

# 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 four 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](http://www.magzter.com/publishers/Adria-Media-Ljubljana)

## Web user informations

|                                                              |                      |
|--------------------------------------------------------------|----------------------|
| Number of unique users per month:                            | 483,622              |
| Number of impressions per month:                             | 13,259,380           |
| Average number of page views per user per month:             | 27                   |
| Average time spent per user per month on particular website: | 25 min 30 sec        |
| Distribution by gender:                                      | women 61 %, man 39 % |
| Total number of AML webzine subscribers:                     | 32,198               |

Source: MOSS, january 2020, internal data AML

## Social media



@metropolitan.si



@metropolitansi



metropolitan.si



Photo: Shutterstock

## Online price list 2021

| 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                    | 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%       |



Photo: Shutterstock



## Online price list 2021

| 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 and Instagram-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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## Price list 2021

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        |
|  | <b>1/1</b>    | <b>(220 × 300 mm)</b>                               | <b>2.200 EUR</b> |
|  | 1/2 portrait  | (210 × 143 mm/no bleed is needed)<br>(220 × 148 mm) | 1.200 EUR        |
|  | 1/2 pokončno  | (103 × 290 mm/no bleed is needed)<br>(108 × 300 mm) | 1.200 EUR        |
|  | 1/3 landscape | (210 × 93 mm/no bleed is needed)<br>(220 × 97 mm)   | 860 EUR          |
|  | 1/3 portrait  | (66 × 290 mm/no bleed is needed)<br>(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.





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