

# avto magazin

MEDIA KIT



THE FASTEST WEBSITE



**Avto Magazin** is the **most expert and up-to-date Slovenian automotive and motorcycle website**, dedicated to providing you with accurate, independent new-car and new-motorcycle **tests, reviews, photos, videos** and the latest concept cars from all major international auto shows, car comparison tests and exclusive announcements of new car models, still in conceptual or constructing stage – all of which is only but a fragment of the incredibly rich content prepared every month by a **highly experienced, professional team**.

Avto Magazin also offers various articles on car and motorcycle maintenance as well as traffic safety and many other interesting subjects.



**NEWS, NEWS COVERAGE, SPORT!**  
**INDEPENDENT AND THOROUGH TESTS ON THE WEB!**  
**ALL YOU NEED TO KNOW ABOUT CARS AND MOBILITY!**



[www.avto-magazin.si](http://www.avto-magazin.si)

[www.avto-magazin.si](http://www.avto-magazin.si) hosts the largest, the most complete (and the only) Autotest Database in Slovenia. On the fastest website around we publish news from the automotive and motorcycle world, providing you with accurate, independent photo-reviews and the latest concept cars from all major international auto shows; to inquisitive drivers we offer expert advice, while we spice it all up with an abundance of videos and other interesting bits and bobs.

## WEB USER INFORMATION

Number of unique users per month:	213,531
Number of impressions per month:	1,297,926
Average number of page views per user per month:	6
Average time spent per user per month on particular website:	4 min 59 sec
Distribution by gender:	men 66%, women 34%
Total number of AML webzine subscribers:	1,773

Source: MOSS, january 2025, internal data AML

## Social media



**Facebook:** Avto magazin (@AvtoMagazin)



**Instagram:** avtomagazinsi





## 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

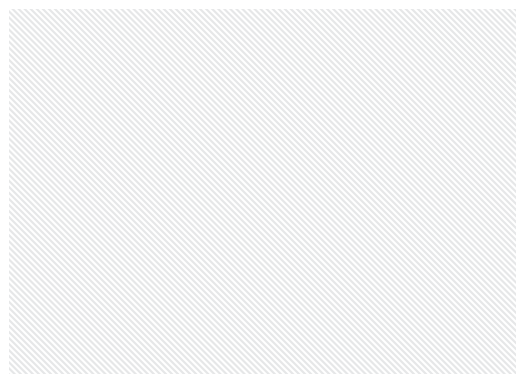
Additional 20% for the selected page/with prerolls it is not possible to select only one page

### 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	740.00 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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