MEDIA KIT 2026

Advertising on BlokVolt

BlokVolt is a guide for electric car drivers in Serbia. Your ad appears on the pages where readers choose a car, insurance, a loan and a route.



5.000 RSD
a month per section, excl. VAT

1 advertiser
per section: yours is the only ad on the page

SR · EN · RU
every page in three languages

AUDIENCE

Who reads BlokVolt

Electric car drivers and people who are still choosing a car. They come here to check where to charge and what it costs, which subsidy they can get, how to register and insure the car and who installs home chargers.

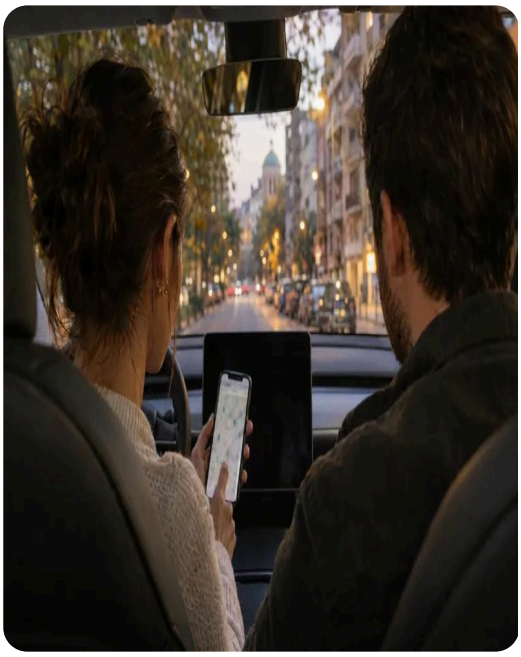
398
public chargers on the map of Serbia

51
home-charger companies in the register

12
public charging networks with prices

3
languages: Serbian, English and Russian

Visits are counted without cookies, with Cloudflare Web Analytics. The figure for the previous month appears here from November 2026: October is the first full month of counting.



WHERE THE AD APPEARS

Three sections, one advertiser in each

The ad sits at the bottom of every page in the section, after the text, labelled “Ad”. Each section has one advertiser, so yours is the only ad on the page.



7 pages

Buying and owning

Subsidies, registration and taxes, import and customs, insurance, loans and leasing, servicing, car rental.

For car dealers, banks and leasing companies, insurers and car services.



4 pages

On the road

Tolls and parking, free chargers, charging apps and cards, charging in the region.

For travel, accommodation and parking. Not for public charging networks: these pages compare them.



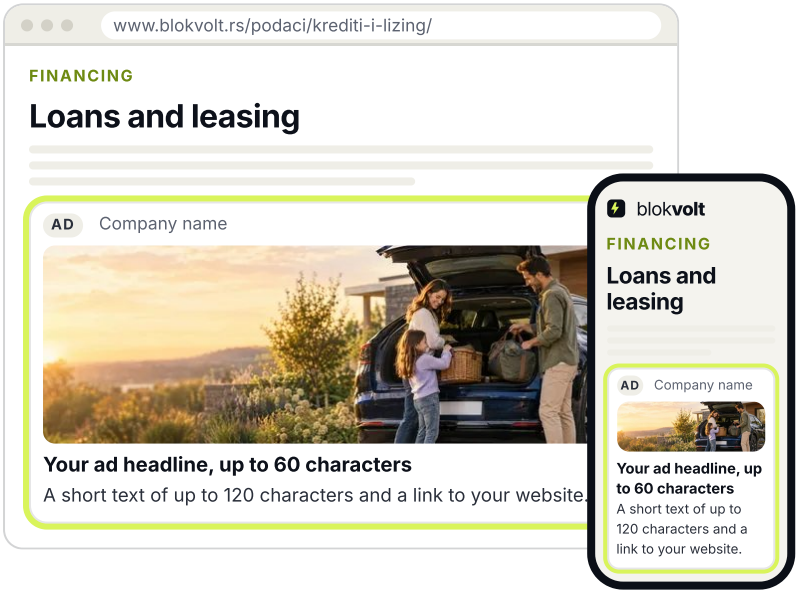
All news

News

New models, charging networks, subsidies and regulations: every news story and the news list.

For brands that every news reader should see. A network's ad never appears next to news about that network.

The home page, the map, the register of companies and networks, the prices, the statistics and the guides and calculators on charging at home and in buildings stay free of ads. The apps for Android and iPhone show no ads.



FORMAT

What the ad looks like

- **Image 1200 × 400 px**
  WebP, PNG or JPG, up to 200 KB, no animation.
- **Headline and text**
  A headline of up to 60 characters and a text of up to 120 characters.
- **One link**
  Tagged with utm_source=blokvolt, so you see the clicks in your own analytics.
- **Three languages**
  An English and a Russian version if you wish. Without them the ad stays in Serbian on those versions of the site too.
- **Phone and desktop**
  The same ad on every screen, always labelled “Ad”.

PRICE

One price for everyone

One section

5.000 RSD a month, excl. VAT

- At least 3 months, paid in advance
- The same price for every section and every advertiser
- The price does not change during the booked period
- After each month: a report on views of the pages with your ad

What it costs

One section, 3 months	**15.000 RSD**
One section, 6 months	**30.000 RSD**
All three sections, 3 months	**45.000 RSD**

All prices exclude VAT.

RULES

Ads are kept apart from the data

A place in the register, on the map or in the prices cannot be bought, not even together with an ad. The rules are the same for everyone and are published on this page.

What is not for sale

- the place, order and labels in the register of companies and networks;
- points, statuses and ratings on the map;
- prices and the price index;
- text: paid articles are not published, and news is not written to order;
- removing drivers' ratings and reports.

Which ads are not accepted

- selling or installing home chargers and wallboxes, because the site is edited by the team behind Evolako, a home charger installation company;
- public charging networks in the "On the road" section and next to news about that network;
- gambling, alcohol and tobacco, crypto and financial schemes, political ads;
- claims that cannot be checked.

The advertiser gets no data about readers: the ad is an image and a link served by BlokVolt, without the advertiser's pixels, cookies or scripts.

Legal framework

- The ad is labelled "Ad" under Art. 13 of the Advertising Act (Zakon o oglašavanju); hidden advertising is prohibited by Art. 12.
- For every ad the advertising declaration is kept (Art. 20), and the advertiser's details for another 30 days after the ad ends (Art. 45).
- The comparison of companies and networks on the site stays within Art. 14: only public, verifiable facts, no value judgements.
- Links in ads carry rel="sponsored".
- Advertising Act (Zakon o oglašavanju)

PROCESS

How to book

1

Enquiry

The section, the starting month and a link to what you advertise.

2

Reply and pro forma invoice

Within a few working days: whether the ad can run, and a pro forma invoice.

3

Materials

After payment you send the image, the text and the advertising declaration: who advertises, what and for which period. The Advertising Act requires the declaration.

4

Launch and report

The ad goes live on the first day of the agreed period. After each month you get the number of views of the pages with the ad.

The invoice is issued by the publisher of the site. The publisher's invoicing details (business name, registration number and tax ID) come with the pro forma invoice. The publisher is not registered for VAT.

FOR THE MEDIA

Logo and data for publication

Data from the site may be quoted with a link to BlokVolt. The tables are on the Data downloads page, under the CC BY-NC 4.0 licence. Contact: hello@blokvolt.com.







Enquiries: hello@blokvolt.com · www.blokvolt.rs/za-firme/oglasavanje/