

Shamelessly unravels celebrity secrets.

# NOVA

**MEDIA KIT**



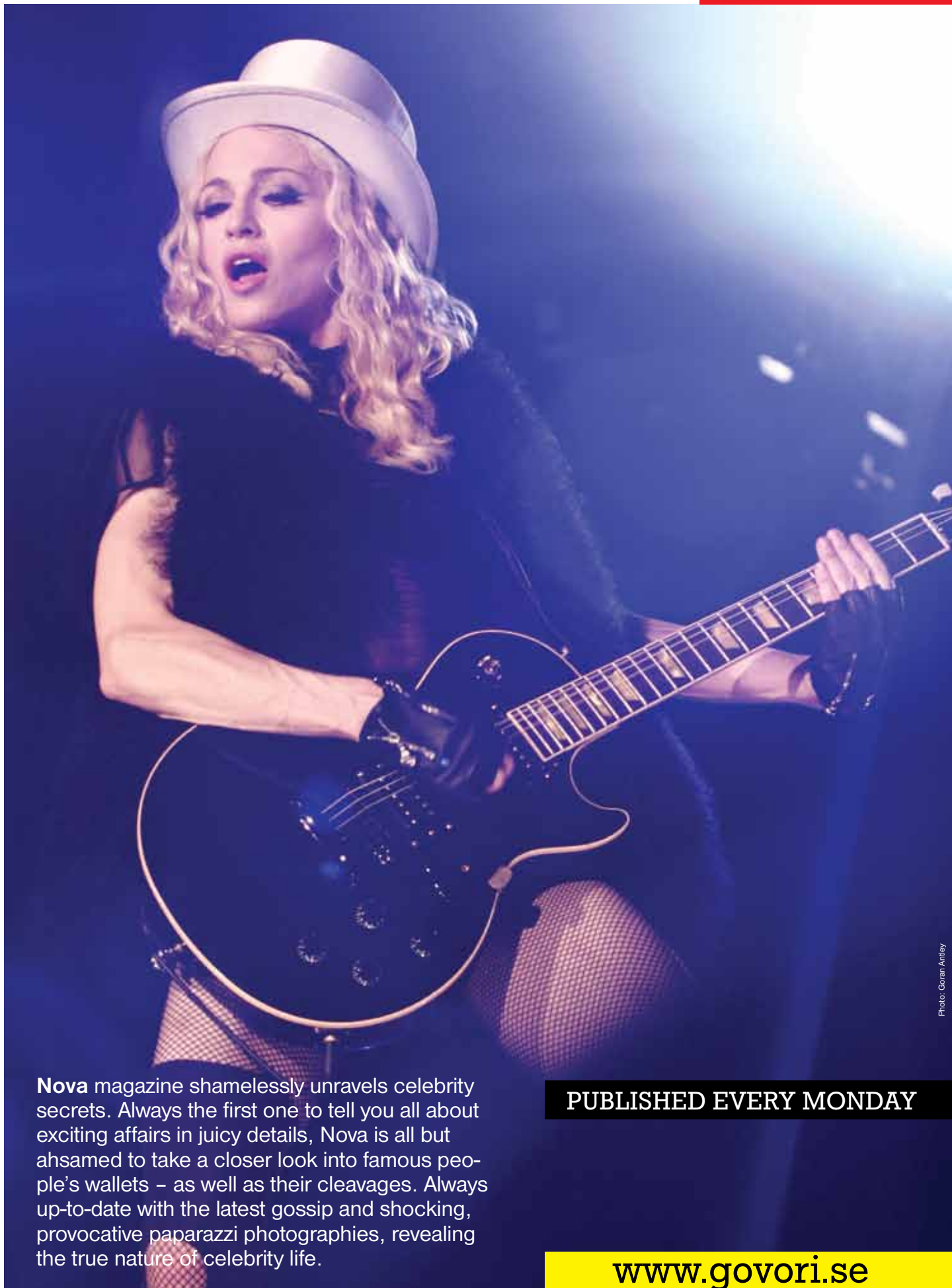


Photo: Goran Antley

**Nova** magazine shamelessly unravels celebrity secrets. Always the first one to tell you all about exciting affairs in juicy details, Nova is all but ahsamed to take a closer look into famous people's wallets – as well as their cleavages. Always up-to-date with the latest gossip and shocking, provocative paparazzi photographs, revealing the true nature of celebrity life.

