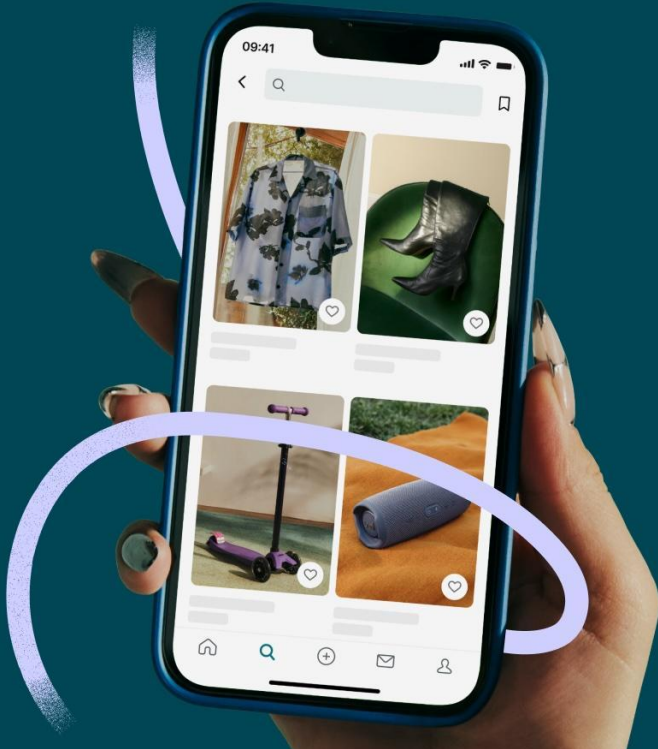


Advertising on Vinted



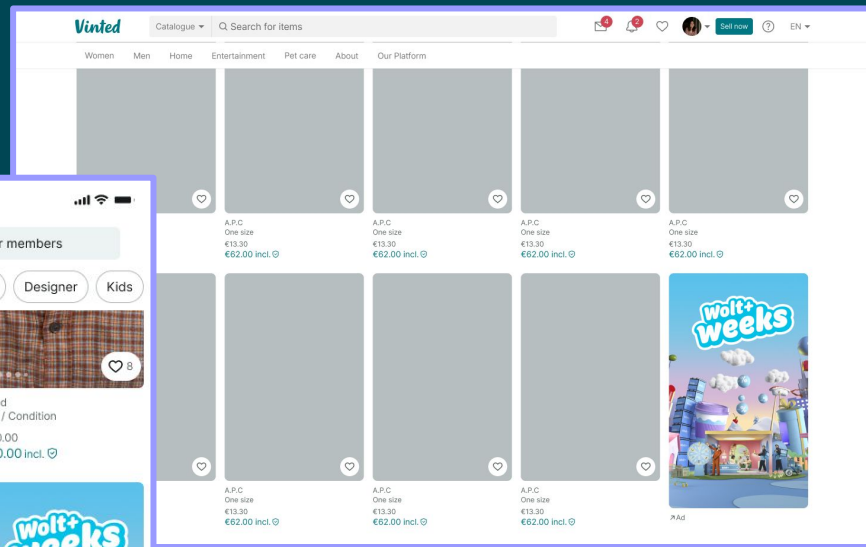
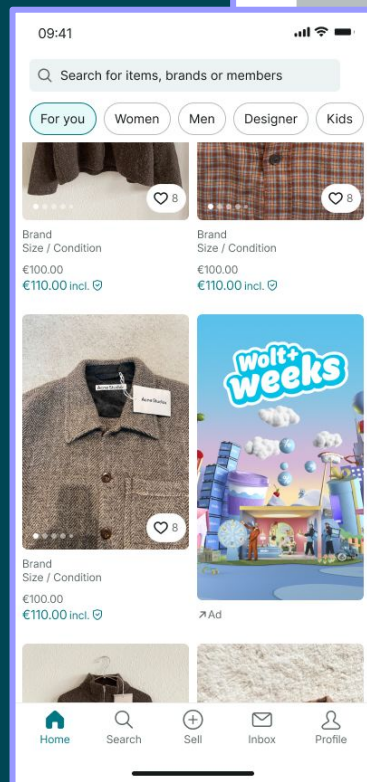
**Private and confidential*

Vinted

Native Format

Exclusive format - available via direct
IO with Vinted Ads Network (VAN)

80-90%+ viewability



Deal House exclusive offer: 1:1 media match on Native

Vinted will match your client's media investment in the Native format 1:1. Launch a £20k native campaign and we add another £20k in impressions as added-value media – doubling reach at no extra cost.

