

City Magazine Slovenia

CityMagazine.si as a digital edition came to life at the end of October 2013 and soon became one of the leading portals in the lifestyle segment. In terms of popularity and reach, today, it overtakes some huge media brands and various dailies.

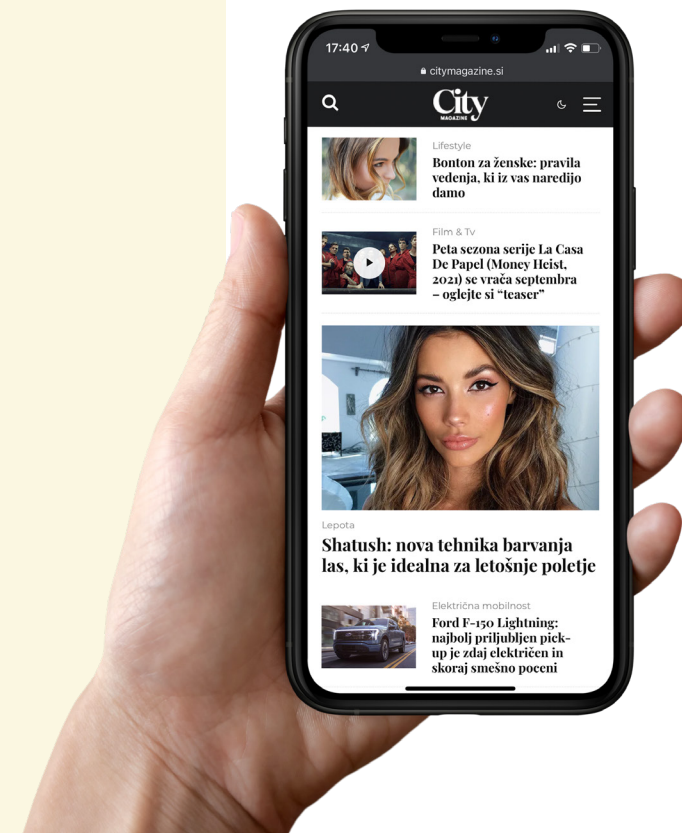
According to **MOSS** - national research for media reach, it ranks among the 25 most visited websites in the country. In lifestyle content, which focuses on quality and gender balance between male and female topics, we are undoubtedly the most significant medium in Slovenia. We are proud to achieve such results with content that is not yellow, offensive, and populist. Especially pleased to write about science, technology, fashion and reach a population of online visitors that others do not. We publish up to 15 different articles a day, intending to maximize the breadth of topics that are most desirable at the moment at the heart of the most read online issues. In 9 years, we have created as many as 60.000 different articles and become one of the most »fertile» lifestyle media in Slovenia. Some record-breaking articles, however, have also reached more than 150.000 reads.

In 2013, we adapted the online medium citymagazine.si to mobile devices (responsive design)

with the »mobile-first« approach. At that time, the risky move paid off for us, and today 87 percent of visitors visit us via mobile devices - phone or tablet. And only 13 percent through classic computers and laptops. This way, we know that our population is extremely modern, advanced, and receptive to modern advertising methods and approaches. Is the population »ON THE GO«. We are pleased that as many as 26.5 percent of mobile users use an Apple mobile device. A number that is remarkably above the average network usage of such devices.

We place great emphasis on social networks. The City Magazine Facebook page has over **61.000 followers** and is among the major lifestyle Facebook pages. With other Facebook pages and Facebook groups of our other media network, we already have over **150.000 followers**. The database of subscribers to the »newsletter« counts as many as 55.500 users.

We are glad that in times when local online media are vanishing, as they are being devoured by globalization, we are succeeding with the media citymagazine.si in pushing borders and setting new milestones, and at the same time proving that an online business model is possible.





