

MEDIA KIT



The meaning of life resides in personal growth, so no man should stay in the same place he is now. Life offers the best education for those who are willing to learn. Sensa is your true companion on the path towards healthy living and personal growth, while serving you as your spiritual guide, helping you achieve a fuller and happier life.

It gives advice and inspires readers to try and find out who they really are, who other people that surround them are, how to come over their personal obstacles, discover their true potentials and make the best out of life. Sensa senses life in its fullest form, seeking stability and balance of the body, emotion and thoughts within.

The magazine is available every 2 months in print, but readers can also follow numerous updates on Sensa's website – join us and click through in-depth articles on health, natural beauty, personal growth and spirituality.



Published on the first Friday every second month

www.sensa.si



www.sensa.si

www.sensa.si much like the Sensa magazine looks at life as a whole and searches for balance. Harmony of the body, soul and mind are its starting points, while she inspires and offers advice on how to get the most (and the best) out of your life. A healthy life-style is a personal choice, Sensa is your inspiration.



Magazine in digital edition

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

Social media



Facebook: Sensa Slovenija (@SensaSlovenija)



Twitter: Sensa.si (@SensaSlo)

Events

SENSA WEEKEND

SENSA DAY

Insert

SENSA CALENDAR

DEMOGRAPHY OF READERS

| | |
|--------------------------|---------------------------------------|
| Target group: | women 25-54 years |
| Distribution by gender: | women 82 %, men 18 % |
| Education: | secondary school, high school or more |
| Work activity: | employees |
| Monthly personal income: | medium and medium high |

Source: Mediana, TGI 2018

READERSHIP

| | |
|-----------------------|---------------|
| Reach: | 2,6% (41.700) |
| Average print copies: | 9.000 |
| Readers per copy: | 6 |
| Average reader age: | 45 years |

Source: Mediana, TGI 2018, internal data AML



WEB USER INFORMATION

| | |
|--|----------------------|
| Number of unique users per month: | 145.407 |
| Number of impressions per month: | 2.514.585 |
| Average number of page views per user per month: | 17 |
| Average time spent per user per month on particular website: | 17 min 27 sec |
| Distribution by gender: | women 69 %, men 31 % |
| Total number of AML webzine subscribers: | 14.981 |

Source: MOSS, january 2019, internal data AML





Photo: Shutterstock

Price list 2019

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 | (426 × 275 mm) | 3.200 EUR |
| | 1/1 | (213 × 275 mm) | 2.000 EUR |
| | 1/2 landscape | (213 × 137 mm) | 1.200 EUR |
| | 1/2 portrait | (106 × 275 mm) | 1.200 EUR |
| | 1/3 landscape | (213 × 91 mm) | 800 EUR |
| | 1/3 portrait | (71 × 275 mm) | 800 EUR |
| | 1/4 portrait | (106 × 137 mm) | 700 EUR |
| | 1/6 landscape | (106 × 92 mm) | 520 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.