Exclusively for **Alliance of Independent Agencies members via Deal House.**

Offer terms

Format: Native placement

Min media spend: £20k per campaign

Added value: 1:1 match in impressions

Applies to: Same or next campaign

Creative requirements

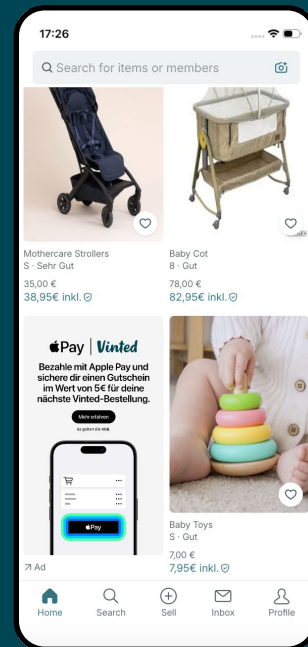
Orientation: Vertical, 1:2 ratio

Size: 400×800, 800×1600 px

Format: .png or .jpg

File size: under 500 kb

Creative may be slightly cropped on some devices – keep key text and logos in the central safe zone.



Creative Guidelines

Vertical creative in 1:2 ratio

Recommended size:

- 400×800 px
- 800×1600 px

Safe Zone :

- 80% width
- 70% height

Leave/Bleeds:

- 10% margins left/right
- 15% margins top/bottom

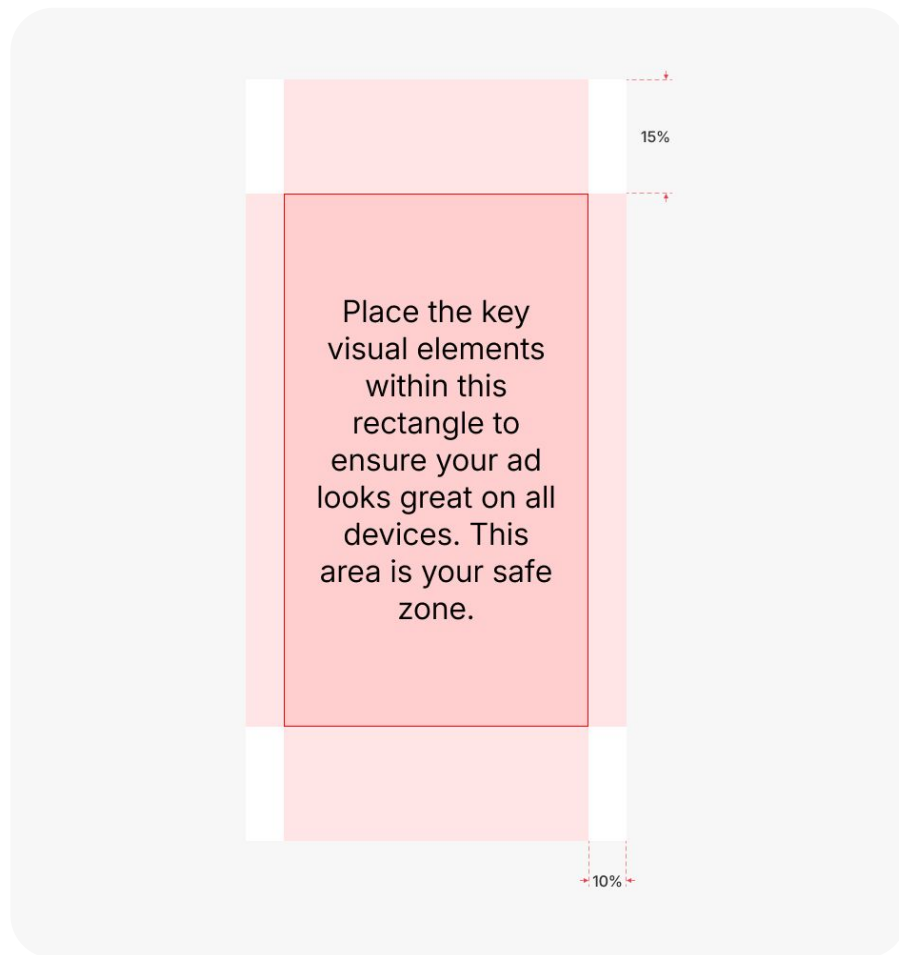
Creative may be slightly cropped on some devices.

