

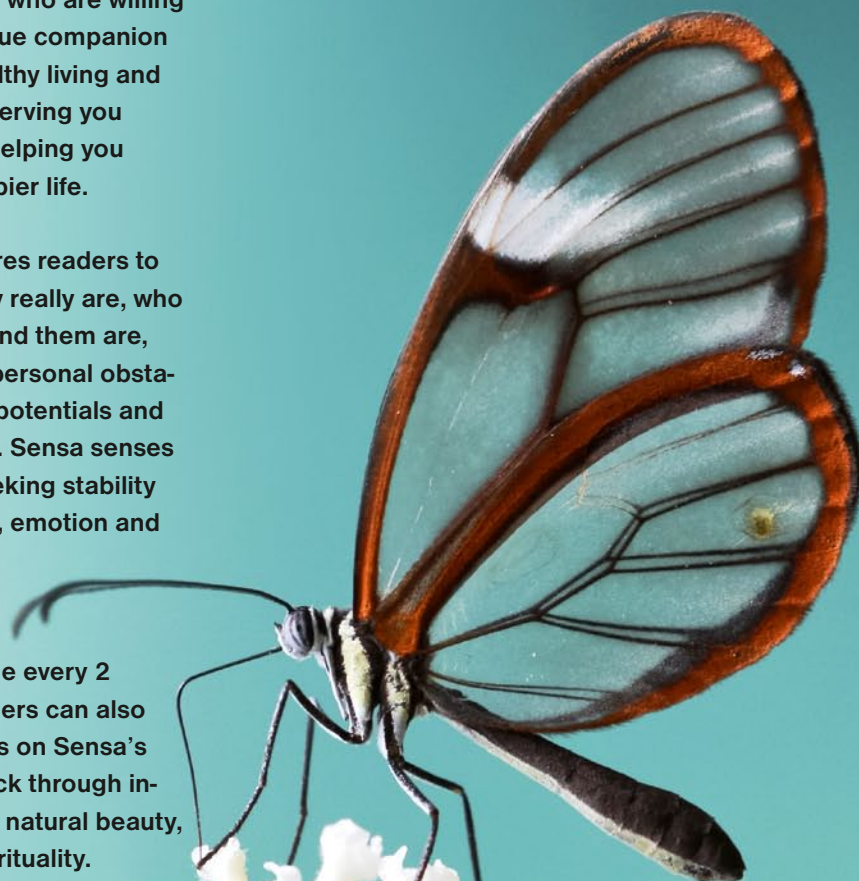
MEDIA KIT



The meaning of life resides in personal growth, so no man should stay in the same place he is now. Life offers the best education for those who are willing to learn. Sensa is your true companion on the path towards healthy living and personal growth, while serving you as your spiritual guide, helping you achieve a fuller and happier life.

It gives advice and inspires readers to try and find out who they really are, who other people that surround them are, how to come over their personal obstacles, discover their true potentials and make the best out of life. Sensa senses life in its fullest form, seeking stability and balance of the body, emotion and thoughts within.

The magazine is available every 2 months in print, but readers can also follow numerous updates on Sensa's website – join us and click through in-depth articles on health, natural beauty, personal growth and spirituality.



Published on the first Friday every second month

www.sensa.si



www.sensa.si

www.sensa.si much like the Sensa magazine looks at life as a whole and searches for balance. Harmony of the body, soul and mind are its starting points, while she inspires and offers advice on how to get the most (and the best) out of your life. A healthy life-style is a personal choice, Sensa is your inspiration.



