

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



ტოიოტა ცენტრი თეგეტა
TOYOTA CENTER TEGETA
კობლეთი | მანთავი | ხარაგაუცი



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. FOR US, 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

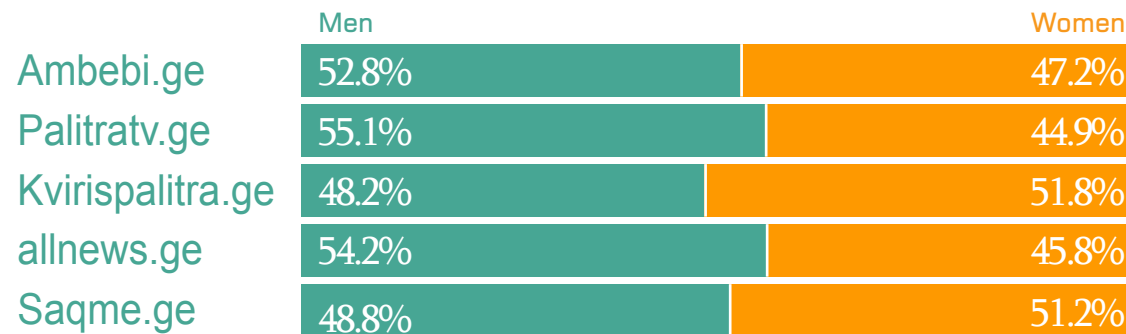
EXPENDITURE EFFICIENCY

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

CREATIVE AND TECHNICAL FLEXIBILITY OF
THE ADVERTISING COMPANY

COVERAGE OF TARGET AUDIENCE

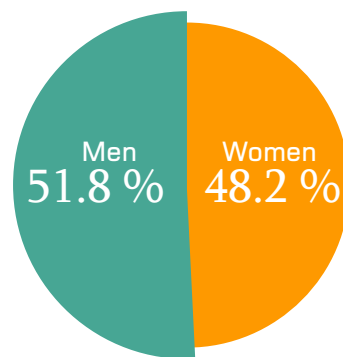
TARGET AUDIENCE: MIXED



01

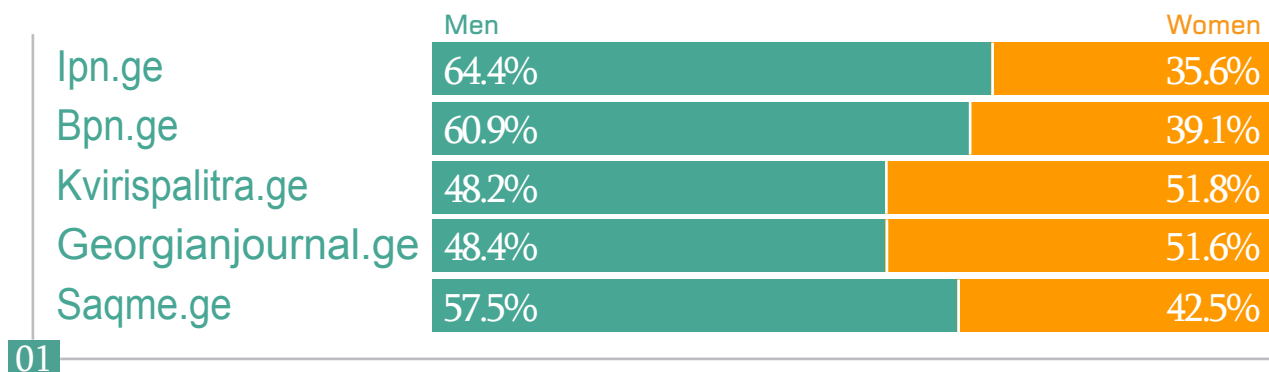
01 ALLOCATION OF PERCENTAGES ACROSS VARIOUS WEBSITES

02

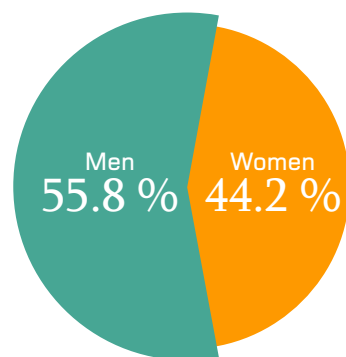


02 SUMMARIZATION OF TOTAL STATISTICS

TARGET AUDIENCE: V.I.P.



