

reformabit⁺

AGENCY FOR DIGITAL
CONTENT & MEDIA



AVTO



PAMETNI DOM



VIDEO TV SERIES + ONLINE ARTICLES

Na konec sveta
Moj prvi električni avto
Moj pametni dom

City
MAGAZINE

JM.
VLOGS

REFORM A BIT

Reformabit is **a new media company/agency** that combines the old media world with modern media approaches. In Slovenia, we are a leading modern media company in the field of lifestyle content.

We try to ignite editorial conversations and influence the culture of journalism, storytelling, and commentary on lifestyle, entertainment, relationships, dining, travel, mobility, technology, sustainability, and shopping advice.

We tell stories across digital content assets such as **podcasts, video stories, and other emerging formats**. Also, use editorial knowledge to create appealing advertorial content for clients.

Our portfolio features the most relevant and respected lifestyle magazine - City Magazine Slovenia (citymagazine.si). It combines it with other consumer categories and lifestyle media assets such as luxury lifestyle magazine Hedonizem (hedonism.si) and other projects planned for 2022.

Our **editor Jan Macarol** is also a digital content creator with over 50.000 followers on different platforms. Combining these portfolio assets creates a significant impact and can create stories that inspire!

As an agency for "digital media and content," we work with many independent content creators. As producers and managers. In this way, we create a bridge between brands and content creators. And have deep insights into storytelling - also in the newly emerging world of independent content creators.

We also produce stand-alone content for brands in the context of native advertising and content production. We work as a media engineering company on these projects, combining excellent talented producers with content knowledge.



**SOCIAL
NETWORK
FOLLOWERS
144.000 +**

**MONTHLY
FACEBOOK
CONTENT
ENGAGEMENT
1 M**

**300+
LIFESTYLE
ARTICLES**

**VIDEO POST REACH
400.500+**

**USER
COMMENTS
2,700**

Our social media and media assets reach: We believe in numbers!

The media group, which connects both media and content creators, currently has **144,000 followers** on social media. This enables us significant website traffic to the citymagazine.si website - with more than **50.000 daily visits**. That is an excellent figure, given that there are only 1.8 million online users in Slovenia. Almost 8% of all online users in Slovenia follow us on social networks, which is an excellent result for an independent boutique and lifestyle-oriented medium outlet. At the same time, we also create modern content, such as videos exclusively for social networks. In 2022, we have chosen social media platforms as our primary strategy. In that direction, we create special editorial units specialized just for social media content production. Because of that we believe that we will continue to grow successfully in the future. **With a great focus on video content.**

Our SOCIAL MEDIA Network @janmacarol & @citymagazine



SOCIAL MEDIA		FOLLOWERS	AVERAGE VIDEO REACH	MONTHLY ENGAGEMENT
	FACEBOOK (MULTIPLE ACCOUNTS) (JANMACAROL, CITY MAGAZINE, HEDONIZEM ... OTHER OWNED FACEBOOK SITES, GRUPS)	101.000* <small>(1.015.000 all users)</small>	37.540	850.000 user actions
	INSTAGRAM (MULTIPLE ACCOUNTS) (JANMACAROL, CITYMAGAZINE, HEDONIZEM)	25.340* <small>(380.000 all users)</small>	4.500 <small>(instastory reach)</small>	15.000 user actions
	LINKEDIN (ALL STAR ACCOUNT)	16.200* <small>(180.000 all users)</small>	3.200	*
	TWITTER	1.900* <small>(230.000 all users)</small>	*	*
SUM FOLLOWERS:		144.440 FOLLOWERS	45.000 VIDEO VIEWS AVG.	1M USER ACTIONS
* THE DATA WAS IDENTIFIED // OCTOBER 2020 ** ALL USERS (SI)				

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 **62.000 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.



