GeLife

MEDIA KIT · 2026

Tell your story to those searching for services in Georgia.

Business packages, event packages and advertising products on GeLife, an intelligent AI-powered platform for finding companies, services, places and events in Georgia.

DIRECTION 1

Business Packages

FREE · PRO · PREMIUM, from 0 GEL.

DIRECTION 2

Event Packages

START · PRO · PREMIUM, from 99 GEL.

DIRECTION 3

Advertising Products

Listings, banners, search, from 19 GEL for 7 days.

gelife.ge partners@gelife.ge support@gelife.ge ge · en · ru

ABOUT THE PLATFORM

An intelligent platform for finding companies, services and events in Georgia.

GeLife helps residents, tourists and international guests find the services and organisations they need through intelligent search, categories and geolocation. For companies, GeLife provides a profile, a business presentation and promotion tools.

Search and discovery of companies, services, places and events are brought together in a single digital platform.

AI-powered search
Intelligent search for companies, services and places.

Multiple languages
Georgian, English and Russian.

Geolocation
Location-based search, addresses and map.

Categories and Events
12 main categories and a separate events section.

Company profiles
Description, contacts, photos and video, within the package.

Reviews and ratings
Users rate companies and events.

Companies can choose from listing packages, event packages and separate advertising products.

CATEGORIES

The 12 main GeLife categories.

01 LIFESTYLE & ENTERTAINMENT	02 TOURISM & TRAVEL	03 FASHION & RETAIL	04 BEAUTY & WELLNESS
05 HEALTH & MEDICAL	06 EDUCATION & CHILDREN	07 REAL ESTATE	08 HOME & CONSTRUCTION
09 CARS & TRANSPORT	10 BUSINESS & LEGAL	11 DIGITAL & IT	12 SPORT & FITNESS

SEPARATE SECTION

EVENTS Events are placed in a separate section. Events is not a thirteenth category.

Languages

The whole site is available in Georgian, English and Russian, so GeLife reaches both local and international audiences.

WHO IT IS FOR

A platform for those who search, and for those who want to be found.

USERS

- Residents of Georgia
- Tourists
- International guests

They find companies, services, places and events by query, category and location.

BUSINESSES AND ORGANISERS

- Companies and entrepreneurs
- Event organisers
- Advertisers and brands

They present their business or event and promote it where people are looking for it.

What businesses get

- Company profile: description, contacts, photos and video, within the package
- Visibility in search by query, category and region
- Geolocation, reviews and ratings
- Listing management through a personal account
- Promotion of companies and events through separate advertising products
- Statistics on user interaction with listings, within the available functionality

Analytics levels

FREE	PRO	PREMIUM
Limited Analytics	**Full Analytics**	**Full Analytics**

The set of metrics at each level is confirmed by the technical team. GeLife does not guarantee a number of customers, enquiries or sales growth.

HOW OUR OFFERS ARE STRUCTURED

Three directions and three levels of visibility.

1 · BUSINESS PACKAGES

FREE · PRO · PREMIUM

0 · 149 · 299 GEL / 30 days

2 · EVENT PACKAGES

START · PRO · PREMIUM

99 · 199 · 399 GEL / 30 days

3 · ADVERTISING PRODUCTS

Additional promotion

Paid separately, from 19 GEL

LEVEL 1

Standard presence

- The company is in the catalogue and in regular results.
- Order is determined by relevance and quality of information.
- No package guarantees first place in organic search.

LEVEL 2

PREMIUM priority placement

- Top Placement in Category, Priority Search Ranking, Maximum Platform Exposure.
- Applies to all 7 listings of the package.
- Included in the PREMIUM price.

LEVEL 3

Paid promotion

- Featured, Promoted, banners, Sponsored Search.
- Paid separately and not included in the package price.
- Always labelled: Promoted, Featured or Sponsored.

Advertising display principles

- Advertising is clearly labelled.
- Advertising results match the query, category and region.
- Advertising does not fully displace organic results.
- Paid placement does not mean a higher rating or quality of the company.
- Organic results continue to take into account relevance and the quality of company information.

Availability and scope of individual features are confirmed by the GeLife technical team.