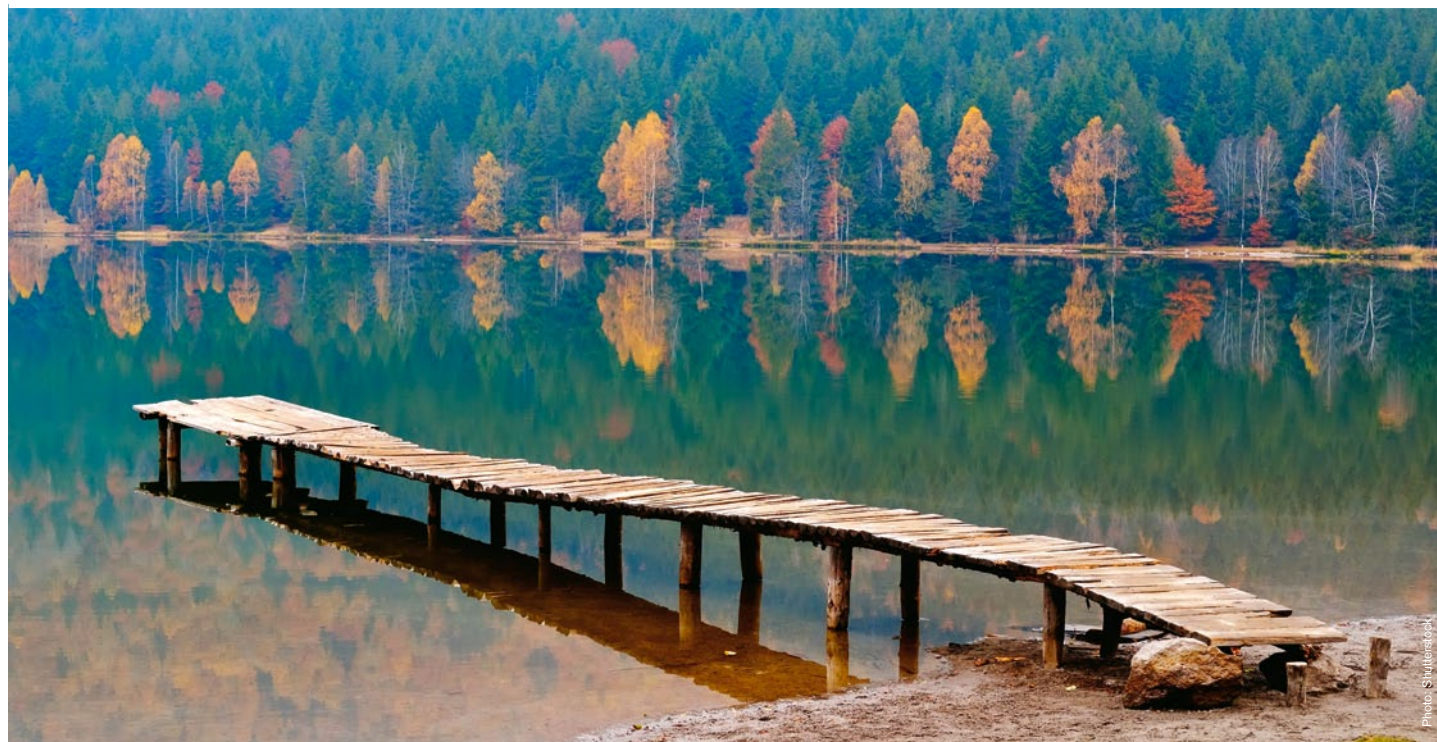


Photo: Shutterstock

Online price list 2019

| 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 2019

| 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 |

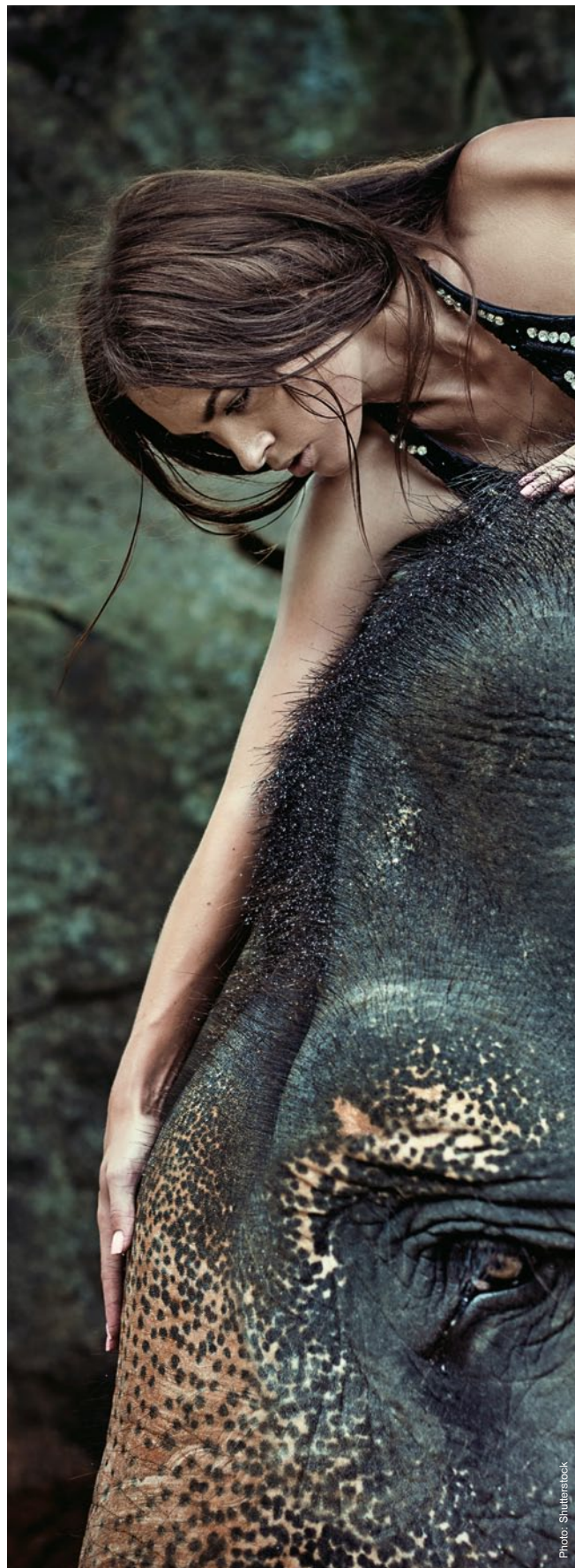
| Advertising in e-zine | Price per publication |
|-----------------------|-----------------------|
| Banner 600 x 150 | 320,00 EUR |
| Promotional message | 580,00 EUR |

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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Photo: Shutterstock

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