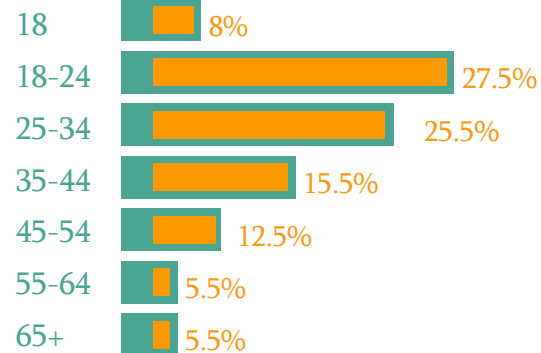
04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

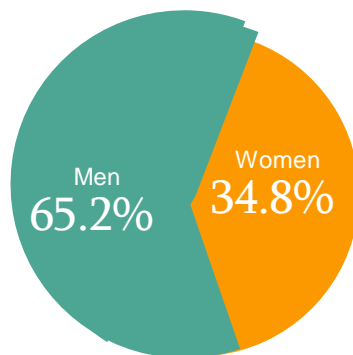
06 TARGET AUDIENCE

ALLNEWSS.GE – website spreads actual and trustworthy information. The website includes interesting rubrics about travel, technology, culture and etc.

www.allnews.ge



03



02

Users basically includes both loyal readers of all ages hold in Georgia and abroad.

06

Mixed

AINews

ყველა სიახლე

Google Analytics

Sep 1, 2017 - Sep 30, 2017 ▼

Sessions

881,929

Users

399,130

Pageviews

1,299,056

01 THE WEBSITE

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03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

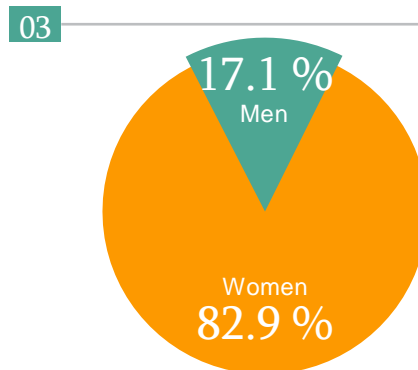
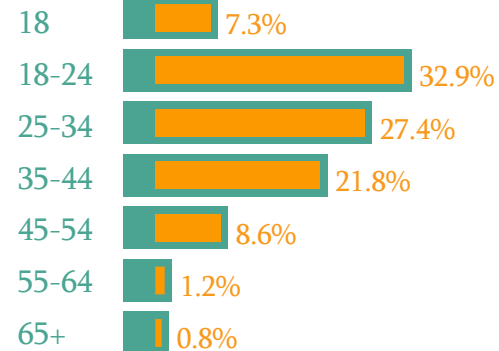
04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

Top Georgian website for women.

www.marao.ge



Useful and practical advice for working women and for those who take grooming themselves seriously.

Women



Google Analytics

Sep 1, 2017 - Sep 30, 2017

Sessions
1,000,927

Users
473,839

Pageviews
1,638,979

01 THE WEBSITE

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03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

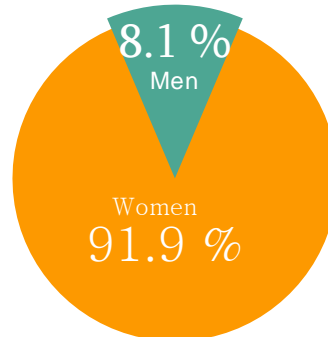
05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

Web Magazine about Style and Beauty, featuring the latest fashion news and trends, beauty trends and how-to's, all about celebrity lifestyle and their street.

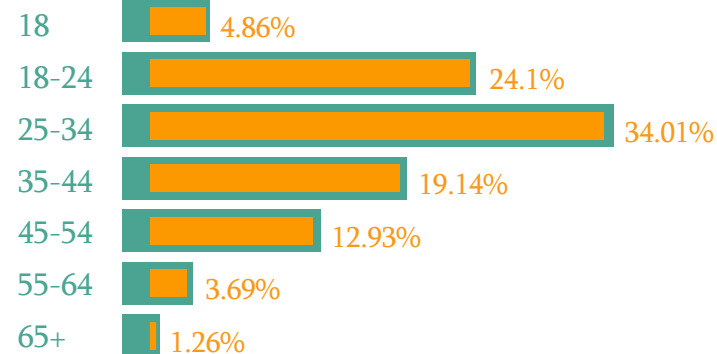
01

03



04

www.beaumonde.ge



02

Target audience of BEAUMONDE.ge are people interested in fashion trends, culture and have unique lifestyle.