FREE, PRO and PREMIUM: package comparison.

One listing is a separate public card of a company, branch or business line.

	FREE 0 GEL to start your presence	PRO 149 GEL for 30 days · for growing companies	PREMIUM 299 GEL for 30 days · multiple branches and business lines
Active listings	1	up to 3	up to 7
Photos per listing	up to 3	up to 11	up to 11
Logo and listing cover	Yes	Yes, for each listing	Yes, for each listing
YouTube video	—	1 per listing	1 per listing
Uploadable MP4 video up to 200 MB	—	—	1 per listing
Contacts, social networks and messengers	Yes	Yes	Yes
Referral links in the listing	—	Yes	Yes
Geolocation · reviews and ratings	Yes	Yes	Yes
Analytics	Limited Analytics	Full Analytics	Full Analytics
Top Placement in Category	—	—	Yes
Priority Search Ranking	—	—	Yes, all 7 listings
Maximum Platform Exposure	—	—	Yes
Additional Features (paid separately)	Yes	Yes	Yes

The price of PRO and PREMIUM is paid for the whole package, not for each listing, and does not change if only some of the available listings are used. For companies registered by 31 December 2026 inclusive during the GeLife Early Registration Offer, the FREE package remains free of charge indefinitely, subject to compliance with the platform rules.

Additional Features: VIP Listing Boost, Featured Listing, Platform Advertising Placement. These are advertising services: they are paid separately and are not included in the package price.

PRO and PREMIUM have the same level of analytics. The difference between the packages: number of listings, video options and priority promotion.

Availability and scope of individual features are confirmed by the GeLife technical team.

SPECIAL OFFER

GeLife EARLY REGISTRATION OFFER

A special offer for the launch of GeLife

Register your company by 31 December 2026 and receive the FREE package with indefinite free placement.

Companies registered during the offer period keep the right to use the FREE package free of charge with no time limit.

The offer applies exclusively to the FREE package and does not include the paid PRO and PREMIUM packages, additional listings or advertising services.

From 1 January 2027, the terms for onboarding new companies may be revised. New terms will be announced separately.

Offer period: from the moment the offer is published until 31 December 2026 inclusive.

OFFER TERMS

- FREE: 0 GEL for companies taking part in the offer.
- FREE includes 1 active listing.
- Indefinite free placement is kept by companies registered during the offer period.
- Free of charge does not apply to PRO and PREMIUM.
- Additional listings and advertising products are paid separately.
- The set of FREE features remains as set out in this Media Kit.

HOW LISTINGS WORK

Listings, management and moderation.

One listing is a separate public card of a company, branch or business line.

TERM AND QUANTITY

Validity period

- FREE: 1 listing. PRO: up to 3. PREMIUM: up to 7.
- PRO and PREMIUM: the term of all listings in a package is a single 30 days. The FREE package for companies registered during the GeLife Early Registration Offer is valid indefinitely on the approved terms.
- Renewing a PRO or PREMIUM package renews all of its listings.

FREE REGISTRATION

One listing per email

- One free company listing per registered email.
- All registrations are checked manually by GeLife.
- Duplicate registrations and the accuracy of information are checked.

MANAGEMENT AND MODERATION

Personal account

- The company edits the description, photos, video, contacts and links itself.
- Changes go through manual moderation by GeLife.
- While changes are being reviewed, users see the previously approved version. Once approved, the new version replaces it.

END OF PACKAGE

Listings are not deleted

- When a PRO or PREMIUM term ends, listings are hidden from the public part of the platform.
- They are kept in the GeLife archive and remain visible in the personal account, together with photos, video and information.
- After a package is purchased, listings can be reactivated. Republishing goes through moderation.

Event packages.

EVENT START
99 GEL
for 30 days

Small events and local organisers

- 1 Event Listing
- Up to 5 photos
- Contact information
- Date and time
- Geolocation
- Reviews and ratings
- Ticket or registration link
- Full analytics

Additional Features (paid separately): VIP Event Boost, Featured Event Placement, Platform Advertising Placement.