City
MAGAZINE

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

750K

Avg.
Monthly uniques

1.2MM

Monthly Page Views

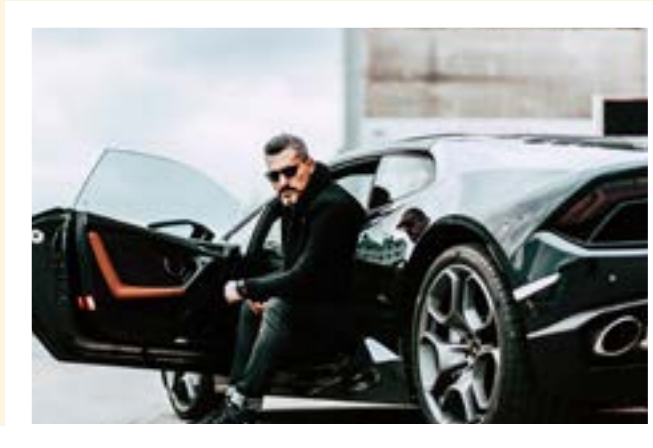
57% | 43%
Female | Male

50K
Daily Visits

144 T
Social Followers

Jan Macarol

Jan Macarol is a multimedia enthusiast who has been involved in the advertising triangle for more than **20 years**. Last decade he specialized in social media and content creation for clients. His advertorials are always excellent storytelling. In the position of executive editor of one of the most prominent free sheet magazines in Slovenia - City Magazine - he is developing trending and viral content for topics all over the spectrum of lifestyle, connected with technologies, cars, fashion, and travel. He started vlogging at the end of 2017 and gained excellent responses and a large viewer base. His videos reach an average of **37.540 views** and an average of 350 interactions (shares, likes, comments) on Facebook. He also uses LinkedIn, Youtube, and Instagram - which he smartly combines with the social media channels of his media outlets (City Magazine, Hedonizem) to multiply the reach of the content. His goal is to create a successful hybrid system between City Magazine's executive editor role and his personality as a content creator.



JM.
VLOGS

Cars with passion, Travel, Overlanding,
Technologies & stuff for Geeks

50K

Followers on
social networks
(FB sites, Groups, IG,
TIKTOK)

160

Vlogs published

50% | 50%

Female | Male

35T

Average video view

Content topic pillars for 2022:

46 / vlog titles yearly, aprox. 1 / weekly “show”

Jan has created more than 160 short films published on digital platforms (YT, FB). This time in cooperation with City Magazine, he presents a series of video shows that will be present online and on classic television combined with various media formats. At the same time, they will be supported by published articles in the media citymagazine.si. In addition to the text body of the article, the posts will include photo materials, video, and a podcast. They will represent a unique form of multimedia content. Joined together to gain reach on social networks.

The content of the shows is diverse. They represent three content pillars in which Jan and City Magazine are recognized as the creator of quality content. As evidenced by numerous previous collaborations with business partners from these advertising categories.

Jan will address the topic of travel, far from the crowds in the series »At the End of the World«, where he will discover near and far European destinations that are less known to the general population but are considered natural hidden

gems. In this series, the main emphasis will be on sustainable development, ecology, and contact with nature. He will travel with an overland vehicle with off-grid capabilities, solar electric power, and an independent water supply. This adventure will be accomplished by adrenaline experiences, trekking, and mountaineering, or popular sports of the destinations - wave surfing.

The second series, »My smart home,« will follow the transformation of Jan's flat/studio into a modern smart living environment, where connected devices will create the ecosystem of the smart home of the future. In practice, he will plan the design of such a home with partners and try to find out what challenges we will face in this area in the future.

The third series will be dedicated to modern mobility entitled »My first electric car.« In this series of video and written contributions, Jan will answer all questions about owning an electric vehicle. And experienced both advantages and disadvantages of such ownership.



E-mobility / Sustainability / 12 shows

My first electric car



My first electric car is the first content project to link posts in traditional media with content creator posts on social media. It is a »doco« reality project of personal experience with owning an electric car and all the challenges that ownership brings—documented in articles published on the media the web portal citymagazine.si and the social channels of the creator of video content Jan Macarol. The mix of posts ensures the exceptional value of content on both traditional media and modern social platforms. With an emphasis on good and quality content. And the distribution of content also through unconventional channels, such as the business social network LinkedIn, because Jan has there a record number of followers on LinkedIn in Slovenia, with more than 16,000 business connections.

The essence of the project is to reach the content and present e-mobility to the right demographics. To reach potential buyers of electric



cars. And bring them closer in practice to owning an electric vehicle, with all the challenges of living in a multi-apartment building that is not ready for electric cars, for example.

