Lady

MEDIA KIT

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ADRIAMEDIA
LJUBLJANA

Lady

Lady is the first Slovene women tabloid that has been keeping its readers up to date with the latest news from Slovene and foreign celebrities for more than two decades. It has a faithful readership due to its kind yet inquisitive approach.

Lady is sometimes provocative, but never insulting. It shares with its readers stories about celebrities from all walks of life: theatre, movies, music, TV, sports and even economy and politics. There is also fashion and beauty content.

Published every Wednesday

www.govori.se

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www.govori.se

www.govori.se reports daily on all the latest celebrity gossip, announces and reports on the biggest media events on a local as well as on a global scale. Govori.se webportal is enriched with entertaining content from the lives of ordinary people, whom remarkable or extra-ordinary things have happened, with news on the latest scientific and technological break-throughs, historic backgrounds on current events, with contributions on lifestyle, psychology, and, of course, the ever so popular astrology!

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Magazine in digital edition

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

Social media

Facebook: govori.se (@govorise)

Twitter: govorise (@govorise)

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DEMOGRAPHY OF READERS

Target group:	women 34-69 years
Distribution by gender:	women 78%, men 22%
Education:	vocational school, secondary school, high school or more
Work activity:	employees, students, pensioners
Monthly personal income:	medium and medium high

Source: Ipsos, MediaPuls 2016

READERSHIP

Reach:	14,0% (234.593)
Average print copies:	22.500
Readers per copy:	14
Average reader age:	46 years

Source: Ipsos, MediaPuls 2016, internal data AML

WEB USER INFORMATIONS

number of unique users per month:	106.494
number of impressions per month:	1.069.533
average number of page views per user per month:	10
average time spent per user per month on particular website:	7m 1s
distribution by gender:	women 56%, men 44%
total number of AML webzine subscribers:	1.144

source: MOSS, february 2017, internal data AML

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Price list 2017

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)		7.800 EUR
1/1 – cover page 2		4.800 EUR
1/1 – cover page 3		4.800 EUR
1/1 – cover page 4		5.600 EUR

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

2/1	(420 × 300 mm)	5.900 EUR
1/1	(210 × 300 mm)	3.900 EUR
1/2 landscape	(210 × 148 mm)	2.250 EUR
1/2 portrait	(103 × 300 mm)	2.250 EUR
1/3 landscape	(210 × 98 mm)	1.850 EUR
1/3 portrait	(68 × 300 mm)	1.850 EUR
1/4 square	(103 × 148 mm)	1.200 EUR
1/4 landscape	(210 × 74 mm)	1.200 EUR

Important! The deadline for the submission of advertising materials is 10 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 2017

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 2017

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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