EVENT PRO
199 GEL
for 30 days

Brands, business events, concerts and festivals

- 1 Event Listing
- Up to 15 photos
- 1 YouTube video
- Contacts and social media links
- Event cover
- Date and time · geolocation
- Reviews and ratings
- Ticket or registration link
- Full description and programme
- Full analytics

Additional Features (paid separately): VIP Event Boost, Featured Event Placement, Platform Advertising Placement.

EVENT PREMIUM
399 GEL
for 30 days

Maximum presence and priority promotion

- 1 Event Listing
- Up to 30 photos and a cover
- Promotional Video: YouTube, Vimeo, Twitch
- Custom Video Upload up to 200 MB
- Contacts, social networks and messengers
- Date and time · geolocation
- Reviews and ratings
- Advanced Analytics with a full dashboard
- Top Placement in Category
- Priority Search Ranking
- Maximum Platform Exposure
- Advertising in Premium Platform Blocks
- Priority Support

Additional Features (paid separately): VIP Event Boost, Featured Event Placement.

Each package is valid for up to 30 days. Discounts for 3, 6 and 12 months apply to event packages; Launch Partners special prices are not offered for events.
Features and advertising positions are provided if they are technically implemented and available at the time of the order.

DIRECTION 3 · ADVERTISING PRODUCTS

Additional advertising products.

Advertising and promotion are paid separately and are not included in the price of PRO, PREMIUM and Event Packages.

MAXIMUM REACH

Promoted listing

Your company card with the “Promoted” label gets priority in results and a place in the “Popular services” block on the home page.

29 GEL / 7 days
69 GEL / 30 days

RECOMMENDATION

Featured listing

The “Featured” label and a place in “Recommended services”, selected by the GeLife team.

19 GEL / 7 days
39 GEL / 30 days

BRAND

Banner

A clickable banner in a fixed position on the home page, in search results or on the events page, in the language you choose.

from 19 GEL / 7 days
from 49 GEL / 30 days

SEARCH

Sponsored Suggestion and Sponsored Search

Priority in the first line of suggestions, sponsorship of a query or category, and a banner for empty results.

from 25 GEL / 7 days
from 59 GEL / 30 days

Who it suits

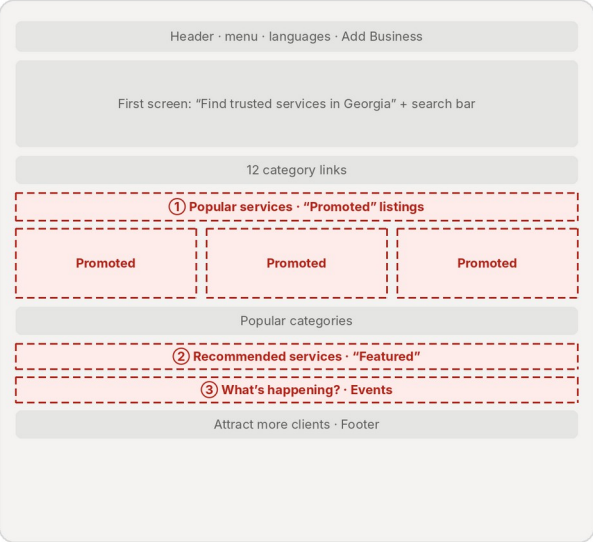
Local businesses and specialists, service providers, venues and event organisers, and brands that want to reach people searching for services in Georgia.

Pricing

All prices are in GEL. For most formats, weekly (7 days) and monthly (30 days) placement is available: a week lets you test the advertising, while a monthly campaign is cheaper per day. Weekly prices are standalone rates. Long-term discounts do not apply to advertising products.

Some features are undergoing technical verification. Availability, scope and launch date are confirmed when the placement is agreed.

Where your listing appears.



1 Home page · Popular services

A grid of “Promoted” cards directly below the categories. The most prominent position on the site.

2 Home page · Recommended services

“Featured” cards selected by the team: trust and quality.

3 Home page · Events

Promoted events with date and time.

Also in search and on the map

- Promoted listings get priority at the top of results on the Explore page, in categories, regions and in keyword search.
- Featured listings follow, then regular listings.
- On the card: name, slogan, phone, address, categories, “open/closed” status, Quick view and Bookmark.