06

Women

ბეაუმონდი
BEAUMONDE.ge

Google Analytics

Sep 1, 2017 - Sep 30, 2017 ▼

Sessions

335,997

Users

180,730

Pageviews

652,690

01 THE WEBSITE

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03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

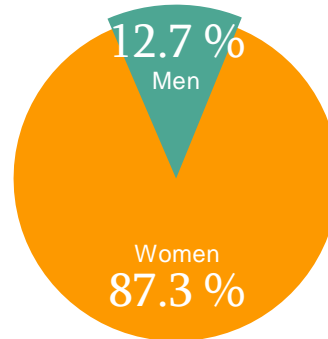
05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

rearing and upbringing of children,
as well as relevant domestic advice.

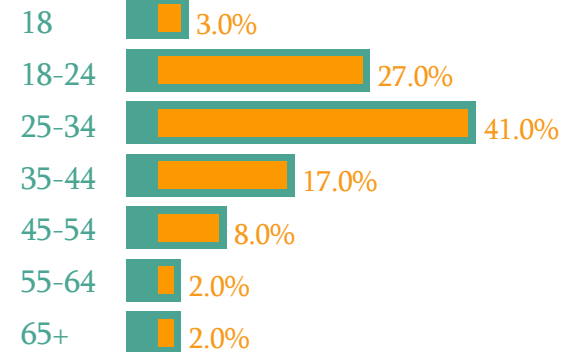
01

03



04

www.mshoblebi.ge



02

Has one of the fastest growing audiences.

Userbase mainly consists of
loyal and dedicated readers.

06

Women



Google Analytics

Sep 1, 2017 - Sep 30, 2017 ▼

Sessions

1,318,272

Users

570,726

Pageviews

1,907,228

01 THE WEBSITE

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03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

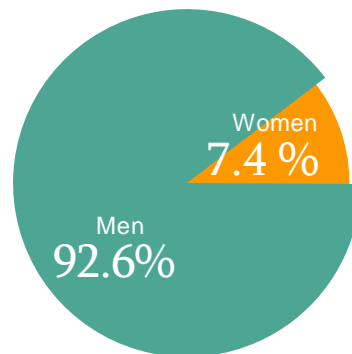
#1 sports webpage in Georgia.

Internet version of "Lelo" newspaper and "Lelo Week" magazine.

Offers sports news from Georgia and abroad as well as exclusive interviews with famous athletes.

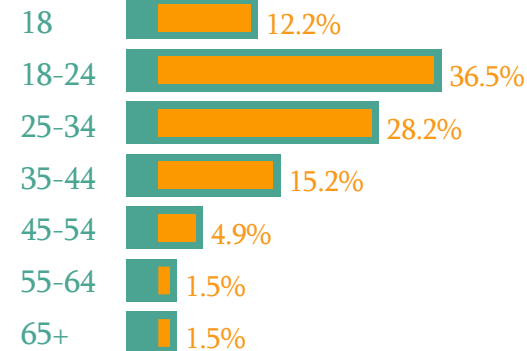
01

03



04

www.sportall.ge



02

Boasts a loyal, dedicated and constantly growing audience.

Offers unique photos and video reports of sports-related events as well as scores of recent matches and games.

06

Men

SPORTALL.GE

Google Analytics

Sep 1, 2017 - Sep 30, 2017 ▼

Sessions

1,296,384

Users

205,034

Pageviews

4,955,744

01 THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

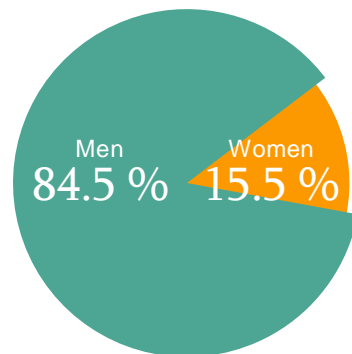
Georgian and foreign car-related news, interesting facts from the car world.

Provides detailed analysis of cars relevant for Georgia as well as a catalog of service centers.

Internet version of "Auto Bild" magazine.

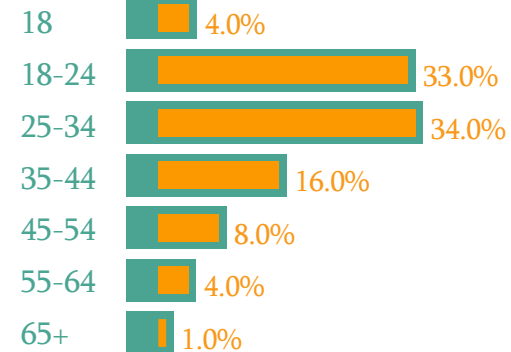
01

03



04

www.autobild.ge



02

Also offers car license tests, necessary advice and a multitude of other car-related information.