Magazine in digital edition

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

Social media



Facebook: Sensa Slovenija (@SensaSlovenija)



Twitter: Sensa.si (@SensaSlo)

Events

SENSA WEEKEND

SENSA DAY

Insert

SENSA CALENDAR

DEMOGRAPHY OF READERS

Target group:	women 25-54 years
Distribution by gender:	women 80%, men 20%
Education:	secondary school, high school or more
Work activity:	employees
Monthly personal income:	medium and medium high

Source: Mediana, TGI 2019

READERSHIP

Reach:	3.2% (50,500)
Average print copies:	9,000
Readers per copy:	7
Average reader age:	41 years

Source: Mediana, TGI 2019, internal data AML



WEB USER INFORMATION

Number of unique users per month:	146,109
Number of impressions per month:	2,853,208
Average number of page views per user per month:	20
Average time spent per user per month on particular website:	17 min 39 sec
Distribution by gender:	women 65%, men 35%
Total number of AML webzine subscribers:	15,056

Source: MOSS, January 2020, internal data AML





Photo: Shutterstock

Price list 2020

Cover (format in mm, extra 3 mm bleed is required for full-page ad design on all sides)

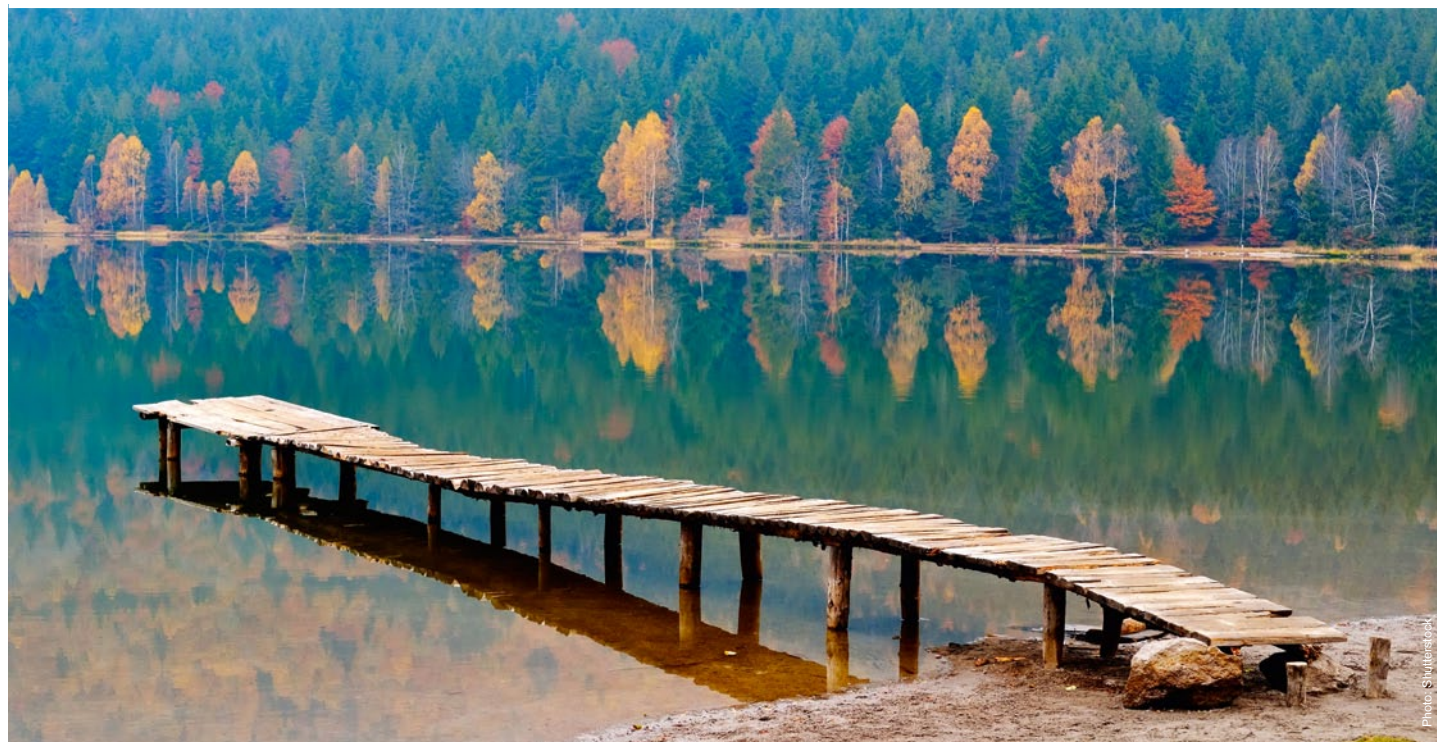
	2/1 - (cover page 2, and inside page 3)	3,500 EUR
	1/1 - cover page 2	2,500 EUR
	1/1 - cover page 3	2,300 EUR
	1/1 - cover page 4	3,000 EUR