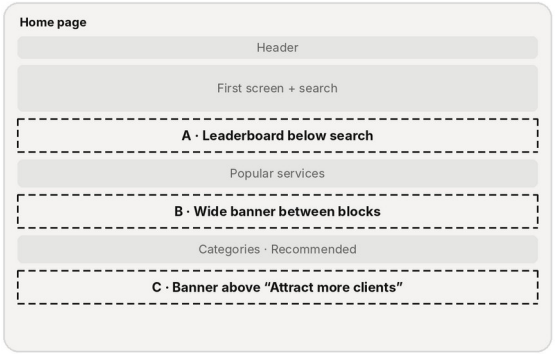
PRODUCT	WHAT IS INCLUDED	7 DAYS	30 DAYS
Featured Listing	Placement in Recommended Services, the Featured label, additional visibility in the recommendation block.	**19 GEL**	**39 GEL**
Promoted Listing	Priority placement in search results, the Promoted label, placement in the designated advertising blocks, visibility on category and region pages.	**29 GEL**	**69 GEL**
Promoted Category + Region	Priority visibility in the selected category and region, taking into account the query and the user’s location.	**39 GEL**	**99 GEL**

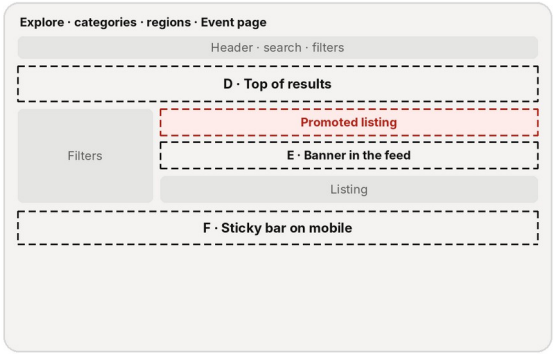
Display priority: Promoted, then Featured, then regular listings. A specific position is not guaranteed. Advertising cards match the user’s query and are always labelled.

Display priority and the link to a category and region are confirmed when the placement is agreed.

BANNER POSITIONS

Where banners appear on the site, and what they cost.





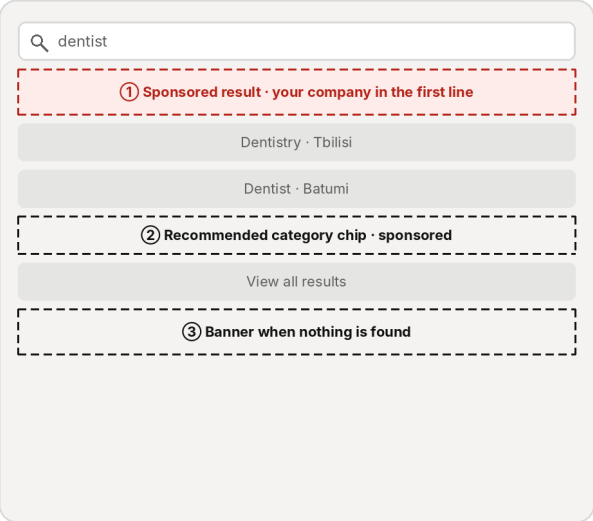
#	POSITION	DESKTOP	MOBILE	7 D.	30 D.	DISPLAY TERMS
A	Home page · below the search bar	1200 × 200 px	640 × 200 px	**59 GEL**	**149 GEL**	Placement in the upper part of the home page. One advertising slot.
B	Home page · between Popular services and categories	1200 × 200 px	640 × 200 px	**39 GEL**	**99 GEL**	Seen by those who keep scrolling. Up to two advertisers in the block.
C	Home page · above “Attract more clients”	1200 × 300 px	640 × 300 px	**19 GEL**	**49 GEL**	End of the page, interested visitors. Up to two advertisers in the block.
D	Explore, categories, regions, thematic Events pages	1200 × 150 px	640 × 150 px	**29 GEL**	**79 GEL**	Category, region and relevance are taken into account. On an event page it is shown only when thematically relevant.
E	Banner in the results feed	800 × 200 px	To be agreed	**25 GEL**	**59 GEL**	Placement inside the results feed. Capacity and rotation are confirmed.
F	Sticky bar on mobile	—	640 × 100 px	**39 GEL**	**99 GEL**	A separate mobile advertising position.

