

# Čarovnija okusa

## MEDIA KIT





Published on the third Thursday each month

[www.liza.si/recepti](http://www.liza.si/recepti)

Every month, **Čarovnija okusa** tempts your eyes, raises appetites and sets your culinary imagination on fire! Full of delicious recipes this magazine will satisfy a gourmet as well as occasional adventurers with no real time or will power to cook. Readers take delight in interesting culinary photostories, reportages and interviews with top chefs, ranging from our very own Slovenian Bine Volčič to the ever so popular international cooking star Rudolph van Veen. Published since 2003.





[www.liza.si](http://www.liza.si)

Your treasury of excellent ideas!

**www.liza.si** is for the women to find everything they are most interested in: news, home renovation and decoration ideas, cooking recipes, beauty tips and tricks, advice on keeping your health, fashion hints, suggestions on how to spend your free time, articles on relationships, intriguing interviews with astonishing individuals and words from our special guest writers.



Project

THE BEST COOKIE

Magazine in digital edition

[www.magzter.com/publishers/Adria-Media-Ljubljana](http://www.magzter.com/publishers/Adria-Media-Ljubljana)

Social media



Facebook: Liza.si (@LizaSlovenija)



Twitter: Liza (@Lizaldeje)



Photo: Shutterstock

**DEMOGRAPHY OF READERS**

Target group:	women 34-60 years
Distribution by gender:	women 86%, men 14%
Education:	vocational school, secondary school, high school or more
Work activity:	employees, pensioners
Monthly personal income:	medium and medium high

Source: Ipsos, MediaPuls 2017

**READERSHIP**

Reach:	0,8% (12.762)
Average print copies:	5.000
Readers per copy:	3
Average reader age:	44 years

Source: Ipsos, MediaPuls 2017, internal data AML



**WEB USER INFORMATION**

number of unique users per month:	29.076
number of impressions per month:	214.758
average number of page views per user per month:	7
average time spent per user per month on particular website:	3m 25s
distribution by gender:	women 69%, men 31%
total number of AML webzine subscribers:	2.503

Source: MOSS, january 2018, internal data AML



Photo: Shutterstock





**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)	2.200 EUR
	1/1 - cover page 2	1.700 EUR
	1/1 - cover page 3	1.600 EUR
	1/1 - cover page 4	2.300 EUR

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

	2/1	(420 × 300 mm)	2.400 EUR
	<b>1/1</b>	<b>(210 × 300 mm)</b>	<b>1.400 EUR</b>
	1/2 landscape	(200 × 133 mm//no bleed is needed) (210 × 148 mm)	900 EUR
	1/2 portrait	(98 × 290 mm//no bleed is needed) (103 × 300 mm)	900 EUR
	1/3 landscape	(200 × 93 mm//no bleed is needed) (210 × 98 mm)	660 EUR
	1/3 portrait	(63 × 290 mm//no bleed is needed) (68 × 300 mm)	660 EUR
	1/4 square	(98 × 143 mm//no bleed is needed) (103 × 148 mm)	440 EUR
	1/4 portrait	(45 × 290 mm//no bleed is needed) (50 × 300 mm)	440 EUR

**Important!** The deadline for the submission of advertising materials is 14 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.



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 %



Photo: Shutterstock



## 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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