HERMETRA
MEDIA

Media Kit

Reviewed publisher supply for demand partners

Websites and apps · multi-partner monetization · 2026



Who we are

Hermetra Media represents independent websites and apps and sells their inventory through a small number of trusted demand partners.

- Publishers get **several demand partners per site** instead of a single network
- Demand partners get **reviewed, transparent supply** from one counterpart
- One contract, one report and one payout per publisher

Inventory overview

Niches	Regions	Channels
News, tech, lifestyle, sport	Tier 1: US, CA, UK, DACH, Western and Northern Europe, AU	Web display
Guides, finance, business	Tier 2: Southern and Eastern Europe, LatAm, Middle East	Native
Entertainment, video, gaming	Tier 3: India, Southeast Asia, Africa	Outstream and instream video
Manga and anime, local media		In-app (Android, iOS)

Adult, dating and similar content: separate segment, only for buyers who explicitly accept it. Site lists and volumes per GEO and format on request.

Formats

Channel	Formats
Web display	Standard IAB sizes, sticky and anchor units, interstitials
Native	In-feed and recommendation widgets
Video	Outstream, instream on video-led sites
In-app	Banners, interstitials, rewarded video, native

Quality rules

- **No piracy, no malware:** no copyright-infringing content, no hidden operators
- **Invalid traffic control:** traffic review before onboarding, ongoing monitoring of IVT reports and traffic patterns; no bought, bot or incentivized traffic
- **Brand safety:** content review by category; brand-safe and adult or sensitive inventory never mixed in one supply path
- **Transparency:** public sellers.json, correct ads.txt and app-ads.txt on every property, complete SupplyChain (schain)

Work with us

SSPs

reviewed supply from independent publishers

DSPs

deals and curated packages by niche, GEO, format

Advertisers

direct campaigns on our publisher network

Contact and company details: see the Hermetra Media website (contact page and company details).