In recent years, Jan has been paying close attention to the e-mobility segment at City Magazine. He was writing more than 50 articles about electric cars. At the same time - this year, he is incorporating more and more sustainable life guidelines into his life, including purchasing an electric vehicle as one of his projects.

He has an older follower base with greater purchasing power than the average content creator/influencer.

Demographic

The reach of video creator and citymagazine.si shows exciting demographics, which on average belongs to the middle age group and is better situated than the average demographics of Slovenian online media. They are more technologically aware. As much as 87% of the content is accessed via mobile devices, which are in a higher price range. They are also above average interested in sustainable topics, which they follow in the regular column on City Magazine.

Video creator Jan Macarol also puts "sustainability" at the forefront of the media production plan for 2021/2022. In addition to e-mobility, he will also cover sustainable living through his life experiences, travel, and the "smart home series" planned for 2022.

Topics:
Electric car ownership, Sustainability

Emphasis:
E-mobility, Transport

30K
Video views expected / per video

15K
Image views /

4 story sets
IG stories / making of

3k - 5k
IG reach per story set

7.500
reads
citymagazine.si

PACKAGE	NOTES	PRICE / per 1 video
CAR SPONSORSHIP	Car featured in 12 videos and in focus of interest.	15.000 €
GOLDEN	Big sponsor of one video. Featured multiple times in content and mentioned.	1.300 €
SILVER	Mention, product placement, usage of product or service,	750 €

Travel / Overlanding / 12 shows

At the end of the world



Topics:
Travel, Overlanding, Outdoor sports

Emphasis:
Back to nature, Sustainability, Off-grid

35K
Video views
expected / per
video

70 stories
IG stories per trip

20K
Image views /
per post

3k - 5k
IG daily reach

7.500
reads
citymagazine.si /
per trip

Jan will address the topic of travel, far from the crowds in an off-grid environment, in the series »At the End of the World, «where he will discover near and far European destinations that are less known to the general population but are considered natural hidden gems. In this series, the main emphasis will be on sustainability, ecology, and contact with nature. He will travel with an overland vehicle with off-grid capabilities, solar electric power, and an independent water supply. This adventure will be accomplished by adrenaline experiences, trekking, mountaineering, skiing, or popular sports on the destinations.

The series will be produced for 12 months. A video is published every month, daily posts on IG during the trip, and a written story in citymagazine.si. The published story will be written in a travel »blog« explainer format with all the road trip details such as costs, etc. Jan will not travel alone. And will bring friends



and family members along to adventures. Although the end of the world seems far away, we live in a great part of the world, where after a few hours of driving, we can find ourselves in incredible wilderness and places we have never heard of or visited. In addition to these beautiful and pristine natural pearls, Jan will make at least

two major expeditions in 2022. In the winter, he will be looking for the warmest continental place in Europe, and in the summer, he will go looking for winter in the middle of summer. He will also visit some exotic places, the biggest glacier in Europe, and some other destinations we don't want to disclose at this moment.

PACKAGE	NOTES	PRICE
CAR SPONSORSHIP	Car featured in 12 videos, 12 articles and in focus of interest.	15.000 € / Y
GOLDEN	Big sponsor of one video. Featured multiple times in content and mentioned.	1.000 €
SILVER	Mention, product placement, usage of product or service,	750 €

Futurism / Gadgets / 12 shows

My Smart Home



PAMETNI DOM

Topics:

Connected devices, Smart home, Gadgets

Emphasis:

Futurism, Tech, Home

22K

Video views
expected / per
video

12K

Image views /

2 story sets

IG stories / making of

3k - 5k

IG reach per
story set

5.000

reads
citymagazine.si

For everyone, in the **post-Coronian** period, the home has become much more in the center of our lives. And because we live in a world of connected devices, Jan is interested in what that means and how he can turn his home into a 2.0 home. He will therefore be working with partners in the technology industry to address what a smart home is. And in his own experience, he will try to modify his »ultimately« classic home as much as possible and turn it into a modern home of the future. He will look for the most intelligent house in Slovenia, test and buy smart household appliances that will save him time, and deal with video surveillance and legal aspects. Also, sustainability and energy saving will be at the center as part of the green guidelines and agenda of the produced content. He

will talk to IT experts and also make a panel/ podcast... »How do you imagine an intelligent home 2.0« In it, there will be an interesting debate about what home 2.0 is.