02



01 ALLOCATION OF PERCENTAGES ACROSS VARIOUS WEBSITES

02 SUMMARIZATION OF TOTAL STATISTICS

TARGET AUDIENCE: WOMEN

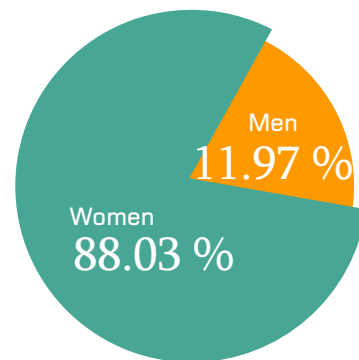


01

01 ALLOCATION OF PERCENTAGES ACROSS VARIOUS WEBSITES

02 SUMMARIZATION OF TOTAL STATISTICS

02



TARGET AUDIENCE: MEN

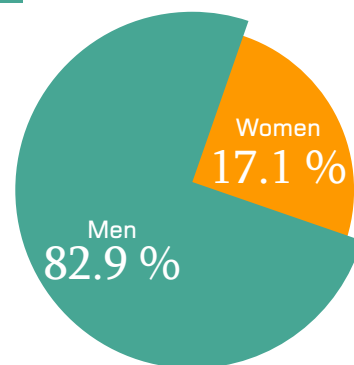


01

01 ALLOCATION OF PERCENTAGES ACROSS VARIOUS WEBSITES

02 SUMMARIZATION OF TOTAL STATISTICS

02



01 ABOUT 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

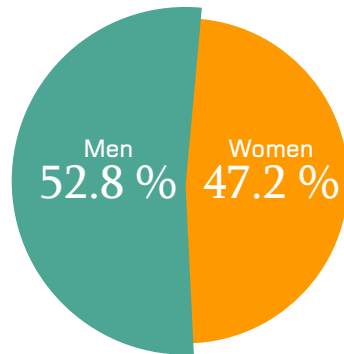
06 TARGET AUDIENCE

The most popular news website in Georgia.

Provides constantly updated information in a 24-hour mode.

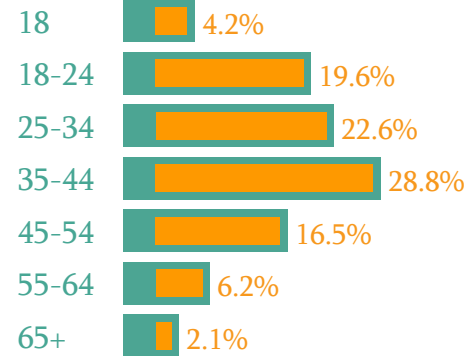
01

03



04

www.ambebi.ge



02

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

06

Mixed

05



Google Analytics

Mar 1, 2016-Mar 31, 2016

Sessions
5,657,060

Users
1,106,244

Pageviews
17,421,201

01 ABOUT THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

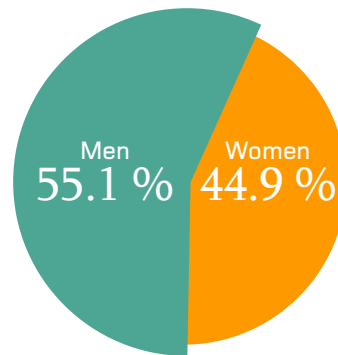
05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

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

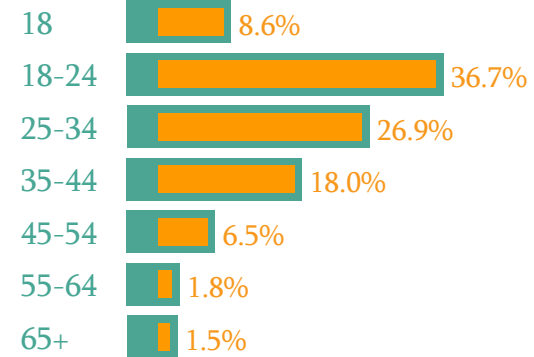
01

03



04

www.palitratv.ge



02

Provides the most viewed and shared videos across social media.

