

PLAYBOY

MEDIA KIT



**The world's leading
men's lifestyle brand
for over the past 60
years.**

Stunning photographs of exquisit beauties, of brand new cars and motorcycles, divine culinary delights and top ranking sailboats, prestigious hotels and spas from all over the globe accompany an exciting read which will keep you entertained right to the very last page. Some of the highlights the Slovenian edition of Playboy is most famous for are its interviews, conducted with celebrities of both sexes.

Published on the third
Friday every second month

www.playboy.si

GREAT INTERVIEWS IN MAGAZINE & WEB



www.playboy.si

With regards to content and available photomaterial, www.playboy.si is a very rich and glamorous website. Users get to enjoy not only the diverse, up-to-date content, event announcements and news, but they can also rest their eyes on the numerous photographs of all Slovenian Playboy girls or take a peek into what is going on behind the scenes of a Playboy photoshoot. Playboy.si also offers an extensive archive of all previously published, highly renowned interviews from the print edition of Slovenian Playboy.



Magazine in digital edition

<https://gb.zinio.com>

Social media



Facebook: Playboy Slovenija (@PBSlovenija)



Twitter: Playboy Slovenija (@PlayboySi)

Event

PLAYBOY PARTY

Supplements

Playtrend



Gourmet



Calendar



DEMOGRAPHY OF READERS

Target group:	men 24-50 years
Distribution by gender:	men 78%, women 22%
Education:	secondary school, high school or more
Work activity:	employees
Monthly personal income:	medium high and high

Source: Ipsos, MediaPuls 2017

READERSHIP

Reach:	1,4% (23.297)
Average print copies:	5.800
Readers per copy:	6
Average reader age:	38 years

Source: Ipsos, MediaPuls 2017, internal data AML



WEB USER INFORMATIONS

number of unique users per month:	131.559
number of impressions per month:	229.605
average number of page views per user per month:	3
average time spent per user per month on particular website:	1m 24s
total number of AML webzine subscribers:	7.111

source: Google Analytics, january 2018, internal data AML



Photo: Shutterstock



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)	3.600 EUR
	1/1 - cover page 2	2.700 EUR
	1/1 - cover page 3	2.400 EUR
	1/1 - cover page 4	2.900 EUR

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

	2/1	(420 × 280 mm)	3.500 EUR
	1/1	(210 × 280 mm)	2.200 EUR
	1/2 landscape	(188 × 132 mm/no bleed is needed) (210 × 140 mm)	1.200 EUR
	1/2 portrait	(92 × 268 mm/no bleed is needed) (100 × 280 mm)	1.200 EUR
	1/3 landscape	(188 × 87 mm/no bleed is needed) (210 × 93 mm)	860 EUR
	1/3 portrait	(60 × 268 mm/no bleed is needed) (70 × 280 mm)	860 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



Photo: Shutterstock

PLAYBOY



Editor-in-Chief:

Borut Omerzel

borut.omerzel@adriamedia.si

Magazine ad sales:

Nina Pranjić

nina.pranjic@adriamedia.si

Phone: +386 1 3000 717

Online editor:

Borut Omerzel

borut.omerzel@adriamedia.si

Online ad sales:

Alenka Vodenik

Head online ad sales

alenka.vodenik@adriamedia.si

Phone: +386 1 3000 792

Gsm: + 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 ♦ oglasil@adriamedia.si ♦ trzenje@adriamedia.si