

aktivni.si ŽIVLJENJE JE GIBANJE

*The most visited
web site
for active life style.*



MEDIA KIT

www.aktivni.si


www.aktivni.si publishes engaging content for those living an active life-style, but also for those who are about to make a step forward towards healthier life. One of its most intriguing features is cooperation with professionals from various sport- and health-related fields, who offer advice and answer user questions on a regular basis. Aktivni.si's team of professionals keeps the information credible and reliable. Aktivni.si hosts a yearly event 'Tečemo skupaj', which brings together all the running enthusiasts.

WEB USER INFORMATIONS

number of unique users per month:	116.629
number of impressions per month:	1.496.560
average number of page views per user per month:	13
average time spent per user per month on particular website:	7m 10s
distribution by gender:	women 66%, men 34%
total number of AML webzine subscribers:	12.719

source: MOSS, january 2018, internal data AML

Social media

 Facebook: : Aktivni.si (@aktivni)

 Twitter: Aktivni.si (@aktivni)


 Instagram: aktivni.si



Photo: Shutterstock

Online price list 2018

Ad display	Display and unit, ad placement per 1 website (CPT)	Display and unit, ad placement per 3 website (CPT)	Display and unit, ad placement per 4 website (CPT)
Banner 300 x 250 px	12,60 EUR	12,00 EUR	11,70 EUR
Banner 160 x 600 px	10,60 EUR	10,00 EUR	9,80 EUR
Banner 728 x 90 px	8,40 EUR	8,00 EUR	7,80 EUR
Banner 300 x 600 px	15,00 EUR	14,00 EUR	13,00 EUR
Billboard 940 x 250 px	23,00 EUR	21,00 EUR	19,00 EUR
Video ad 15 s	23,00 EUR	21,00 EUR	19,00 EUR
Double billboard	34,50 EUR	31,50 EUR	28,50 EUR
Background change on website	34,50 EUR	31,50 EUR	28,50 EUR
Mobile banner 300 x 250 px	20,00 EUR	19,00 EUR	17,00 EUR
Mobile banner 320 x 50 px	12,60 EUR	12,00 EUR	11,70 EUR

Dynamic display ad unit	Cost per thousand (CPT)
Small floating 250 x 250 px	43,00 EUR
Large floating 500 x 500 px	55,00 EUR
Ad break or full-page ads	110,00 EUR
Mobile ad break or full-page ads	55,00 EUR
Expandable ad	basic price + 30 %

Online price list 2018

Special advertising options	Price per publication
Promotional message	460,00 EUR
Editorial promotional message + FB post + e-zine	960,00 EUR
Contests (no contact information collected)	510,00 EUR
Contests (contact information collected)	800,00 EUR
Promotional video piece	1.200,00 EUR
Sponsor section	1.010,00 EUR*
Small banner on website	1.010,00 EUR*

Advertising on Fb profile AML	Price per publication
Facebook / Instagram post	220,00 EUR
Photogallery	250,00 EUR
Facebook prize winning question	350,00 EUR
Facebook application	810,00 EUR
Insta story	750,00 EUR

Advertising in e-zine	Price per publication
Banner 600 x 150	320,00 EUR
Promotional message	580,00 EUR

Price per contact information collected in a contest

Quantity	Price per contact
100 Contacts or less	1 EUR
From 100 to 200 Contacts	0,8 EUR
From 200 to 500 Contacts	0,7 EUR
From 500 to 1000 Contacts	0,5 EUR
From 1000 to 3000 Contacts	0,4 EUR
More than 3000 Contacts	0,3 EUR

* Price per month
CPT - cost per thousand





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Photo: Shutterstock

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