avto magazin

MEDIA KIT

THE FASTEST MAGAZINE

ADRIAMEDIA
LJUBLJANA

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Avto Magazin is the **most expert and up-to-date Slovenian automotive** and **motorcycle magazine**, dedicated to providing you with accurate, independent new-car and new-motorcycle **tests**, **reviews**, **photos**, **videos** and the latest concept cars from all major international auto shows, car comparison tests and exclusive announcements of new car models, still in conceptual or constructing stage – all of which is only but a fragment of the incredibly rich content prepared every month by a **highly experienced**, **professional team**.

Our editors and journalists are part of various panels of senior motoring journalists across Europe, acting as active jurors of the prestigious **International (and Slovenian) Car of the Year Jury** and juries of numerous other international automotive events. Avto Magazin also offers various articles on car and motorcycle maintainance as well as traffic safety and many other interesting subjects.

Published on the second Thursday each month

www.avto-magazin.si

NEWS, NEWS COVERAGE, SPORT!

INDEPENDENT AND THOROUGH TESTS IN THE MAGAZINE AND ON THE WEB!

ALL YOU NEED TO KNOW ABOUT CARS AND MOBILITY!

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www.avto-magazin.si

www.avto-magazin.si hosts the largest, the most complete (and the only) Autotest Database in Slovenia, which includes over 3,000 tests with more than 750,000 views per year. On the fastest website around we publish news from the automotive and motorcycle world, providing you with accurate, independent photo-reviews and the latest concept cars from all major international auto shows; to inquisitive drivers we offer expert advice, while we spice it all up with an abundance of videos and other interesting bits and bobs.

Magazine in digital edition

www.magzter.com/publishers/Adria-Media-Ljubljana

Social media

Facebook: Avto magazin (@AvtoMagazin)

Twitter: Avto Magazin (@AvtomagazinSi)

Instagram: avtomagazinsi

Special editions

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DEMOGRAPHY OF READERS

Target group:	men 16-60 years
Distribution by gender:	men 80%, women 20%
Education:	vocational school, secondary school, high school or more
Work activity:	employees, high school students, students, pensioners
Monthly personal income:	medium high and high

Source: Ipsos, MediaPuls 2017

READERSHIP

Reach:	5,2% (86.391)
Average print copies:	5.300
Readers per copy:	25
Average reader age:	40 years

Source: Ipsos, MediaPuls 2017, internal data AML

WEB USER INFORMATIONS

number of unique users per month:	74.210
number of impressions per month:	714.895
average number of page views per user per month:	10
average time spent per user per month on particular website:	8m 20s
distribution by gender:	men 71%, women 29%
total number of AML webzine subscribers:	4.325

source: MOSS, january 2018, internal data AML

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Price list 2018

Cover (format in mm, extra 3 mm bleed is required for full-page ad design on all sides)

2/1 - (cover page 2, and inside page 3)	3.500 EUR
1/1 – cover page 2	2.500 EUR
1/1 – cover page 3	2.300 EUR
1/1 – cover page 4	3.000 EUR

Inside (format in mm, extra 3 mm bleed is required for full-page ad design on all sides)

2/1	(440 × 300 mm)	3.200 EUR
1/1	(220 × 300 mm)	2.000 EUR
1/2 landscape	(188 × 132 mm/no bleed is needed) (220 × 148 mm)	1.200 EUR
1/2 portrait	(92 × 268 mm/no bleed is needed) (108 × 300 mm)	1.200 EUR
1/3 landscape	(188 × 87 mm/no bleed is needed) (220 × 97 mm)	800 EUR
1/3 portrait	(60 × 268 mm/no bleed is needed) (70 × 300 mm)	800 EUR
1/4 landscape	(220 × 72 mm)	700 EUR
1/4 square	(92 × 132 mm)	700 EUR

Important! The deadline for the submission of advertising materials is 8 days prior to publication

For all the special advertising options please turn to the ad sales responsible for the magazine in print or/and digital edition.

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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 %

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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
Photogalery	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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The Avto Magazin editorial team members are also jury members of Slovenian and European Car of the Year, International Engine of The Year and Paul Pietsch Award.

Photos: Avto magazin archive

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