Banner E: sizes and mobile display options are agreed depending on the device and the actual advertising block.

Display terms, the number of advertisers and banner rotation are confirmed when the placement is agreed. For positions D and E, the number of advertisers and the capacity have not yet been set. The number of impressions is not guaranteed.

SEARCH PLACEMENT

Be there at the moment a person types a query.



1 Sponsored Suggestion

Priority placement of your company in the first line of relevant search suggestions with a clear Sponsored label, separate from organic results.

2 Sponsored Search: query and category

Secure a query or category (for example, “lawyer”, “car rental”) for a period.

3 Banner for empty results

Shown when a search finds nothing, so the visitor still sees a relevant offer.

- Promoted listings get priority on the full results page.
- Advertising elements are always labelled.

ADVERTISING FORMAT	WHAT THE ADVERTISER GETS	7 DAYS	30 DAYS
Sponsored Suggestion	A priority first line of relevant suggestions. Tied to a query or an agreed group of queries, shown only when relevant.	**39 GEL**	**99 GEL**
Sponsored Search: one query	Additional visibility at the moment a user is looking for a service: dentist, car rental, lawyer, hotel, real estate, restaurant.	**39 GEL**	**89 GEL**
Sponsored Search: category	Category sponsorship and a recommended category chip.	**49 GEL**	**119 GEL**
No-results Banner	The offer is shown when a search finds nothing.	**25 GEL**	**59 GEL**

Search language and region are taken into account if the setting is technically available. The number of advertising results in suggestions and results is limited so that results are not overloaded.

SPECIAL TERMS

GeLife Launch Partners.

Special terms for the first 50 paying GeLife Launch Partners companies.

A limited programme, not a permanent discount for all users.

SERVICE	STANDARD PRICE	LAUNCH PARTNERS
PRO	149 GEL	**99 GEL**
PREMIUM	299 GEL	**199 GEL**
Featured Listing	39 GEL	**29 GEL**
Promoted Listing	69 GEL	**49 GEL**
Banner A	149 GEL	**99 GEL**
Banner B	99 GEL	**69 GEL**

Prices in GEL for 30 days.

For the other products (Banner C–F, Sponsored Suggestion, Sponsored Search, Promoted Category + Region, Event Packages), standard prices apply; special prices are not granted for them automatically.

PROGRAMME TERMS

- Applies to the first 50 paying companies.
- The special price is fixed for the first three paid months of continuous cooperation.
- After the introductory period, the standard price applies.
- Launch Partners special prices cannot be combined with long-term discounts.
- One company counts as one participant, regardless of the number of its listings and advertising placements.
- Participation in the programme is confirmed after payment for the chosen product at the special price.
- FREE registration does not grant Launch Partner status and does not count towards the 50 participants.
- The Launch Partners programme does not include free advertising placements. Indefinite free placement is provided solely within the FREE package under the GeLife Early Registration Offer terms.

LONG-TERM PLACEMENT AND PAYMENT

Term discounts and payment terms.

Long-term discounts apply only to the PRO, PREMIUM and Event Packages. Separate advertising products and additional advertising services are paid at standard rates without these discounts.

PACKAGE TERM	DISCOUNT
30 days	Base price
3 months	**−10%**
6 months	**−15%**
12 months	**−20%**

The discount is calculated from the standard 30-day price.

DISCOUNTS APPLY TO

- PRO and PREMIUM
- EVENT START, EVENT PRO and EVENT PREMIUM

DO NOT APPLY TO

- Featured Listing, Promoted Listing, Promoted Category + Region
- Banner A–F
- Sponsored Suggestion, Sponsored Search, No-results Banner
- Other separate advertising placements and additional services

Launch Partners special prices cannot be combined with long-term discounts.

