

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](http://www.cosmopolitan.si)



# COSMOPOLITAN

ADRIAMEDIA  
LJUBLJANA

[www.cosmopolitan.si](http://www.cosmopolitan.si)

Website for every Cosmo Woman [www.cosmopolitan.si](http://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. One of our most visited webplaces is a highly active Cosmo webforum with a large number of devoted, engaged users. 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](http://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

|                                 |                                       |
|---------------------------------|---------------------------------------|
| <b>Target group:</b>            | women 21-44 years                     |
| <b>Distribution by gender:</b>  | women 80%, men 20%                    |
| <b>Education:</b>               | secondary school, high school or more |
| <b>Work activity:</b>           | employees, students                   |
| <b>Monthly personal income:</b> | medium and medium high                |

Source: Mediana, TGI 2019

## READERSHIP

|                              |                |
|------------------------------|----------------|
| <b>Reach:</b>                | 7.2% (115,000) |
| <b>Average print copies:</b> | 13,000         |
| <b>Readers per copy:</b>     | 9              |
| <b>Average reader age:</b>   | 39 years       |

Source: Mediana, TGI 2019, internal data AML

## WEB USER INFORMATION

|                                                                     |                    |
|---------------------------------------------------------------------|--------------------|
| <b>Number of unique users per month:</b>                            | 249,953            |
| <b>Number of impressions per month:</b>                             | 3,912,963          |
| <b>Average number of page views per user per month:</b>             | 16                 |
| <b>Average time spent per user per month on particular website:</b> | 14 m 19 s          |
| <b>Distribution by gender:</b>                                      | women 64%, men 36% |
| <b>Total number of AML webzine subscribers:</b>                     | 9,608              |

Source: MOSS, january 2020, internal data AML







Photo: COSMOPOLITAN MAGAZINE

## Price list 2020

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)<br>(210 × 132 mm) | 2,100 EUR |
|  | 1/2 portrait  | (84 × 238 mm/no bleed is needed)<br>(99 × 280 mm)   | 2,100 EUR |
|  | 1/3 landscape | (175 × 78 mm/no bleed is needed)<br>(210 × 78 mm)   | 1,380 EUR |
|  | 1/3 portrait  | (54 × 238 mm/no bleed is needed)<br>(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 2020

| Ad display                          | Display and unit, ad placement<br>per 1 website (CPT) | Display and unit, ad placement<br>per 3 website (CPT) | Display and unit, ad placement<br>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 video              | 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                                             |
| Mobile billboard 320 x 50 px        | 23.00 EUR                                             | 21.00 EUR                                             | 19.00 EUR                                             |
| Mobile billboard video 320 x 150 px | 34.50 EUR                                             | 31.50 EUR                                             | 28.50 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 ad        | 110.00 EUR        |
| Mobile ad break or full-page ad | 55.00 EUR         |
| Expandable ad                   | basic price + 30% |



## Online price list 2020

| Special advertising options                             | Price per publication |
|---------------------------------------------------------|-----------------------|
| Promotional message                                     | 460.00 EUR            |
| Editorial promotional message + FB post + e-zine        | 960.00 EUR            |
| Editorial promotional message with reach 2.000 readings | 2,500.00 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

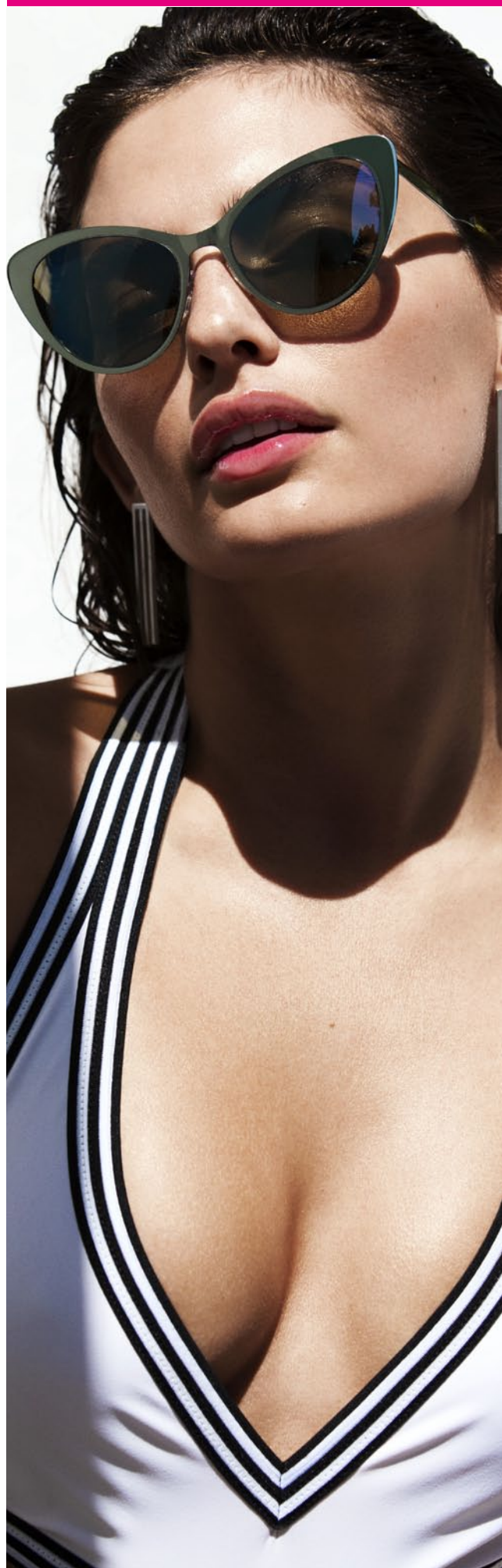


Photo: COSMOPOLITAN MAGAZINE



# COSMOPOLITAN

## EDITOR-IN-CHIEF:

Ajda Hovnik Plešej  
ajda.hovnik-plesej@adriamedia.si

## MAGAZINE AD SALES:

Saša Bokavšek  
sasa.bokavsek@adriamedia.si  
tel.: 01 3000 795  
gsm: 051 681 131

## ONLINE EDITOR:

Kaja Berlot  
kaja.berlot@adriamedia.si

## ONLINE AD SALES:

Alenka Vodenik  
alenka.vodenik@adriamedia.si  
tel.: 01 3000 792  
gsm: 031 248 939

**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 ♦ oglasi@adriamedia.si ♦ trzenje@adriamedia.si