

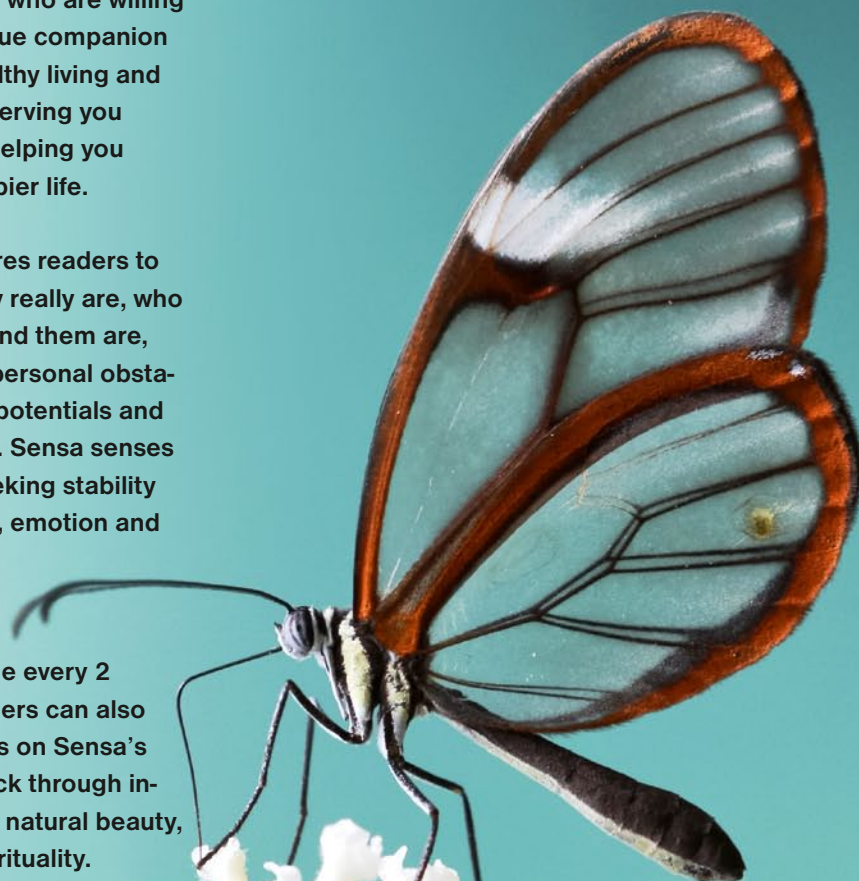
MEDIA KIT



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)

Event

SENSA WEEKEND

Insert

SENSA CALENDAR

DEMOGRAPHY OF READERS

Target group:	women 25-54 years
Distribution by gender:	women 84%, men 16%
Education:	secondary school, high school or more
Work activity:	employees
Monthly personal income:	medium and medium high

Source: Mediana, TGI 2021

READERSHIP

Reach:	3.6% (57,400)
Average print copies:	9,000
Readers per copy:	8
Average reader age:	45 years

Source: Mediana, TGI 2021, internal data AML



WEB USER INFORMATION

Number of unique users per month:	185,312
Number of impressions per month:	1,893,807
Average number of page views per user per month:	10
Average time spent per user per month on particular website:	10 min 39 sec
Distribution by gender:	women 67%, men 33%
Total number of AML webzine subscribers:	16,880