Boasts a loyal - albeit very niche - auditory.

06

Men



Google Analytics

Sep 1, 2017 - Sep 30, 2017 ▼

Sessions

157,876

Users

74,943

Pageviews

477,192

01 THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

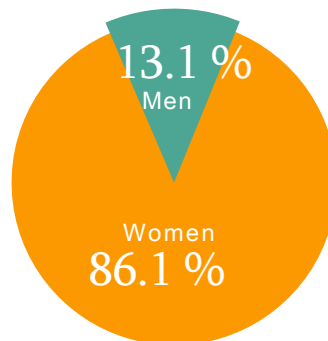
Popular interactive website on medicine.

An internet portal of "Ojakhis Mkurnali" magazine.

The website includes a Q&A rubric, a medication database, pregnancy calculators, etc.

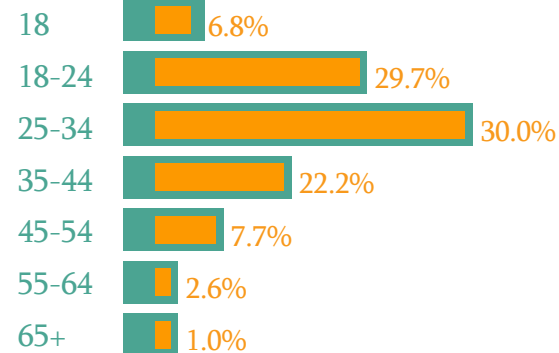
01

03



04

www.mkurnali.ge



02

Userbase includes both loyal readers of all ages who are interested in medicine as well as professional doctors.

06

Women

ოჯახის მკურნალი

Google Analytics

Sep 1, 2017 - Sep 30, 2017 ▼

Sessions

642,396

Users

346,238

Pageviews

1,436,527

01 THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

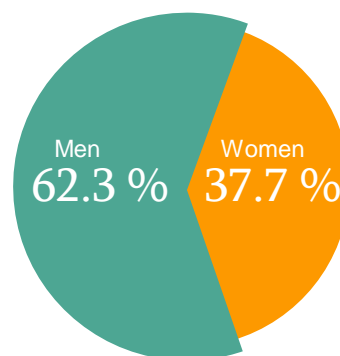
05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

News and Entertainment website. content is made by customers. customers take care of spreading information in social networks themselves, what causes close integration with social networks.

01

03

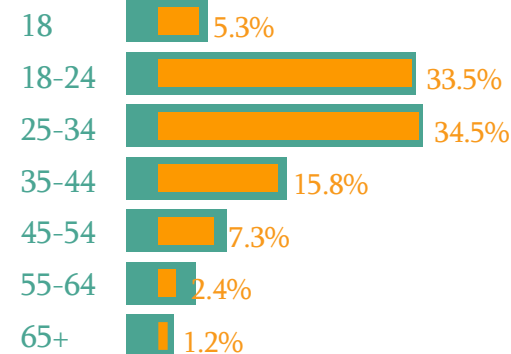


02

on website it is possible to watch live programs

04

www.intermedia.ge



06

Mixed

05



Google Analytics

Sep 1, 2017 - Sep 30, 2017 ▼

Sessions

2,420,153

Users

1,064,258

Pageviews

4,145,511

01 THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

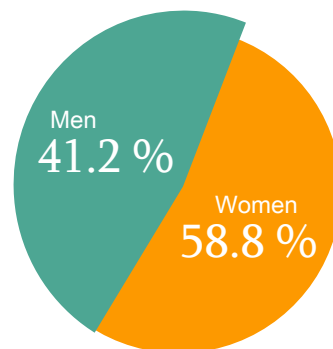
06 TARGET AUDIENCE

Website about home, interior and design.

Shin.ge – Magazine for my Home

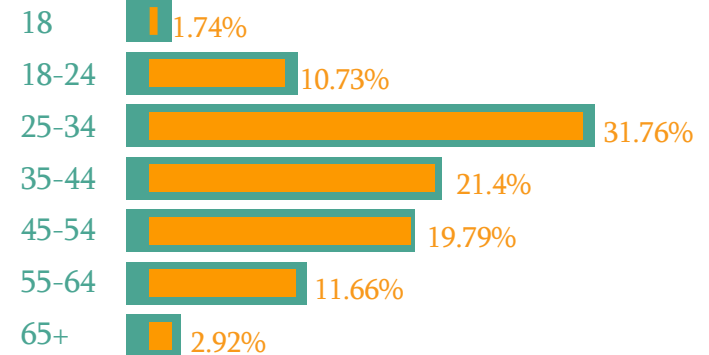
01

03



04

www.shin.ge



02

Shin.ge features home design content including decoration, luxury lifestyle and more. It all comes together – Home, court and summer- cottage

