

avto magazin

MEDIA KIT



THE FASTEST MAGAZINE

Avto Magazin is the **most expert and up-to-date Slovenian automotive and motorcycle magazine**, dedicated to providing you with accurate, independent new-car and new-motorcycle **tests, reviews, photos, videos** and the latest concept cars from all major international auto shows, car comparison tests and exclusive announcements of new car models, still in conceptual or constructing stage – all of which is only but a fragment of the incredibly rich content prepared every month by a **highly experienced, professional team**.

Our editors and journalists are part of various panels of senior motoring journalists across Europe, acting as active jurors of the prestigious **International (and Slovenian) Car of the Year Jury** and juries of numerous other international automotive events. Avto Magazin also offers various articles on car and motorcycle maintenance as well as traffic safety and many other interesting subjects.



Published on the second Thursday each month

www.avto-magazin.si

NEWS, NEWS COVERAGE, SPORT!
INDEPENDENT AND THOROUGH TESTS IN THE MAGAZINE AND ON THE WEB!
ALL YOU NEED TO KNOW ABOUT CARS AND MOBILITY!

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ADRIAMEDIA
LJUBLJANA

www.avto-magazin.si

www.avto-magazin.si hosts the largest, the most complete (and the only) Autotest Database in Slovenia. On the fastest website around we publish news from the automotive and motorcycle world, providing you with accurate, independent photo-reviews and the latest concept cars from all major international auto shows; to inquisitive drivers we offer expert advice, while we spice it all up with an abundance of videos and other interesting bits and bobs.



Magazine in digital edition

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

Social media



Facebook: Avto magazin (@AvtoMagazin)



Twitter: Avto Magazin (@AvtomagazinSi)



Instagram: avtomagazinsi

Special editions



DEMOGRAPHY OF READERS

Target group:	men 35-64 years
Distribution by gender:	men 87%, women 13%
Education:	secondary school, high school or more
Work activity:	employees, pensioners
Monthly personal income:	medium, medium high and high

Source: Mediana, TGI 2021

READERSHIP

Reach:	7.0% (112,000)
Average print copies:	5,300
Readers per copy:	33
Average reader age:	45 years

Source: Mediana, TGI 2021, internal data AML



WEB USER INFORMATIONS

Number of unique users per month:	204,434
Number of impressions per month:	1,007,091
Average number of page views per user per month:	5
Average time spent per user per month on particular website:	5 min 53 sec
Distribution by gender:	men 61%, women 39%
Total number of AML webzine subscribers:	1,057

Source: MOSS, january 2022, internal data AML

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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)	3,500 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	(440 × 300 mm)	3,200 EUR
	1/1	(220 × 300 mm)	2,000 EUR
	1/2 landscape	(210 × 143 mm/no bleed is needed) (220 × 148 mm)	1,200 EUR
	1/2 portrait	(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)	800 EUR
	1/3 portrait	(66 × 290 mm/no bleed is needed) (70 × 300 mm)	800 EUR
	1/4 landscape	(220 × 72 mm)	700 EUR
	1/4 square	(92 × 132 mm)	700 EUR

Important! The deadline for the submission of advertising materials is 8 days prior to publication

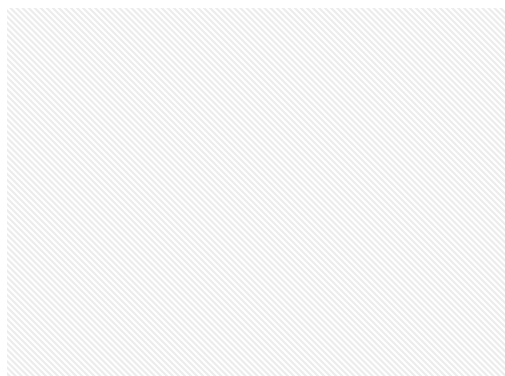
For all the special advertising options please turn to the ad sales responsible for the magazine in print or/and digital edition.



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)	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

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