Lifestyle, Events, Fashion, Technology,
Entertainment, Mobility, Shopping

<p>750K</p> <p>Avg. Monthly uniques</p>	<p>1.2MM</p> <p>Monthly Page Views</p>
<p>50K</p> <p>Daily Visits</p>	<p>57% 43%</p> <p>Female Male</p>
<p>50K</p> <p>Daily Visits</p>	<p>144 T</p> <p>Social Followers</p>

Advertise with content

XS / BASIC

CLIENTS PREPARED PR FOR PUBLISH

- Clients PR content
- Published to the media
- Social share

Predicted article reach:
2.000 reads

S / ADVERT

ADVERTORIAL PREPARED FOR THE CLIENT BY THE EDITOR

- Editorially prepared advertorial content
- Client provides photo materials
- Published to the media
- Social share

Predicted article reach:
3.000 reads

M / ADVERT + FOTO

ADVERTORIAL PREPARED FOR THE CLIENT BY THE EDITOR + PROFESSIONAL PHOTOGRAPHY SET

- Editorially prepared advertorial content
- Productions of photo materials
- Published to the media
- Social share

Predicted article reach:
3.000 reads

L / ADVERT + VIDEO VOICEOVER

ADVERTORIAL PREPARED FOR THE CLIENT BY THE EDITOR + VIDEO EDIT WITH VOICEOVER

- Editorially prepared advertorial content
- Productions of photo materials
- Production of video b-rolls
- Video host Jan Macarol / vlog format
- Narration & voice over
- Production of podcast & distribution
- Published to the media
- Social share
- Social share on authors channels

Predicted article reach:
3.500 reads (min)

Video views on platforms:
10.000 views (min)

XL / ADVERT + VIDEO HOST

ADVERTORIAL VLOG FORMAT + VIDEO WITH HOST

- Editorially prepared advertorial content
- Productions of photo materials
- Production of video b-rolls
- Video host Jan Macarol / vlog format
- Narration & voice over
- Production of podcast & distribution
- Published to the media
- Social share
- Social share on authors channels

Predicted article reach:
3.500 reads (min)

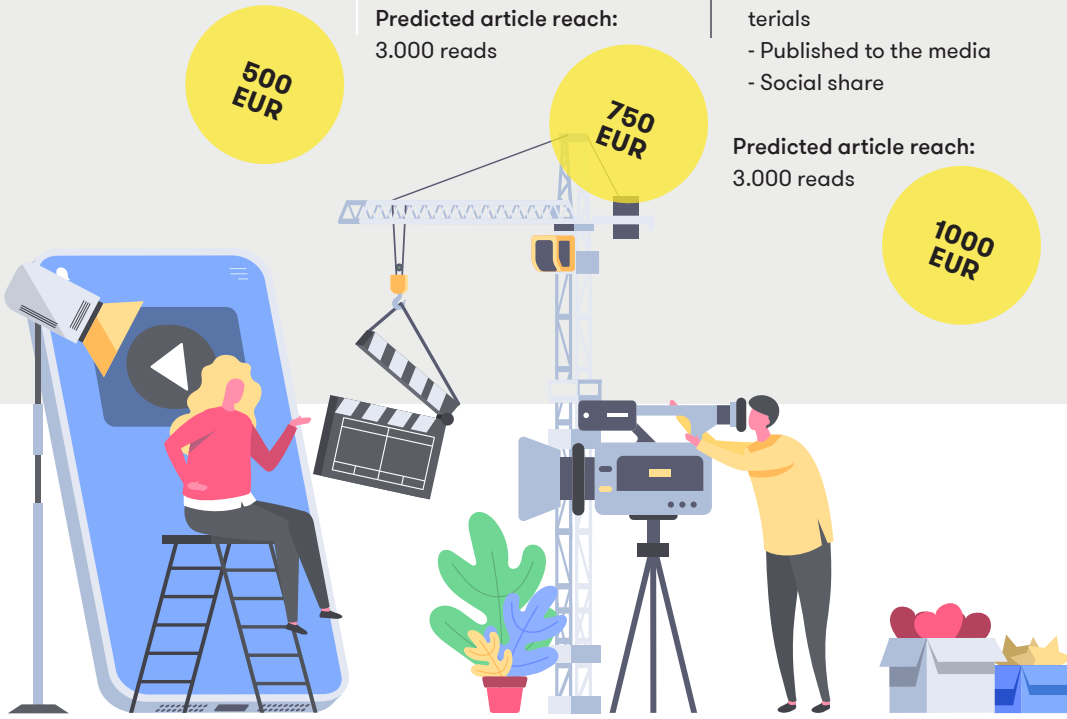
Video views on platforms:
10.000 views (min)

