



MEDIA KIT



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 break-throughs, historic backgrounds on current events, with contributions on lifestyle, psychology, and, of course, the ever so popular astrology!

WEB USER INFORMATIONS

Number of unique users per month:	444,965
Number of impressions per month:	4,751,518
Average number of page views per user per month:	11
Average time spent per user per month on particular website:	10 min 24 sec
Distribution by gender:	women 54%, men 46%
Total number of AML webzine subscribers:	1,712

Source: MOSS, January 2025, internal data AML

Social media



Facebook: [@govorise](https://www.facebook.com/govori.se)



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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