06

Mixed

05



Google Analytics

Mar 1, 2016-Mar 31, 2016

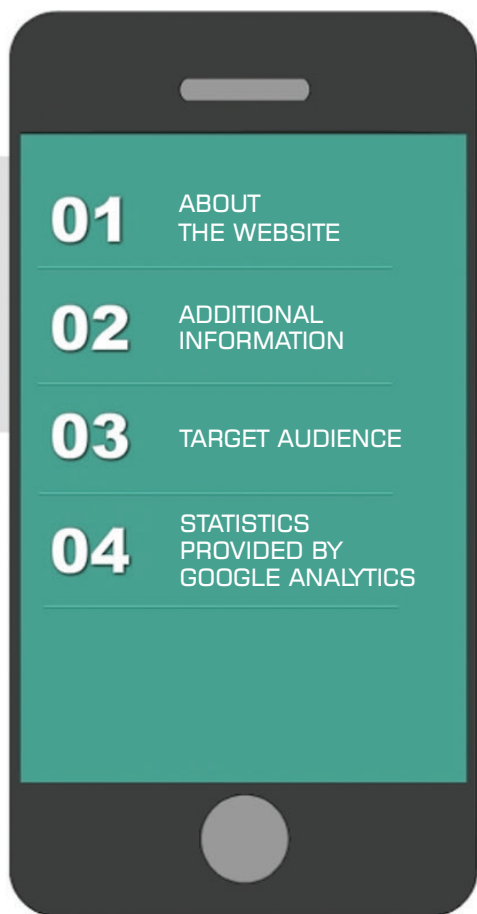
Sessions
2,448,388

Users
662,699

Pageviews
4,677,684



www.palitratv.ge



01



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

02



Provides the most viewed and shared videos across social media.

03



Mixed

04

Google Analytics

Mar 1, 2016-Mar 31, 2016 ▾

Sessions
373,868

Users
101,184

Pageviews
714,282

01 ABOUT THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

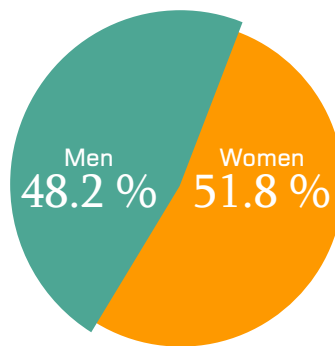
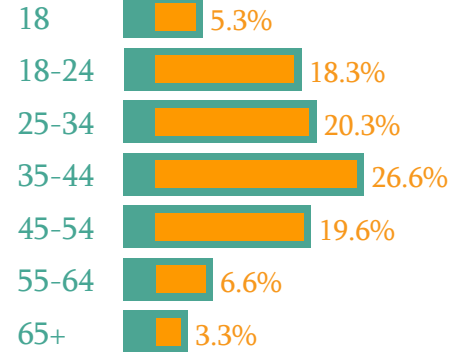
05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

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

Trustworthy information with qualified analysis.

www.kvirispalitra.ge



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

V.I.P./Mixed



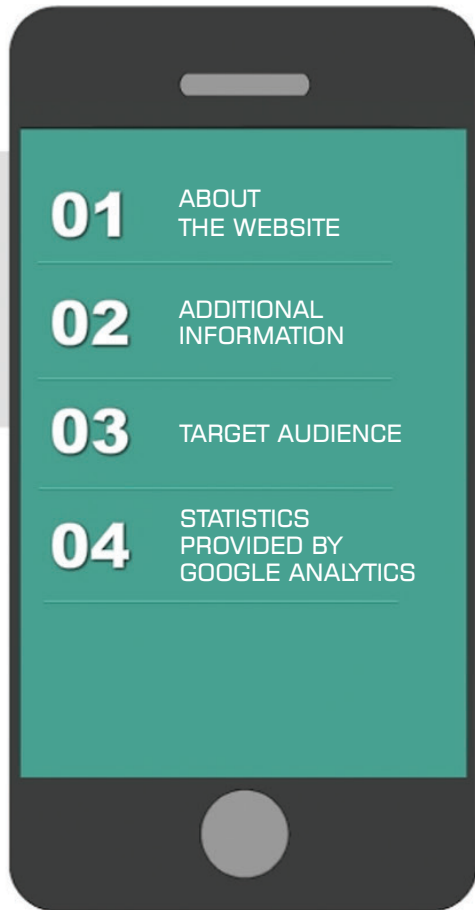
Google Analytics

Mar 1, 2016-Mar 31, 2016

Sessions
1,629,915

Users
527,218

Pageviews
4,671,473



01



Internet version of Kviris Palitra newspaper, with daily updates and exclusive articles. Trustworthy information with qualified analysis.

02



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

03



V.I.P./Mixed

04

Google Analytics

Mar 1, 2016-Mar 31, 2016 ▾

Sessions
380,585

Users
123,105

Pageviews
1,090,788

01 ABOUT 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

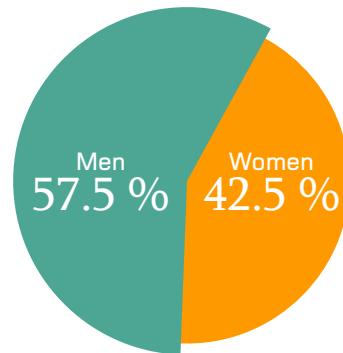
The largest real estate database.

Information about sales, purchases, services, employment and autobusiness.

Flexible search system.