Source: MOSS, January 2022, internal data AML





Photo: Shutterstock

Price list 2022

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

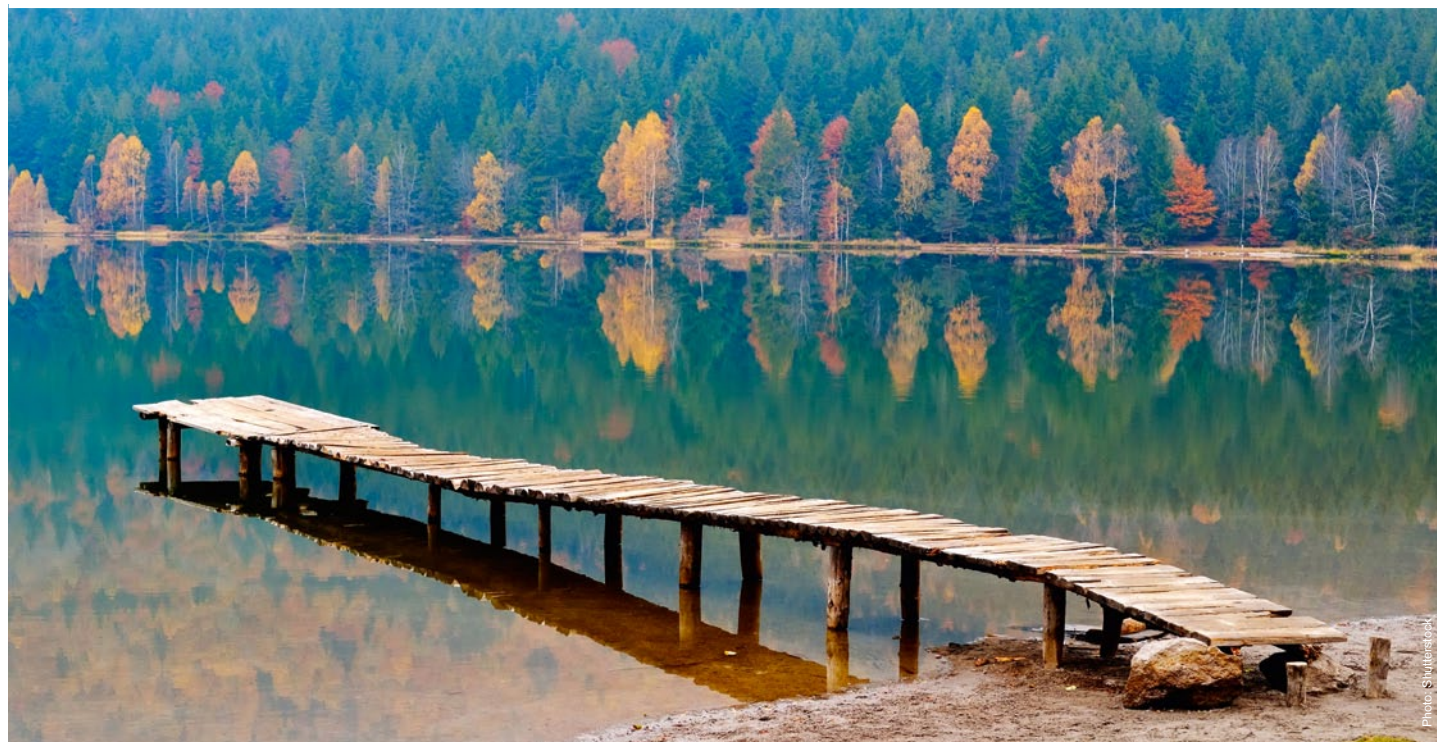
	2/1 - (cover page 2, and inside page 3)	3,500 EUR
	1/1 - cover page 2	2,500 EUR
	1/1 - cover page 3	2,300 EUR
	1/1 - cover page 4	3,000 EUR

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 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)	custom
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



Editor-in-Chief:

Vesna Fister

vesna.fister@adriamedia.si

Magazine ad sales:

Maša Gregurić

masa.greguric@adriamedia.si

Tel.: 01 3000 793

Online editor:

Ana Vehovar

ana.vehovar@adriamedia.si

Online ad sales:

Alenka Vodenik

Head online ad sales

alenka.vodenik@adriamedia.si

Phone: +386 1 3000 792

Mobile phone: +386 31 248 939

ADRIAMEDIA
L J U B L J A N A

Adria Media Ljubljana, založništvo in trženje, d. o. o.

Bleiweisova cesta 30 ♦ SI-1000 Ljubljana, Slovenija

tel.: (01) 3000 700 ♦ faks: (01) 3000 715

www.adriamedia.si ♦ oglasil@adriamedia.si ♦ trzenje@adriamedia.si