

MEDIA KIT

COSMOPOLITAN



THE TOP-SELLING WOMEN'S MAGAZINE IN THE WORLD

COSMOPOLITAN is the Bible for intelligent, fun and fearless young women, who expect to take the most out of life. Impeccably styled they follow all the latest fashion and beauty trends in pursue of a highly successful career and, eventually, a family, where Cosmopolitan acts as their most confident friend, showing them that they can achieve or get their hands on anything they could possibly desire. In a fun, yet responsible way, the magazine strives to present every single topic that is interesting to any modern-day young woman. Cosmopolitan women are also invited to follow the world of Cosmo on the newly re-designed website and social media.



Photo: COSMOPOLITAN MAGAZINE

PUBLISHED ON THE LAST THURSDAY EACH MONTH

www.cosmopolitan.si

COSMOPOLITAN

ADRIAMEDIA
LJUBLJANA

www.cosmopolitan.si

Website for every Cosmo Woman www.cosmopolitan.si publishes up-to-date content, which every Cosmopolitan girl and woman has to know about even before the latest issue of the Cosmopolitan magazine is out. Cosmo writes about sex, relationships, men, fashion, beauty, career, health, what's in?, celebrities and takes a peek at what the stars have install for you in Cosmo horoscope. Cosmopolitan.si also hosts and supports a special yearly project called 'Hud Job' (Top-notch Job).



Magazine in digital edition

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

Social media



FACEBOOK: Cosmopolitan Slovenija (@CosmopolitanSlovenija)



TWITTER: Cosmopolitan Si (@cosmopolitansi)



INSTAGRAM: cosmopolitansi

Insert

Cosmo Study Calendar



Projects

Hud Job
Cosmo Influencer
Cosmo Event For Birthday Party
Cosmo Beauty Awards

DEMOGRAPHY OF READERS

Target group:	women 20-34 years
Distribution by gender:	women 71%, men 29%
Education:	secondary school, high school or more
Work activity:	employees, students
Monthly personal income:	medium and medium high

Source: Mediana, TGI 2021

READERSHIP

Reach:	7.5% (121,000)
Average print copies:	13,000
Readers per copy:	10
Average reader age:	38 years

Source: Mediana, TGI 2021, internal data AML

WEB USER INFORMATION

Number of unique users per month:	448,318
Number of impressions per month:	8,683,554
Average number of page views per user per month:	19
Average time spent per user per month on particular website:	11 m 50 s
Distribution by gender:	women 60%, men 40%
Total number of AML webzine subscribers:	9,361

Source: MOSS, january 2022, internal data AML





Photo: COSMOPOLITAN MAGAZINE

Price list 2022

Cover (format in mm, extra 5 mm bleed is required for full-page ad design on all sides)

	2/1 – cover page 2, and inside page 3	7,200 EUR
	1/1 – cover page 3	3,800 EUR
	1/1 – cover page 4	5,100 EUR

Inside (format in mm, extra 5 mm bleed is required for full-page ad design on all sides)

	2/1	(420 × 280 mm)	5,300 EUR
	1/1	(210 × 280 mm)	3,300 EUR
	1/2 landscape	(175 × 120 mm/no bleed is needed) (210 × 132 mm)	2,100 EUR
	1/2 portrait	(84 × 238 mm/no bleed is needed) (99 × 280 mm)	2,100 EUR
	1/3 landscape	(175 × 78 mm/no bleed is needed) (210 × 78 mm)	1,380 EUR
	1/3 portrait	(54 × 238 mm/no bleed is needed) (64 × 280 mm)	1,380 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.



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)	custom
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

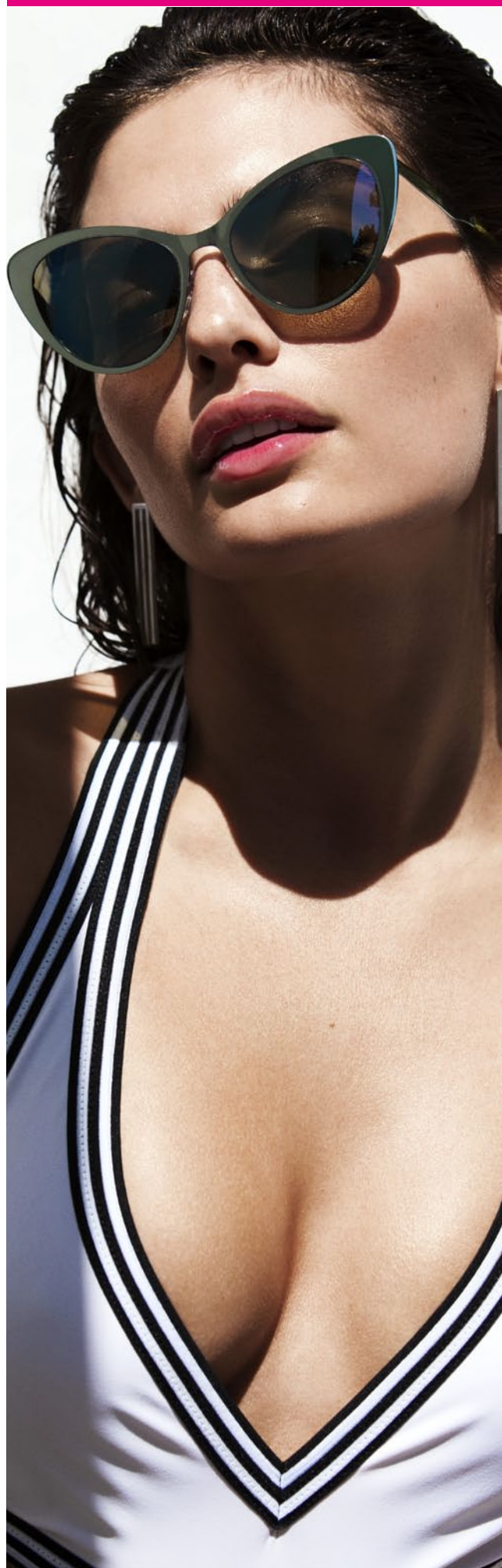
Advertising on FB profile AML

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



COSMOPOLITAN

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