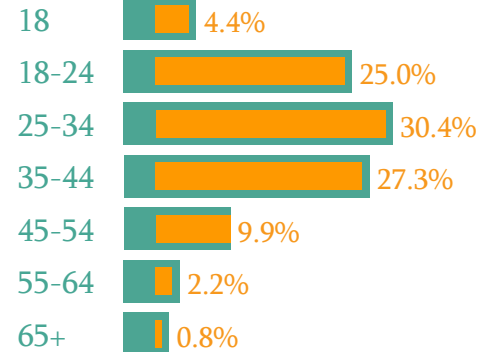
01

03



04

www.saqme.ge



02

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

06

V.I.P./Mixed

05



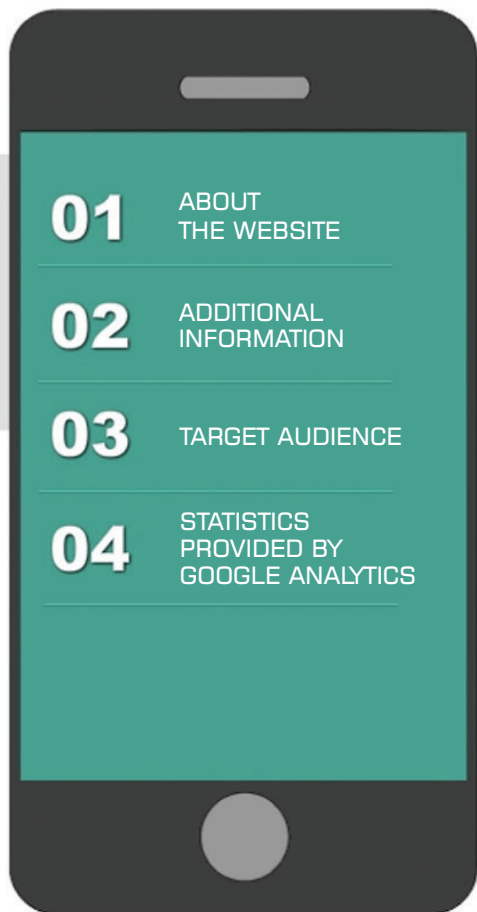
Google Analytics

Mar 1, 2016-Mar 31, 2016

Sessions
1,243,294

Users
394,725

Pageviews
12,642,826



01



The largest real estate database.
Information about sales, purchases, services,
employment and autobusiness.
Flexible search system.

02



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

03



V.I.P./Mixed

04

Google Analytics

Mar 1, 2016-Mar 31, 2016 ▾

Sessions
326,861

Users
103,773

Pageviews
3,323,621

01 ABOUT 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

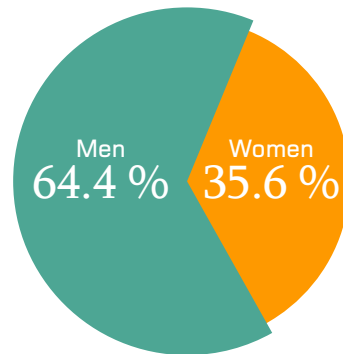
Combines high trustworthiness with high ratings.

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

Respectable and engaged audience.

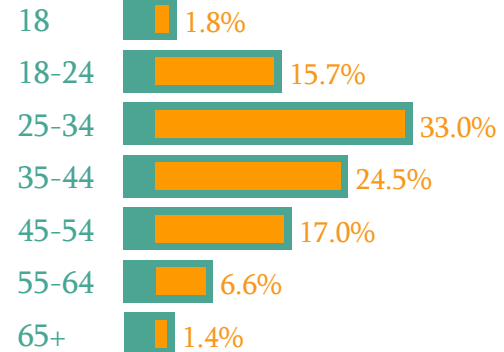
01

03



04

www.ipn.ge



02

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

06

V.I.P.

