

MEDIA KIT

COSMOPOLITAN



THE TOP-SELLING WOMEN'S MAGAZINE IN THE WORLD

COSMOPOLITAN

COSMOPOLITAN is the Bible for intelligent, fun and fearless young women, who expect to take the most out of life. Impeccably styled they follow all the latest fashion and beauty trends in pursuit of a highly successful career and, eventually, a family, where Cosmopolitan acts as their most confident friend, showing them that they can achieve or get their hands on anything they could possibly desire. In a fun, yet responsible way, the magazine strives to present every single topic that is interesting to any modern-day young woman. Cosmopolitan women are also invited to follow the world of Cosmo on the newly re-designed website and social media.



Photo: COSMOPOLITAN MAGAZINE

PUBLISHED ON THE LAST THURSDAY OF EVERY OTHER MONTH

www.cosmopolitan.si

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Website for every Cosmo Woman www.cosmopolitan.si publishes up-to-date content, which every Cosmopolitan girl and woman has to know about even before the latest issue of the Cosmopolitan magazine is out. Cosmo writes about sex, relationships, men, fashion, beauty, career, health, what's in?, celebrities and takes a peek at what the stars have install for you in Cosmo horoscope. Cosmopolitan.si also hosts and supports a special yearly project called 'Hud Job' (Top-notch Job).



Magazine in digital edition

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

Social media



FACEBOOK: Cosmopolitan Slovenija (@CosmopolitanSlovenija)



TIKTOK: cosmopolitanslo



INSTAGRAM: cosmopolitansi

Insert

Cosmo Study Calendar



Projects

Hud Job
Cosmo Event For Birthday Party
Cosmo Beauty Awards

DEMOGRAPHY OF READERS

Target group:	women 25-40 years
Distribution by gender:	women 73%, men 27%
Education:	secondary school, high school or more
Work activity:	employees, students
Monthly personal income:	medium and medium high

Source: Mediana, TGI 2025

READERSHIP

Reach:	2.93% (47,800)
Average print copies:	13,000
Readers per copy:	4
Average reader age:	45 years

Source: Mediana, TGI 2025, internal data AML

WEB USER INFORMATIONS

Number of unique users per month:	227,390
Number of impressions per month:	1,112,453
Average number of page views per user per month:	5
Average time spent per user per month on particular website:	5 m 24 s
Distribution by gender:	women 58%, men 42%
Total number of AML webzine subscribers:	8,247

Source: MOSS, January 2026, internal data AML





Photo: COSMOPOLITAN MAGAZINE

Price list 2026

Cover (format in mm, extra 5 mm bleed is required for full-page ad design on all sides)

	2/1	- cover page 2, and inside page 3	7,200 EUR
	1/1	- cover page 3	3,800 EUR
	1/1	- cover page 4	5,100 EUR

Inside (format in mm, extra 5 mm bleed is required for full-page ad design on all sides)

	2/1	(420 × 280 mm)	5,300 EUR
	1/1	(210 × 280 mm)	3,300 EUR
	1/2 landscape	(175 × 120 mm/no bleed is needed) (210 × 132 mm)	2,100 EUR
	1/2 portrait	(84 × 238 mm/no bleed is needed) (99 × 280 mm)	2,100 EUR
	1/3 landscape	(175 × 78 mm/no bleed is needed) (210 × 78 mm)	1,380 EUR
	1/3 portrait	(54 × 238 mm/no bleed is needed) (64 × 280 mm)	1,380 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 2026

Ad display	RON (CPM)
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



Photo: COSMOPOLITAN MAGAZINE

Online price list 2026

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	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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