

# Metropolitan

# MEDIA KIT





## metropolitan.si

**Metropolitan.si** is a news and opinion website for audience interested in current social actions, good stories, in-depth articles, interesting interviews and verified lifestyle content.

Our writers, experts and columnist create inspiring content through which they entertain, advise and encourage readers to reflect.

## Web user informations

Number of unique users per month:	702,921
Number of impressions per month:	22.270,074
Average number of page views per user per month:	32
Average time spent per user per month on particular website:	25 min 5 sec
Distribution by gender:	women 50%, man 50%
Total number of AML webzine subscribers:	49,030

Source: MOSS, january 2026, internal data AML

## Social media



@metropolitan.si



metropolitan.si



metropolitan.si



Photo: Shutterstock

## 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	

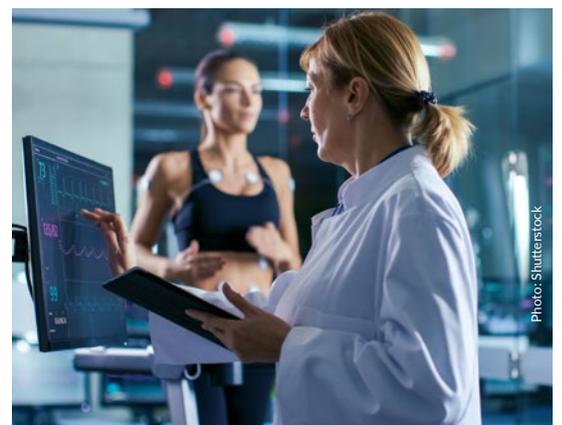


Photo: Shutterstock

## 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 (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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