Payment and placement terms

- All prices are in GEL.
- VAT is not automatically added to published prices. How VAT is shown on the invoice is determined when the order is placed.
- Payment is made before the start of the advertising campaign.
- Placement starts after payment is received and advertising materials are approved.
- The term is counted from the agreed launch date. Renewal is arranged separately.
- Bank details and payment methods are provided by GeLife when the order is placed.

SUMMARY PRICE LIST

All prices on one page.

PRODUCT	7 DAYS	30 DAYS	LAUNCH PARTNERS · 30 DAYS
1 · BUSINESS PACKAGES			
FREE	—	**0 GEL**	—
PRO	—	**149 GEL**	99 GEL
PREMIUM	—	**299 GEL**	199 GEL
2 · EVENT PACKAGES (30 DAYS)			
EVENT START	—	**99 GEL**	—
EVENT PRO	—	**199 GEL**	—
EVENT PREMIUM	—	**399 GEL**	—
3 · LISTINGS			
Featured Listing	19 GEL	**39 GEL**	29 GEL
Promoted Listing	29 GEL	**69 GEL**	49 GEL
Promoted Category + Region	39 GEL	**99 GEL**	—
4 · BANNERS			
Banner A · Home page, below search	59 GEL	**149 GEL**	99 GEL
Banner B · Home page, between blocks	39 GEL	**99 GEL**	69 GEL
Banner C · Home page, lower part	19 GEL	**49 GEL**	—
Banner D · Explore, categories, regions, Events	29 GEL	**79 GEL**	—
Banner E · In the results feed	25 GEL	**59 GEL**	—
Banner F · Sticky mobile bar	39 GEL	**99 GEL**	—
5 · SEARCH			
Sponsored Suggestion	39 GEL	**99 GEL**	—
Sponsored Search · one query	39 GEL	**89 GEL**	—
Sponsored Search · category	49 GEL	**119 GEL**	—
No-results Banner	25 GEL	**59 GEL**	—

Indefinite free placement under the FREE package is provided to companies registered by 31.12.2026 inclusive under the GeLife Early Registration Offer.

Discounts for 3, 6 and 12 months (−10%, −15%, −20%) apply only to the PRO, PREMIUM and Event Packages; advertising products are paid at standard rates without term discounts. Discounts cannot be combined with Launch Partners. Prices in GEL. Some features are confirmed when the placement is agreed. "—" in the Launch Partners column: no special price is provided.

HOW IT WORKS

Requirements and process.

Creative requirements

- Formats: JPG, PNG, WebP or GIF
- File size up to 200 KB
- Sizes for desktop and mobile
- A link to the page; UTM tags are welcome
- Text in Georgian, English or Russian

Targeting

- Language versions: ge, en, ru
- Page type: home, search, events
- Placement period: 7 or 30 days
- A listing can be tied to a category and region

How to start

- Send a request with your goals and dates
- Receive a proposal and placement plan
- Pay for the order and send creatives or a listing description
- We publish after payment is received and materials are approved, and confirm the start date
- You receive the campaign results

Banner sizes

POSITION	PAGE	DESKTOP	MOBILE
A	Home page · below the search bar	1200 × 200 px	640 × 200 px
B	Home page · between Popular services and categories	1200 × 200 px	640 × 200 px
C	Home page · above “Attract more clients”	1200 × 300 px	640 × 300 px
D	Explore, categories, regions, thematic Events pages	1200 × 150 px	640 × 150 px
E	Results feed	800 × 200 px	Agreed by device and block
F	Sticky bar on mobile	—	640 × 100 px

Reporting

The advertiser receives campaign results for the available and technically implemented metrics. The set of metrics is confirmed before the placement starts.

Some features are undergoing technical verification. Availability, scope and launch date are confirmed when the placement is agreed.

GeLife

LET'S TALK

Launch your campaign on GeLife.

Tell us your goal, category and the languages you need. We will send a placement plan and rates.

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STILL HAVE QUESTIONS? LET'S DISCUSS COOPERATION

Contact the GeLife team in the way that suits you best. We will answer your questions and help you place your company on the platform.

TELEGRAM

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GeLife — Discover. Connect. Grow.