Inside (format in mm, extra 3 mm bleed is required for full-page ad design on all sides)

	2/1	(426 × 275 mm)	3,200 EUR
	1/1	(213 × 275 mm)	2,000 EUR
	1/2 landscape	(213 × 137 mm)	1,200 EUR
	1/2 portrait	(106 × 275 mm)	1,200 EUR
	1/3 landscape	(213 × 91 mm)	800 EUR
	1/3 portrait	(71 × 275 mm)	800 EUR
	1/4 portrait	(106 × 137 mm)	700 EUR
	1/6 landscape	(106 × 92 mm)	520 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 per 1 website (CPT)	Display and unit, ad placement per 3 website (CPT)	Display and unit, ad placement 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	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 ads	110.00 EUR
Mobile ad break or full-page ads	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

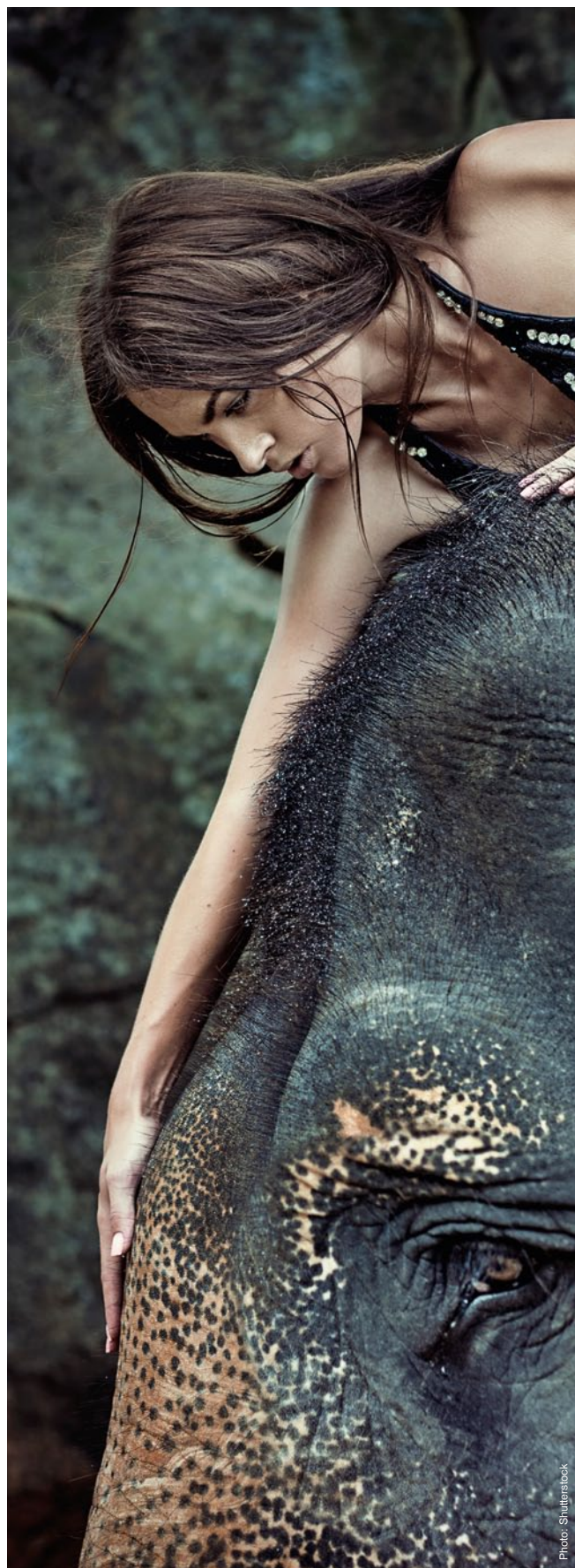
Advertising in e-zine	Price per publication
Banner 600 x 150	320.00 EUR
Promotional message	580.00 EUR

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



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Photo: Shutterstock

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