05



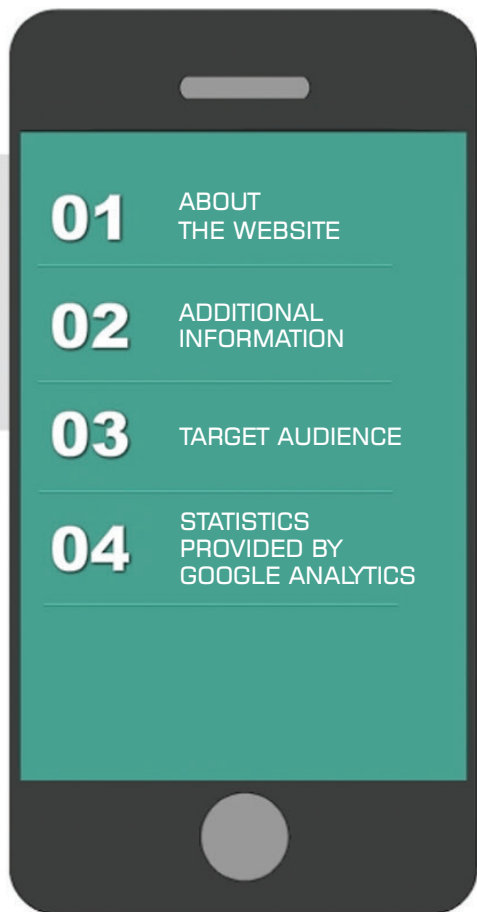
Google Analytics

Mar 1, 2016-Mar 31, 2016

Sessions
3,207,527

Users
589,361

Pageviews
8,844,744



01



Combines high trustworthiness with high ratings.
Top news agency that broadcasts in Georgian, English and Russian.
Respectable and engaged audience.

02



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

03



V.I.P.

04

Google Analytics

Mar 1, 2016-Mar 31, 2016 ▾

Sessions
976,050

Users
179,342

Pageviews
2,691,455

01 ABOUT 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

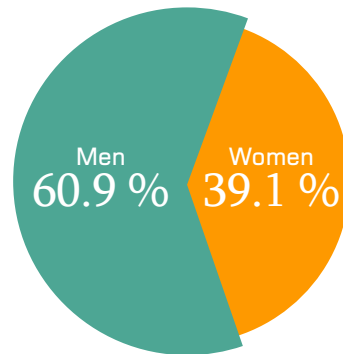
Business- and economy-related news.

Competent market analysis.

Highly qualified evaluation.

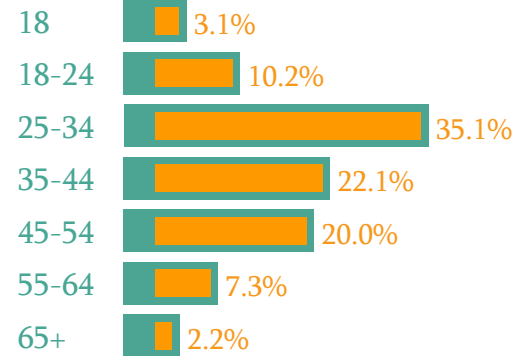
01

03



04

www.bpn.ge



02

Boasts high trustworthiness of the business sector.

Has one of the fastest growing audiences.

06

V.I.P.

05



Google Analytics

Mar 1, 2016-Mar 31, 2016

Sessions
656,504

Users
242,362

Pageviews
1,201,112



01 

Business- and economy-related news.
Competent market analysis.
Highly qualified evaluation.

02 

Boasts high trustworthiness of the business sector.
Has one of the fastest growing audiences.

03 

V.I.P.

04

Google Analytics

Mar 1, 2016-Mar 31, 2016 

Sessions
157,954

Users
58,312

Pageviews
288,987

01 ABOUT THE WEBSITE

01 First English-language news portal in Georgia.

02 ADDITIONAL INFORMATION

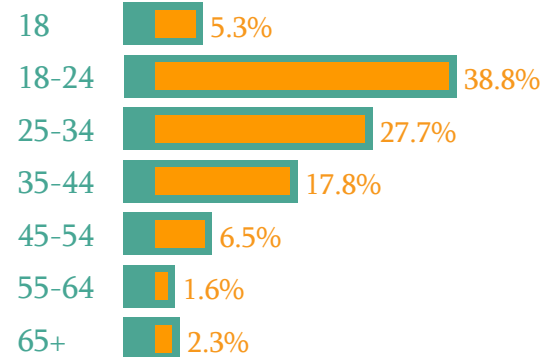
02 An internet portal of the "Georgian Journal" newspaper.

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

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

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

04 www.georgianjournal.ge

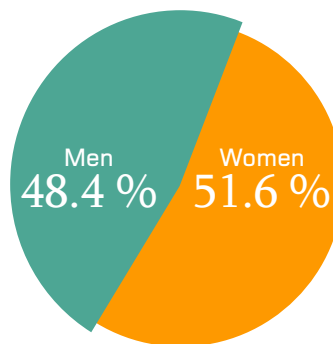


05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

02 Offers useful information for foreigners in its "Discover Georgia" rubric. This information includes hotels, cultural heritage sites, Georgian cuisine, etc.