Keep important text/logo inside central.

Format: .png , .jpg

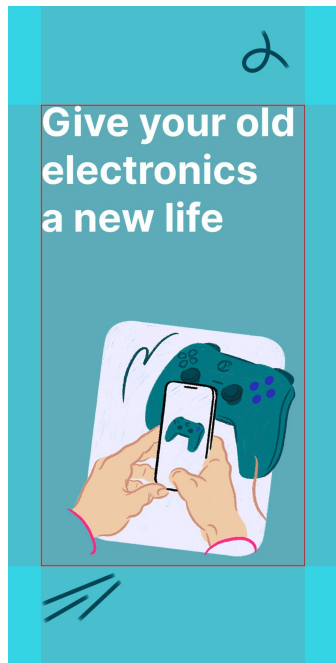
Size: <500 kb

Note: Vinted item block size and ratio are dynamic and change depending on device. Everything placed outside of the safe zone might be cropped.

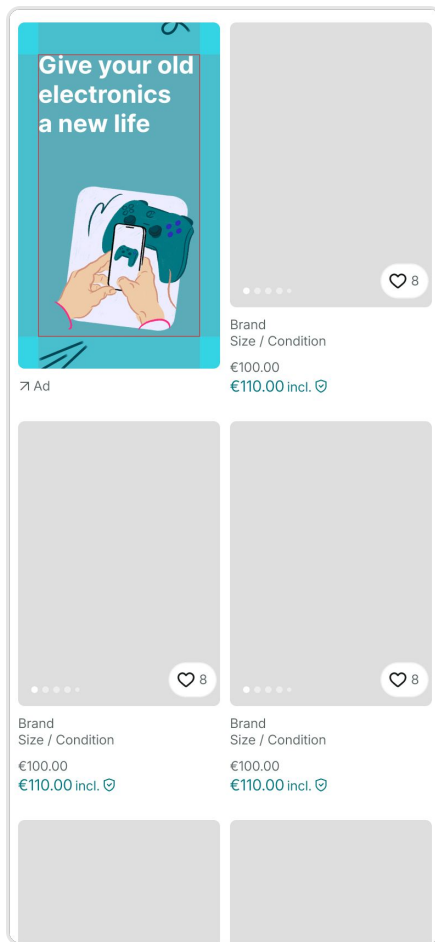


Examples of the Vinted native ads on various devices

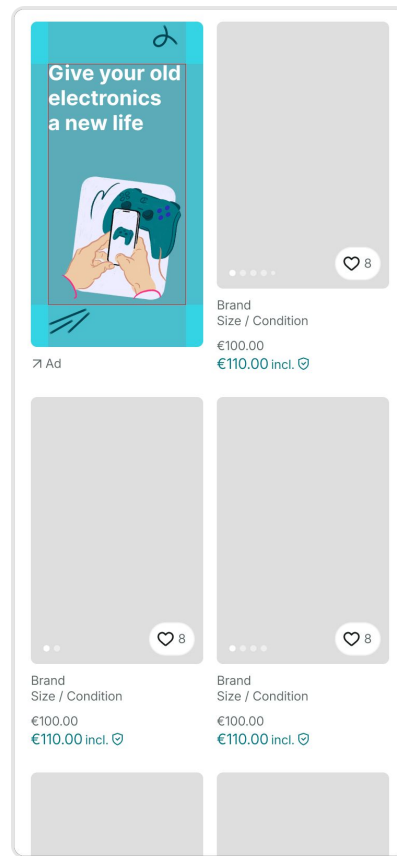
Item box/ad container differs depending on device screen size



