

Metropolitan

MEDIA KIT





metropolitan.si

Metropolitan.si is a news and opinion website for audience interested in current social actions, good stories, in-depth articles, interesting interviews and verified lifestyle content.

Our writers, experts and columnist create inspiring content through which they entertain, advise and encourage readers to reflect.

Printed edition

Metropolitan is also published three times a year in printed form, as a stand-alone edition. The contents of each issue are thematically colored according to the current events or season. **Metropolitan** magazine is intended for all readers who appreciate quality content, verified information and interesting people.

Magazine in digital form

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

Web user informations

Number of unique users per month:	664,984
Number of impressions per month:	24,071,057
Average number of page views per user per month:	36
Average time spent per user per month on particular website:	21 min 25 sec
Distribution by gender:	women 54%, man 46%
Total number of AML webzine subscribers:	49,085

Source: MOSS, january 2022, internal data AML

Social media



@metropolitan.si



@metropolitansi



metropolitan.si



Photo: 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



Photo: Shutterstock

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





Foto: Shutterstock

Price list 2022

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	(440 × 300 mm)	3.500 EUR
	1/1	(220 × 300 mm)	2.200 EUR
	1/2 portrait	(210 × 143 mm/no bleed is needed) (220 × 148 mm)	1.200 EUR
	1/2 pokončno	(103 × 290 mm/no bleed is needed) (108 × 300 mm)	1.200 EUR
	1/3 landscape	(210 × 93 mm/no bleed is needed) (220 × 97 mm)	860 EUR
	1/3 portrait	(66 × 290 mm/no bleed is needed) (70 × 300 mm)	860 EUR
	1/4 landscape	(220 × 72 mm)	750 EUR
	1/4 portrait	(92 × 132 mm)	750 EUR

Important! The deadline for the submission of advertising materials is 14 days prior to publication.

Za vse posebne dimenzije se je potrebno obrniti na osebo, ki je zadolžena za trženje revije.

Online editor:
Anja Kovačič
anja.kovacic@adriamedia.si

Ad sales:
Anja Cajhen
anja.cajhen@adriamedia.si
T 01 3000 632
M 030 707 707

Online ad sales:
Alenka Vodenik
Head online ad sales
alenka.vodenik@adriamedia.si
Phone: +386 1 3000 792
Mobile phone: +386 31 248 939

Photo: Shutterstock