06 TARGET AUDIENCE

06 V.I.P.



05

Georgian Journal

Google Analytics

Mar 1, 2016-Mar 31, 2016

Sessions
194,760

Users
136,125

Pageviews
651,970

01 ABOUT THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

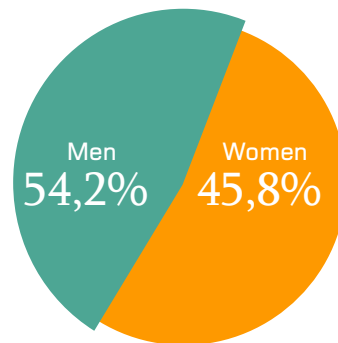
05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

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

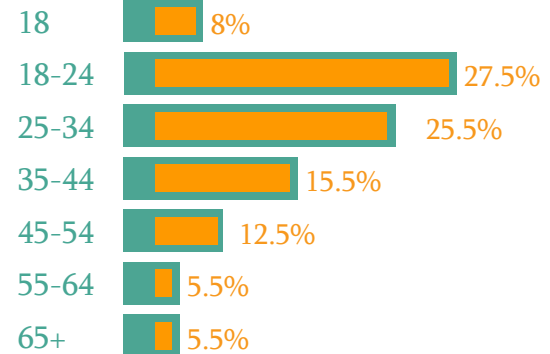
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03



04

www.allnews.ge



02

Users basically includes both loyal readers of all ages who are interested in full information about events that hold in Georgia and abroad.

06

Mixed

05

AI News

ყველა სიახლე

Google Analytics

Mar 1, 2016-Mar 31, 2016

Sessions
85,337

Users
36,581

Pageviews
194,453

01 ABOUT THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

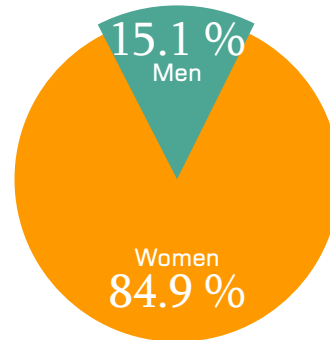
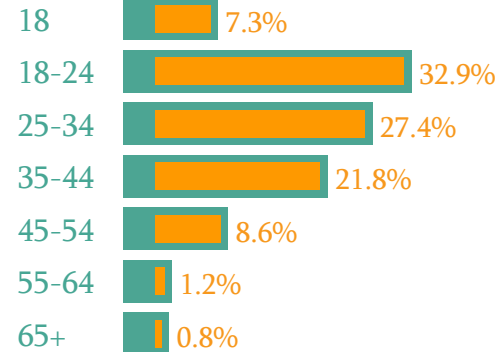
04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

Top 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

Mar 1, 2016-Mar 31, 2016

Sessions
1,677,109

Users
669,143

Pageviews
2,828,581

01 ABOUT THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

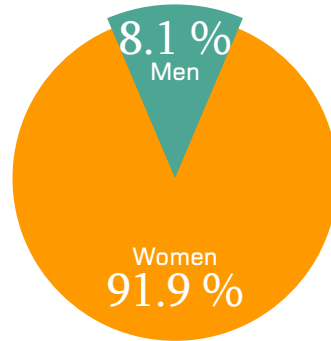
05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

