

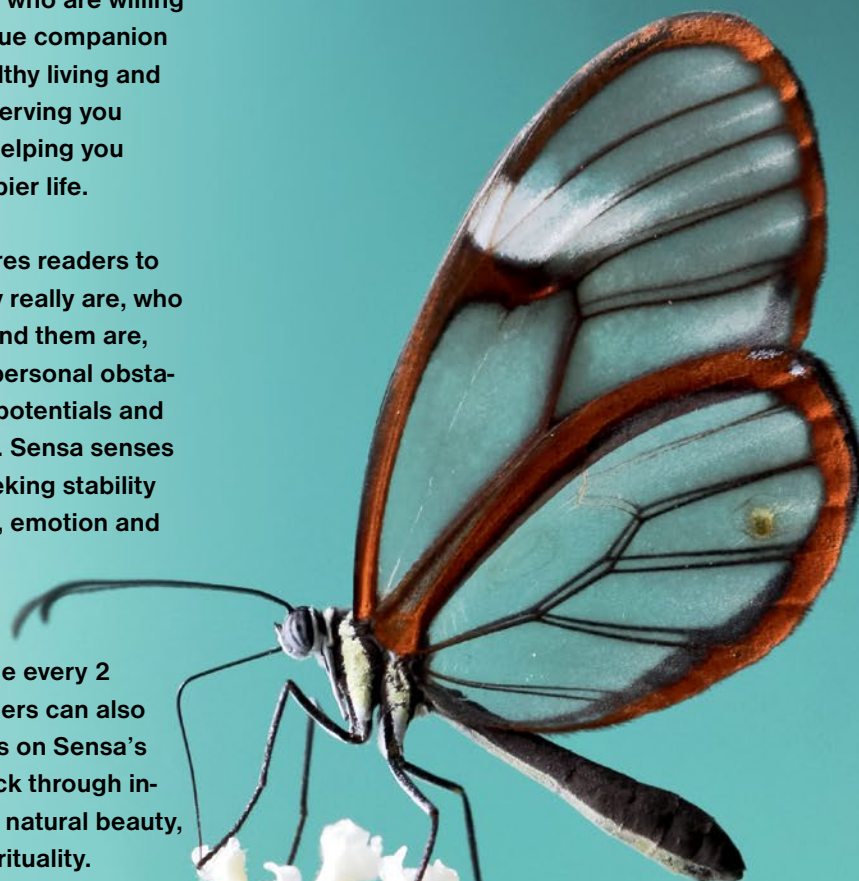
## MEDIA KIT



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](http://www.sensa.si)



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

## Social media



Facebook: Sensa Slovenija (@SensaSlovenija)



TikTok: sensa.si



Instagram: sensaslovenija

## Event

SENSA WEEKEND

## Insert

SENSA CALENDAR



## DEMOGRAPHY OF READERS

Target group:	women 35-60 years
Distribution by gender:	women 80%, men 20%
Education:	secondary school, high school or more
Work activity:	employees, pensioners
Monthly personal income:	medium and medium high

Source: Mediana, TGI 2023

## READERSHIP

Reach:	3.2% (51,000)
Average print copies:	9,000
Readers per copy:	7
Average reader age:	45 years

Source: Mediana, TGI 2023, internal data AML



## WEB USER INFORMATION

Number of unique users per month:	306,497
Number of impressions per month:	3,807,138
Average number of page views per user per month:	12
Average time spent per user per month on particular website:	10 min 50 sec
Distribution by gender:	women 62%, men 38%
Total number of AML webzine subscribers:	15,701

Source: MOSS, January 2024, internal data AML







Photo: Shutterstock

## Price list 2024

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.



Photo: Shutterstock

## Online price list 2024

Ad display	RON (CNT)
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

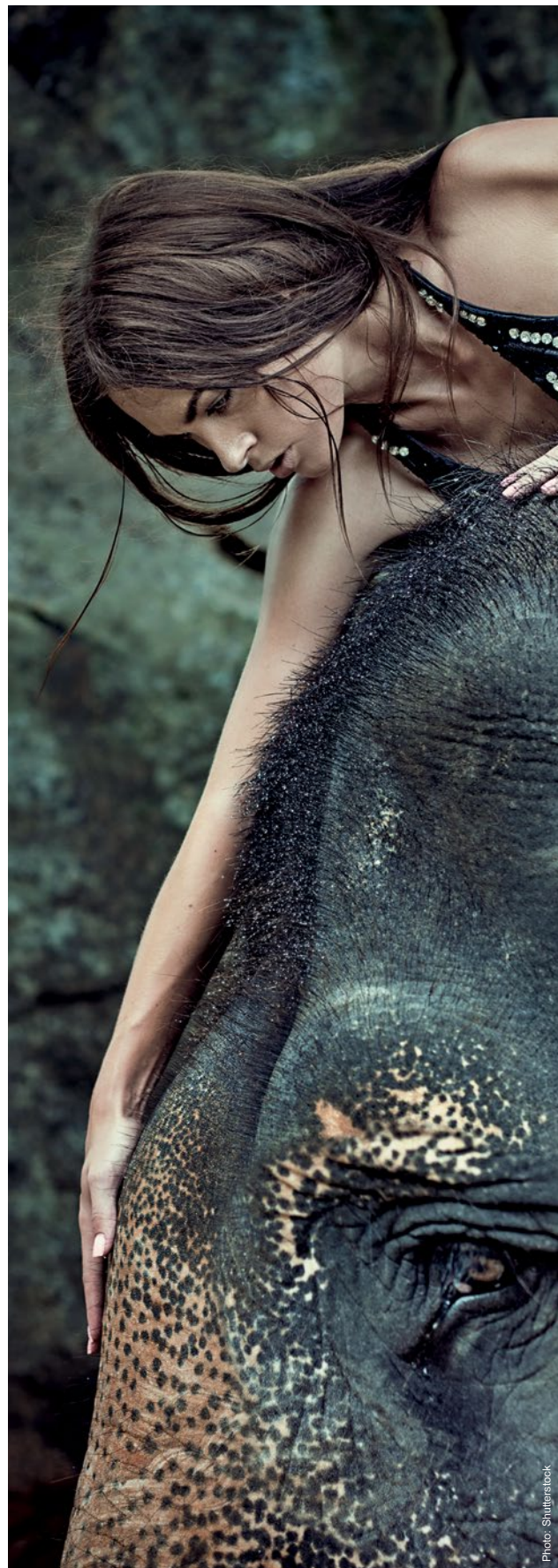


## Online price list 2024

Special advertising options	Price per publication
Promotional message	500.00 EUR
Editorial promotional message + FB post + e-zine (metropolitan.si)	1,100.00 EUR
Editorial promotional message + homepage exposure	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 TikTok (metropolitan.si)	1,200.00 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	1,100.00 EUR*
Mailing to the entire EPP base	2,500,00 EUR
* Price per month	

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	400.00 EUR
Facebook prize winning question	500.00 EUR
Instagram story	750.00 EUR
Instagram reel	750.00 EUR



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