

aktivni.si ŽIVLJENJE JE GIBANJE

*The most visited
web site
for active life style.*



MEDIA KIT

www.aktivni.si


www.aktivni.si publishes engaging content for those living an active life-style, but also for those who are about to make a step forward towards healthier life. One of its most intriguing features is cooperation with professionals from various sport- and health-related fields, who offer advice and answer user questions on a regular basis. Aktivni.si's team of professionals keeps the information credible and reliable.

WEB USER INFORMATIONS

Number of unique users per month:	226,388
Number of impressions per month:	1,525,856
Average number of page views per user per month:	7
Average time spent per user per month on particular website:	4 min 10 sec
Distribution by gender:	women 66%, men 34%
Total number of AML webzine subscribers:	9,017

Source: MOSS, january 2022, internal data AML

Social media

 Facebook: : Aktivni.si (@aktivni)

 Twitter: Aktivni.si (@aktivni)

 Instagram: aktivni.si



Foto: Shutterstock

Online price list 2022

Ad display	Display ad unit, ad placement per 1 website (CPM)	Display ad unit, ad placement per 3 website (CPM)	Display ad unit, ad placement per 4 website (CPM)
Banner 300 x 250 px	22.00 EUR	21.00 EUR	19.00 EUR
Banner 300 x 600 px	23.00 EUR	21.00 EUR	19.00 EUR
Billboard 970 x 250 px/320 x 100 px	25.00 EUR	23.00 EUR	21.00 EUR
Video ad 15 s	25.00 EUR	23.00 EUR	21.00 EUR
Double billboard video	38.00 EUR	35.00 EUR	31.00 EUR
Background change on website	38.00 EUR	35.00 EUR	31.00 EUR

Dynamic display ad unit	Cost per thousand (CPM)
Footer 320 x 100 px	47.00 EUR
Overslide 320 x 480 px/300 x 600 px	60.00 EUR
Desktop ad break or full-page ads 1200 x 1000 px	120.00 EUR
Mobile ad break or full-page ads 320 x 480 px	60.00 EUR
Banderola 3840 x 100 px	25.00 EUR
Double banderola 3840 x 250 px	30.00 EUR

Online price list 2022

Special advertising options	Price per publication
Promotional message	500.00 EUR
Editorial promotional message + FB post + e-zine	1,100.00 EUR
Editorial promotional message with guaranteed reach 5.000 readings	2,500.00 EUR
Complex contest (production of the application form, quiz...)	900.00 EUR
Promotional video (classic reportage)	1,200.00 EUR
Promotional video (interview, podcast, talk show...)	2,000.00 EUR
Promotional video (advanced creative production)	custome
Sponsor section	1,100.00 EUR*
Small banner on website (entering point)	1,100.00 EUR*

Advertising in e-zine	Price per publication
Banner 600 x 150	350.00 EUR
Promotional message + e-zine	640.00 EUR

Advertising on FB profile AML	Price per publication
Facebook / Instagram post	300.00 EUR
Photogallery	350.00 EUR
Facebook prize winning question	500.00 EUR
Instagram story	750.00 EUR

* Price per month
CPM - cost per thousand





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Photo: Shutterstock

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