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 style

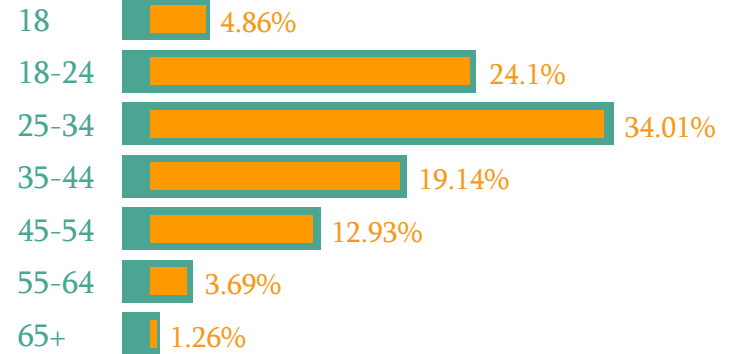
01

03



04

www.beaumonde.ge



02

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

06

Women

05



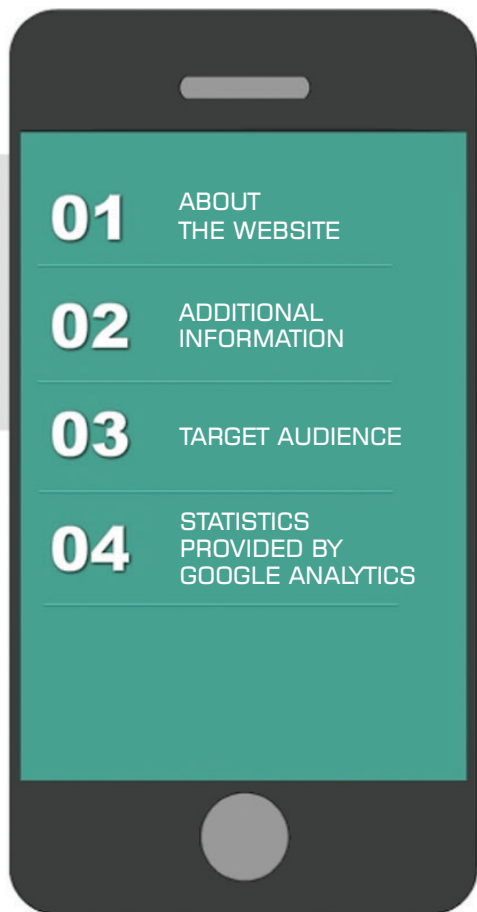
Google Analytics

Mar 1, 2016-Mar 31, 2016

Sessions
289,477

Users
176,267

Pageviews
639,299



01



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 style

02



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

03



Women

04

Google Analytics

Mar 1, 2016-Mar 31, 2016 ▾

Sessions
143,903

Users
83,165

Pageviews
309,615

01 ABOUT THE WEBSITE

02 ADDITIONAL INFORMATION

03 SEX DISTRIBUTION OF THE WEBSITE'S USERS

04 AGE DISTRIBUTION OF THE WEBSITE'S USERS

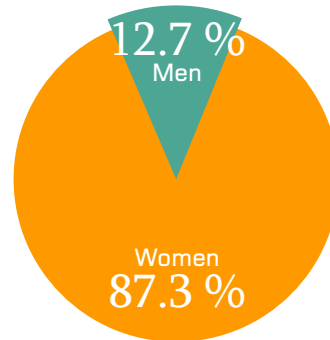
05 STATISTICS PROVIDED BY GOOGLE ANALYTICS

06 TARGET AUDIENCE

Provides all necessary information for rearing and upbringing of children, as well as relevant domestic advice.

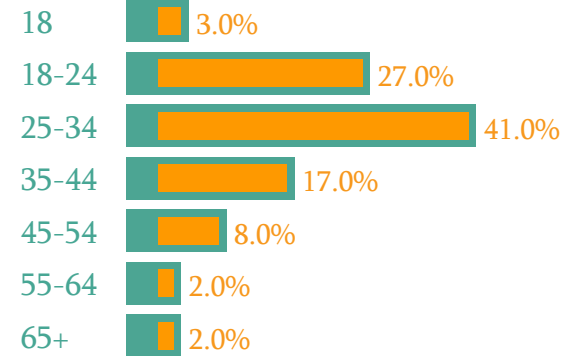
01

03



04

www.mshoblebi.ge



02

Has one of the fastest growing audiences.

Userbase mainly consists of loyal and dedicated readers.

06

Women

05



Google Analytics

Mar 1, 2016-Mar 31, 2016

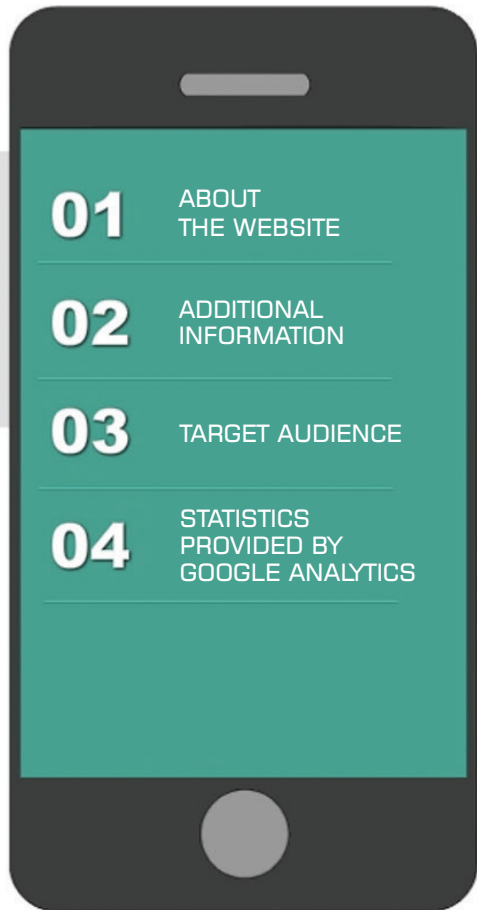
Sessions
1,269,599

Users
554,545

Pageviews
2,068,074



www.mshoblebi.ge



01 

Provides all necessary information for rearing and upbringing of children, as well as relevant domestic advice.

02 

Has one of the fastest growing audiences. Userbase mainly consists of loyal and dedicated readers.

