

Story

ZNANI NAM ZAUPAJO VEČ

MEDIA KIT



Story magazine is a confidant of the famous. The most renowned and successful Slovenians share their joyful as well as shocking life stories with Story. They talk about their ups and downs and reveal their future plans and desires.

Story is a monthly magazine with the richest of content, offering readers celebrity interviews, the latest fashion and beauty trends, and much more.

Published on the
last Thursday each month

www.govori.se



www.govori.se

www.govori.se reports daily on all the latest celebrity gossip, announces and reports on the biggest media events on a local as well as on a global scale. Govori.se webportal is enriched with entertaining content from the lives of ordinary people, whom remarkable or extra-ordinary things have happened, with news on the latest scientific and technological breakthroughs, historic backgrounds on current events, with contributions on lifestyle, psychology, and, of course, the ever so popular astrology!



Magazine in digital edition

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

Social media



Facebook: govori.se (@govorise)



Twitter: govorise (@govorise)

DEMOGRAPHY OF READERS

Target group:	women 35-64 years
Distribution by gender:	women 64%, men 36%
Education:	secondary school, high school or more
Work activity:	employees, pensioners
Monthly personal income:	medium and medium high

Source: Mediana, TGI 2021

READERSHIP

Reach:	3.3% (53,400)
Average print copies:	10,500
Readers per copy:	7
Average reader age:	45 years

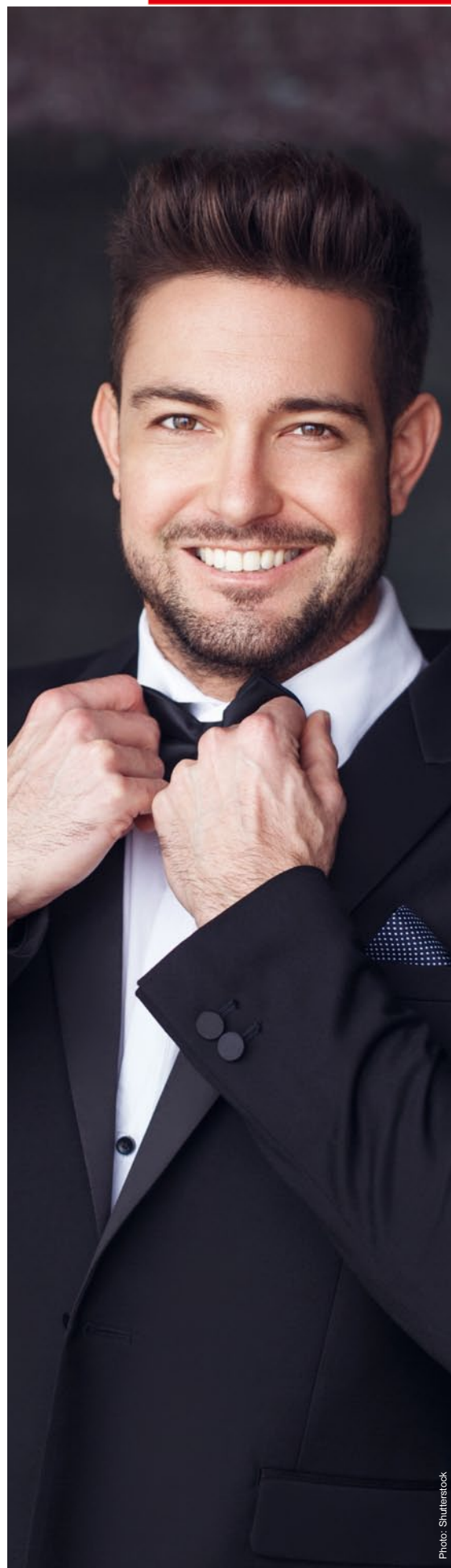
Source: Mediana, TGI 2021, internal data AML



WEB USER INFORMATION

Number of unique users per month:	387,989
Number of impressions per month:	7,865,368
Average number of page views per user per month:	20
Average time spent per user per month on particular website:	7 min 43 sec
Distribution by gender:	women 59%, men 41%
Total number of AML webzine subscribers:	752

Source: MOSS, January 2022, internal data AML





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)	5,700 EUR
	1/1 - cover page 2	3,200 EUR
	1/1 - cover page 3	3,000 EUR
	1/1 - cover page 4	3,700 EUR

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

	2/1	(440 × 300 mm)	4,200 EUR
	1/1	(220 × 300 mm)	2,600 EUR
	1/2 landscape	(210 × 143 mm/no bleed is needed) (220 × 148 mm)	1,500 EUR
	1/2 portrait	(103 × 290 mm/no bleed is needed) (108 × 300 mm)	1,500 EUR
	1/3 landscape	(210 × 93 mm/no bleed is needed) (220 × 98 mm)	1,100 EUR
	1/3 portrait	(66 × 290 mm/no bleed is needed) (71 × 300 mm)	1,100 EUR
	2x 1/3 landscape	(430 × 93 mm/no bleed is needed) (440 × 98 mm)	2,300 EUR

Important! The deadline for the submission of advertising materials is 10 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:

Sandra Bratuša

sandra.bratusa@adriamedia.si

Magazine ad sales:

Mirjana Šoškić

mirjana.soskic@adriamedia.si

Phone: +386 1 3000 787

Mobile phone: +386 51 681 132

Online editor:

Katja Anžur

katja.anzur@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

Photo: Primož Predalič

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 ♦ oglasi@adriamedia.si ♦ trzenje@adriamedia.si