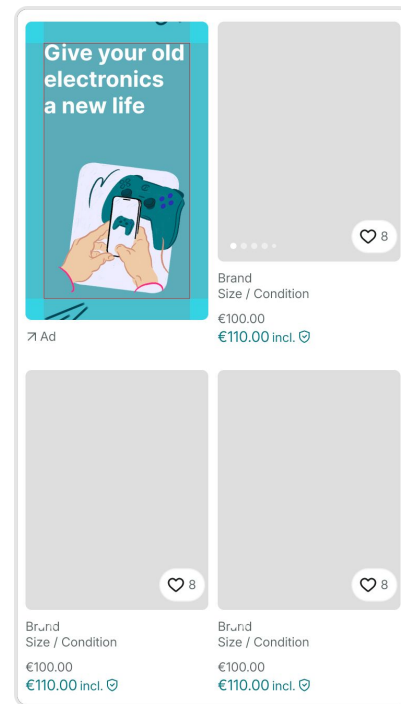
Uploaded creative
(safe zone is visible for
example purposes)



Big devices



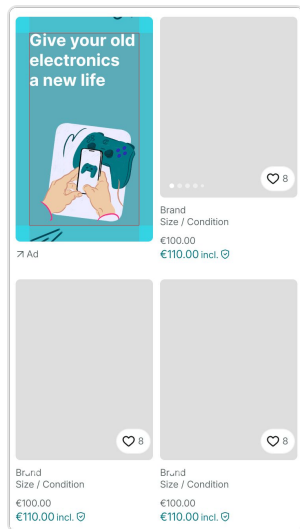
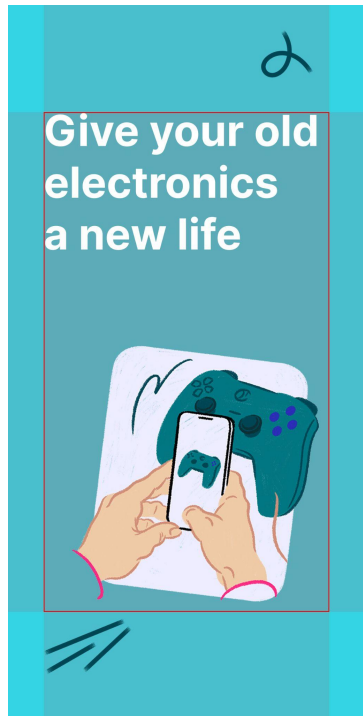
Medium devices



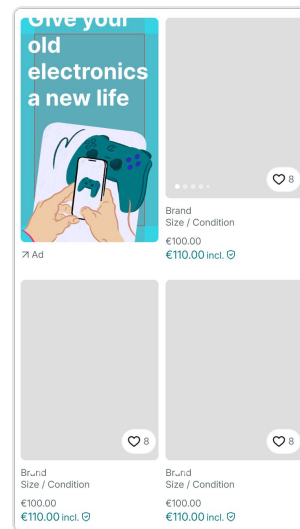
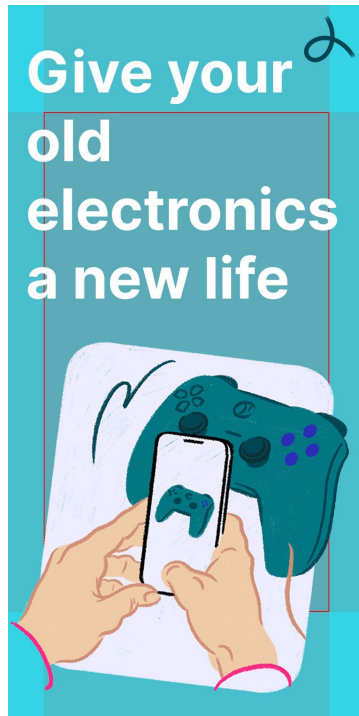
Small devices

Put text, buttons, and key visuals inside the safe zone

Content placed outside the defined area may be cropped depending on the user's device.



Potential result



Potential result

● DO place the most important content inside the safe zone

● DON'T place text, button, logo and key visuals outside of the safe zone. They might be cropped.