XXL / ADVERT + VIDEO HOST

ADVERTORIAL VLOG FORMAT + VIDEO WITH HOST + PAID PROMOTION ON FB

- Editorially prepared advertorial content
- Productions of photo materials
- Production of video b-rolls
- Video host Jan Macarol / vlog format
- Narration & voice over
- Production of podcast & distribution
- Published to the media
- Social share
- Social share on authors channels
- Boost on FB and different channels

Predicted article reach:
7.500 reads (min)
Video views on platforms:
30.000 views (min)



500 EUR

750 EUR

1000 EUR

1250 EUR

1500 EUR

2250 EUR

Display AD units

DISPLAY AD UNITS / DESKTOP & MOBILE	CPM
BANNER 300 X 250	12 €
BANNER 300 X 600	18 €
LANDSCAPE BILLBOARD BANNER DIMENSIONS: 970*500; 970*250 (inview - top position)	20 €
VIDEO AD DIMENSIONS: 16:9 aspect ratio (inview - top position)	24 €
AD BACKGROUND (desktop only) DIMENSIONS: left & right BG image	26 €
VIDEO POP-UP DIMENSIONS: 9:16 aspect ration for mobile and 16:9 desktop	30 €
AD POP-UP BANNER / FULL SCREEN DIMENSIONS: 9:16 spect ration (IG story format - inview 100%)	28 €
AD TAKEOVER 24H - (AD EXCLUSIVE ON FIRST AND SECOND CLICK) - »on request« AD FORMATS: VIDEO POP-UP, BANNER TAKEOVER, INTXT VIDEO ESTIMATED DAILY REACH: 45.000 devices	1.500 € / daily

* All not listed format are possible thru agency client adserves, served as JS or HTML code.

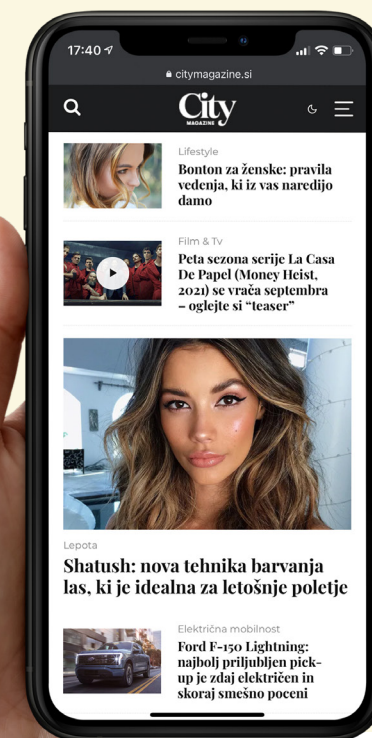
* The advertising client is fully responsible for the content of the advertisement, the medium reserves the right to refuse advertising.

* In case of capacity occupancy, the medium can extend the campaign until the realized number of impressions is realized. The media informs the client about the extension.

* In the event of a major discrepancy in the realization between the agency's ad server and the media, the data of the media server are valid if 10% more impressions are realized than ordered.

* The Agency is obliged to actively monitor the implementation of the ordered campaigns and in case of errors and problems to inform the media in the first half of the campaign.

* Online ads of all formats are served with an IProm adserver system adapted to serve ad formats.



+ specials

Need more info & custom offers

Book a coffee with our team

We will be happy to explain the projects and customize our offers to fit your brand!

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