Twelve videos and custom podcasts will support a series of **12 articles** in **City Magazine Slovenija**. The series will take you to the home of the future. And all the dimensions of home 2.0 that this exciting emerging industry brings to everyone.

The main exclusive sponsor has credit titles at the beginning of the video - »powered by« even if the content of the vlog is not connected to the brand directly. **6 of 12 vlogs** are exclusive to the brand and focused on brands' products or solutions. The other six videos are focused »directly« on the topic of smart homes.



PACKAGE	NOTES	PRICE / per 1 video
MAIN EXCLUSIVE SPONSOR	Exclusive sponsorship of 12 videos to only one sponsor. No other sponsors of the show.	15.000 €
GOLDEN	Big sponsor of one video. Featured multiple times in content and mentioned.	1.500 €
SILVER	Mention, product placement, usage of product or service,	750 €
BRONZE	Product placement	500 €

Case Study - 2018 : **Chiefs Apprentice by Mastercard**

Plot: Influencer and a vlogger Jan Macarol sets of on a six-month voyage to master basic culinary skills and convince chef Uroš Štefelin to let him in his kitchen. Chef tests his „apprentice“ with seven priceless challenges and sends him on a quest for culinary knowledge. Altogether 14 vlogs.

Chef's video challenges had varied from culinary, lifestyle to philosophy and practice and had allowed the „apprentice“ to be innovative in interpreting and meeting them head-on. Influencer's skill progress had progressed in online vlogs, printed articles, and photo/video content on social media.

To fulfill each task, the influencer had a Mastercard card at his disposal. For cross-promotion, some challenges will leverage the existing Mastercard merchants (Hervis, Big Bang, Cineplexx, Tuš, OMV, Sonček).

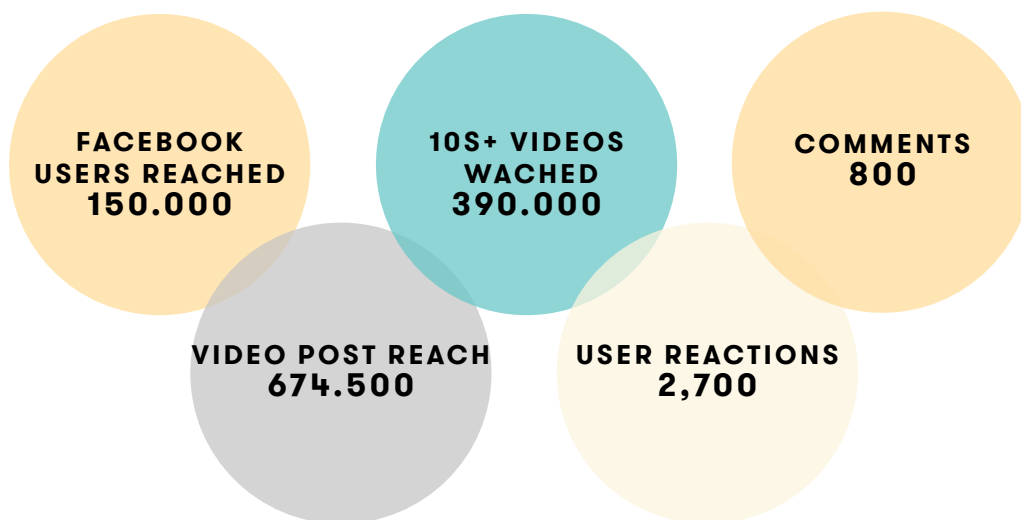
The show was co-produced and project led by the advertising agency Mayer McCann. Together with Jan, they shaped a strategy for a custom vlog »show«.

Culinary is a universal passion category that evokes the most basic pleasures and is relatable to each and every cardholder.

A premium culinary co-branding creates the opportunity for long-term activation and relevant content creation. An innovative story format allows generating interesting, entertaining, and engaging content throughout the year.

This communication concept enables Mastercard to leverage its existing local assets, subtly incorporating them in the culinary content, and secure a beneficial cross-promotion.

Basic Caste Study Stats 14 vlogs (only FB):



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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