

*The most visited
web site
for active life style.*



MEDIA KIT

www.aktivni.si

www.aktivni.si publishes engaging content for those living an active life-style, but also for those who are about to make a step forward towards healthier life. One of its most intriguing features is cooperation with professionals from various sport- and health-related fields, who offer advice and answer user questions on a regular basis. Aktivni.si's team of professionals keeps the information credible and reliable.

WEB USER INFORMATION

Number of unique users per month:	376,815
Number of impressions per month:	2,345,665
Average number of page views per user per month:	6
Average time spent per user per month on particular website:	4 min 58 sec
Distribution by gender:	women 56%, men 44%
Total number of AML webzine subscribers:	9,068

Source: MOSS, january 2025, internal data AML

Social media



Facebook: : Aktivni.si (@aktivni)



Instagram: aktivni.si



Online price list 2025

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 2025

Special advertising options	Price per publication
Promotional message	600.00 EUR**
SEO article	400.00 EUR**
Editorial promotional message + FB post + e-zine (metropolitan.si)	1,300.00 EUR**
Editorial promotional message with guaranteed reach 5.000 readings	2,500.00 EUR**
Premium story article + FB, IG feed post + eZin + FB, IG story	3,300.00 EUR**
Complex contest (production of the application form, quiz...)	900.00 EUR
Promotional video TikTok (metropolitan.si)	1,500.00 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	1,200.00 EUR*
Small banner on website (entering point)	1,200.00 EUR*
Mailing to the entire EPP base	3,500.00 EUR

* Price per month

** One revision of the PR article is included in the price. In case of additional revisions, we reserve the right to charge €50 for each individual revision.

Advertising in e-zine	Price per publication
Banner 600 x 150	350.00 EUR
Promotional message + e-zine	6740.00 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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