**PUBLISHED EVERY MONDAY**

[www.govori.se](http://www.govori.se)





## 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 breakthroughs, historic backgrounds on current events, with contributions on lifestyle, psychology, and, of course, the ever so popular astrology!



## Magazine in digital edition

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

## Social media



Facebook: govori.se (@govorise)



Twitter: govorise (@govorise)

## Special editions

EASTER COOKING  
DIET COOKING  
VEGI AND RAW COOKING  
GRILLING  
CAKES  
HOROSCOPE  
CHRISTMAS COOKING  
COOKIE



## DEMOGRAPHY OF READERS

Target group:	women 30-60 years
Distribution by gender:	women 74%, men 26%
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:	3,2% (52.652)
Average print copies:	22.500
Readers per copy:	3
Average reader age:	43 years

Source: Ipsos, MediaPuls 2017, internal data AML



## WEB USER INFORMATION

number of unique users per month:	158.851
number of impressions per month:	2.019.198
average number of page views per user per month:	13
average time spent per user per month on particular website:	7m 42s
distribution by gender:	women 61%, men 39%
total number of AML webzine subscribers:	1.548

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)	4.300 EUR
	1/1- cover page 2	2.900 EUR
	1/1- cover page 3	2.600 EUR
	1/1- cover page 4	3.300 EUR

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

	2/1	(420 × 300 mm)	3.800 EUR
	<b>1/1</b>	<b>(210 × 300 mm)</b>	<b>2.400 EUR</b>
	1/2 landscape	(200 × 133 mm/no bleed is needed) (210 × 148 mm)	1.400 EUR
	1/2 portrait	(98 × 290 mm/no bleed is needed) (103 × 300 mm)	1.400 EUR
	1/3 landscape	(200 × 93 mm/no bleed is needed) (210 × 98 mm)	990 EUR
	1/3 portrait	(63 × 290 mm/no bleed is needed) (68 × 300 mm)	990EUR
	1/4 square	(98 × 143 mm/no bleed is needed) (103 × 148 mm)	770EUR
	1/4 portrait	(45 × 290 mm/no bleed is needed) (50 × 300 mm)	770EUR

**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.





## 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







**NOVA**

**Editor-in-Chief:**

Nina Keder

[nina.keder@adriamedia.si](mailto:nina.keder@adriamedia.si)

**Magazine ad sales:**

Saša Bokavšek

[sasa.bokavsek@adriamedia.si](mailto:sasa.bokavsek@adriamedia.si)

Phone: +386 1 3000 795

Mobile phone: +386 51 681 131

**Online editor:**

Nataša Zupanc

[natasa.zupanc@adriamedia.si](mailto:natasa.zupanc@adriamedia.si)

**Online ad sales:**

Alenka Vodenik

Head online ad sales

[alenka.vodenik@adriamedia.si](mailto:alenka.vodenik@adriamedia.si)

Phone: +386 1 3000 792

Mobile phone: +386 31 248 939

Photo: Shutterstock

**ADRIAMEDIA**  
LJUBLJANA

Adria Media Ljubljana, založništvo in trženje, d. o. o.

Bleiweisova cesta 30 ♦ SI-1000 Ljubljana, Slovenija

tel.: (01) 3000 700 ♦ faks: (01) 3000 715

[www.adriamedia.si](http://www.adriamedia.si) ♦ [oglasil@adriamedia.si](mailto:oglasil@adriamedia.si) ♦ [trzenje@adriamedia.si](mailto:trzenje@adriamedia.si)