03 

Women

04

Google Analytics

Mar 1, 2016-Mar 31, 2016 ▾

Sessions
573,223

Users
250,377

Pageviews
933,735

01 ABOUT 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

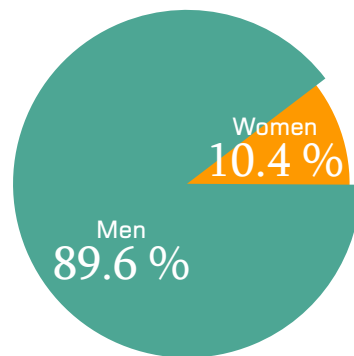
№1 sports webpage in Georgia.

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

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

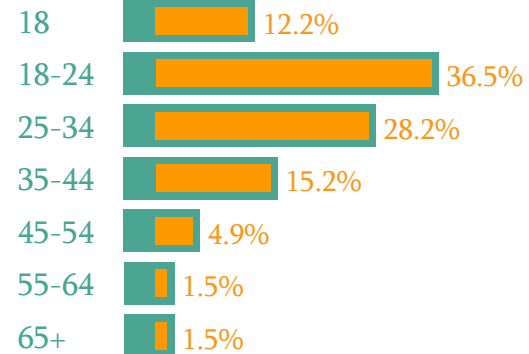
01

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

05

SPORTALL.GE

Google Analytics

Mar 1, 2016-Mar 31, 2016

Sessions
1,490,094

Users
243,699

Pageviews
5,411,664

01 ABOUT 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

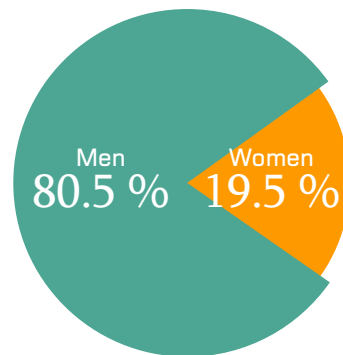
06 TARGET AUDIENCE

A daily updated website for men.

Practical advice on weaponry, sports and fashion.

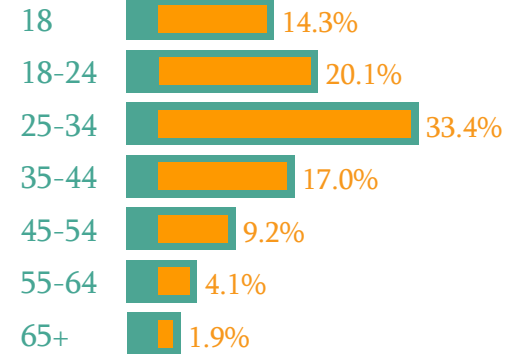
01

03



04

www.adami.ge



02

Also offers analytical and sports blogs.

Among Georgian users' favorite websites.

06

Men

05



Google Analytics

Mar 1, 2016-Mar 31, 2016

Sessions
34,530

Users
29,656

Pageviews
127,592

01 ABOUT 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

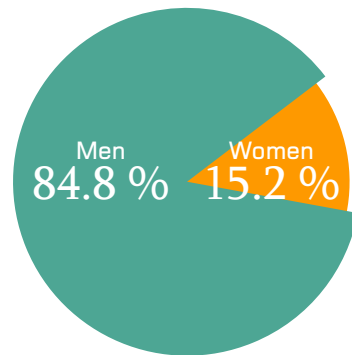
Georgian and foreign car-related news, interesting facts from the car world.

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

Internet version of "Auto Bild" magazine.

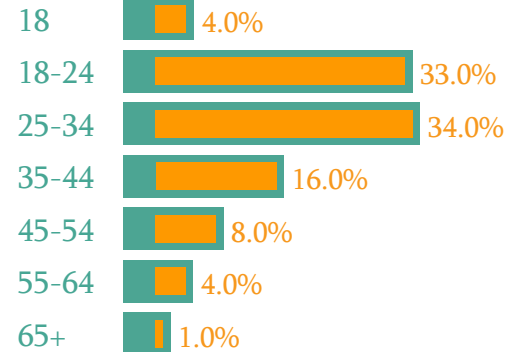
01

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

05



Google Analytics

Mar 1, 2016-Mar 31, 2016

Sessions
157,670

Users
78,339

Pageviews
560,876



www.ambebi.ge
www.palitrav.ge
www.kvirispalitra.ge
www.saqme.ge
www.ipn.ge
www.bpn.ge
www.beaumonde.ge

www.marao.ge
www.mshoblebi.ge
www.sportall.ge
www.adami.ge
www.autobild.ge
www.georgianjournal.ge
www.allnews.ge