

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.

Web user informations

Number of unique users per month:	744,638
Number of impressions per month:	28,180,356
Average number of page views per user per month:	38
Average time spent per user per month on particular website:	29 min 49 sec
Distribution by gender:	women 52%, man 48%
Total number of AML webzine subscribers:	49,030

Source: MOSS, january 2025, internal data AML

Social media



@metropolitan.si



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Photo: Shutterstock

Online price list 2025

Ad display	RON (CPM)
Banner 300 x 250 px	19.00 EUR
Banner 300 x 600 px	21.00 EUR
Billboard 970 x 250 px/320 x 100 px	21.00 EUR
Video ad 15 s	21.00 EUR
Double billboard video	31.00 EUR
Background change on website	31.00 EUR
Sticky / Footer	31.00 EUR
Video preroll	35.00 EUR

Additional 20% for the selected page/with prerolls it is not possible to select only one page

Dynamic display ad unit	Cost per thousand (CPM)
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
CPM - cost per thousand	

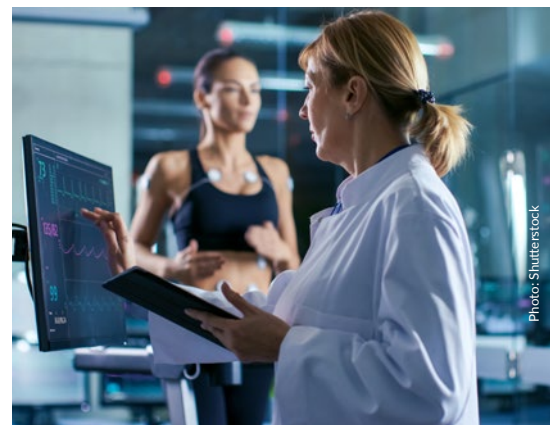


Photo: Shutterstock

Online price list 2025

Special advertising options	Price per publication
Promotional message	600.00 EUR
SEO article	400.00 EUR
Editorial promotional message + FB post + e-zine (metropolitan.si)	1,300.00 EUR
Editorial promotional message with guaranteed reach 5.000 readings	2,500.00 EUR
Premium story article + FB, IG feed post +eZin + FB, IG story	3,300.00 EUR
Complex contest (production of the application form, quiz...)	900.00 EUR
Promotional video TikTok (metropolitan.si)	1,500.00 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	1,200.00 EUR*
Small banner on website (entering point)	1,200.00 EUR*
Mailing to the entire EPP base	3,500.00 EUR

* Price per month

Advertising in e-zine	Price per publication
Banner 600 x 150	350.00 EUR
Promotional message + e-zine	740.00 EUR

Advertising on FB profile AML	Price per publication
Facebook / Instagram post	400.00 EUR
Facebook prize winning question	500.00 EUR
Instagram story	750.00 EUR
Instagram reel	750.00 EUR



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