06

Mixed

05

 Google Analytics

Sep 1, 2017 - Sep 30, 2017 ▼

Sessions

268,241

Users

172,894

Pageviews

520,672



01 THE WEBSITE

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03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

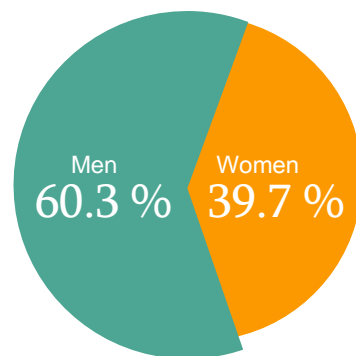
05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

Many topics and subjects broached at the website see a lot of discussion on social media.

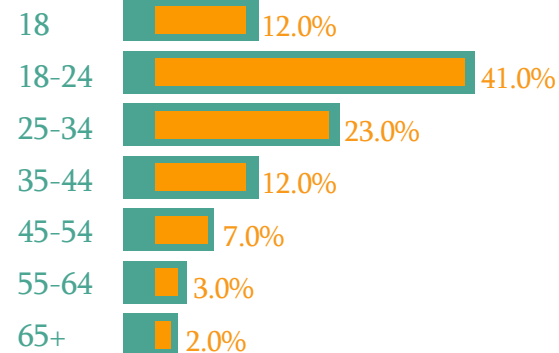
01

03



04

www.zooclub.ge



02

Contains advice for rearing and looking after animals.

06

Mixed

05



Google Analytics

Sep 1, 2017 - Sep 30, 2017 ▼

Sessions

112,945

Users

66,940

Pageviews

561,794

01 THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

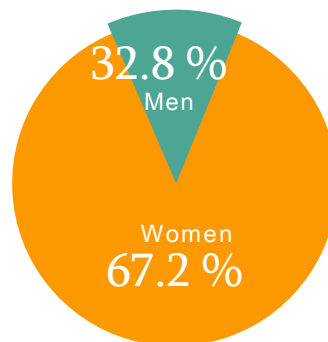
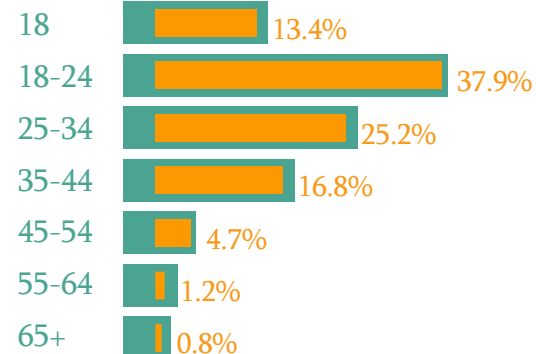
05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

An internet portal of "Reitingi" magazine.

Publishes scandalous, piquant and exclusive materials.

www.reitingi.ge



Boasts the most discussed and most commented articles and interviews.

Women

გაზეთი

Google Analytics

Sep 1, 2017 - Sep 30, 2017

Sessions

937,150

Users

383,136

Pageviews

1,660,257

01 THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

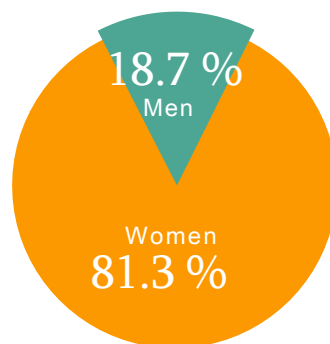
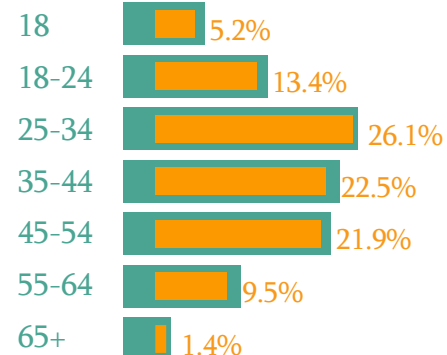
05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

Video and photographic culinary tutorials, culinary news and advice.

A "personal basket" for recording favorite recipes.

www.gemrielia.ge



Top rated culinary website.
Flexible search system.

Women

გემრიელია

Google Analytics

Sep 1, 2017 - Sep 30, 2017

Sessions
1,243,206

Users
488,734

Pageviews
2,321,197

www.ambebi.ge
www.palitravideo.ge
www.kvirispalitra.ge
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www.ipn.ge www.bpn.ge
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