



Stopping advertising to save money
is like stopping your watch to save time.

Henry Ford

AVTOFOKUS

THE LEADING SLOVENIAN CAR MAGAZINE

2023

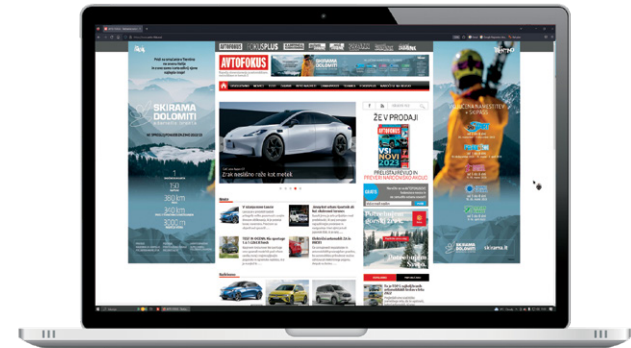
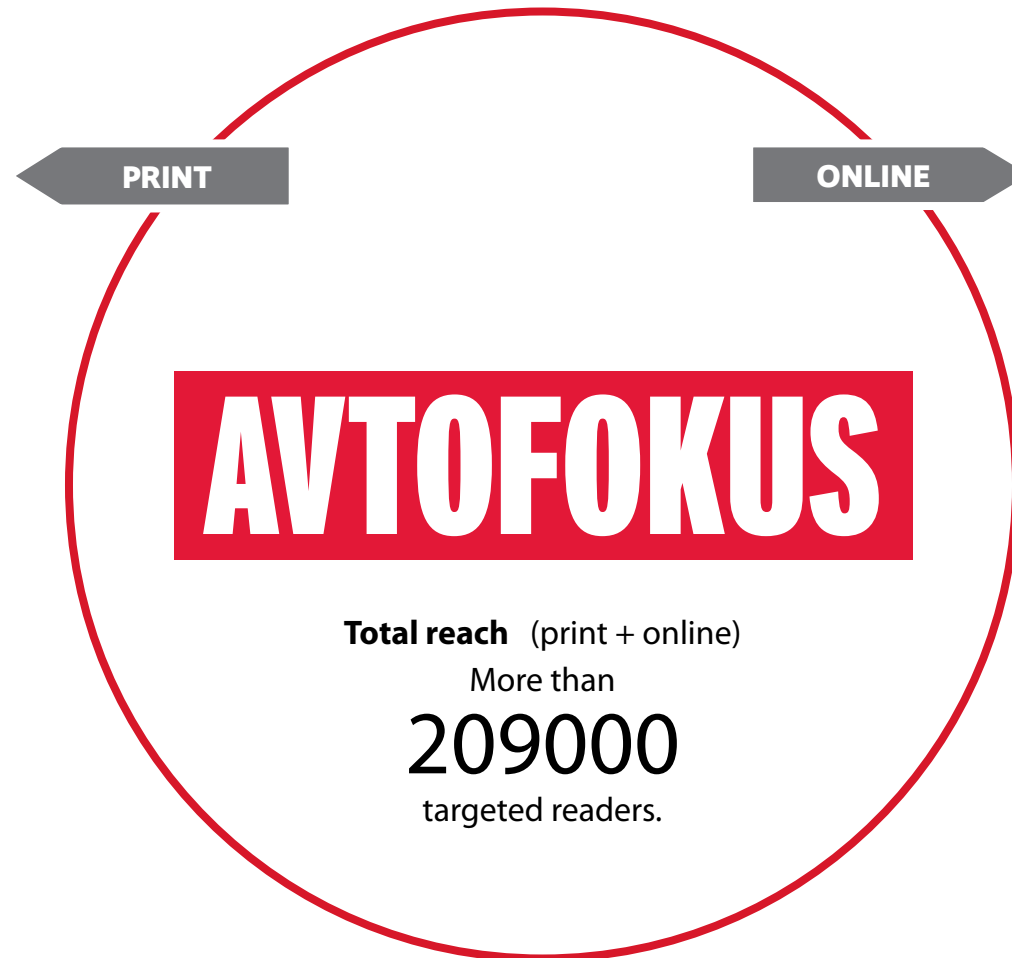
MEDIA KIT



Since August 1999 – 24 YEARS

- **Leading Slovenian Magazine** for cars, motorcycles, motorsport and Formula 1 (by number of copies distributed and volume).
- **The only Slovenian Car Magazine** with a regular Catalogue & Pricelist of new cars.
- **In each issue we feature e-mobility content** with Catalogue & Pricelist of new electric & plug-in hybrid cars on Slovenian market.
- **Comes with special insert** (free of charge, inserted in Avto fokus): Fokusplus, Travel & Outdoor Magazine (4x per year).

Audience of each issue: 38400–55000 readers (2018/2020, source: www.rbb.si)



Automotive & e-mobility content:

www.avto-fokus.si

- Daily news and interesting facts
- Tests (a complete archive of car reviews published in magazine Avto fokus)
- Car reveals and exclusive content
- Technical news, tips & advices
- Photo and video galleries
- Our stories engage on multiple platforms through our newsletter, website, Facebook and Instagram

Audience: more than 163000 per month (average 2022)



RELEASE: every 15th of the month

Frequency: monthly (10 issues/year; winter and summer double issue)

Retail price per issue: 5.50 €

Volume: from 116 to 180 pages

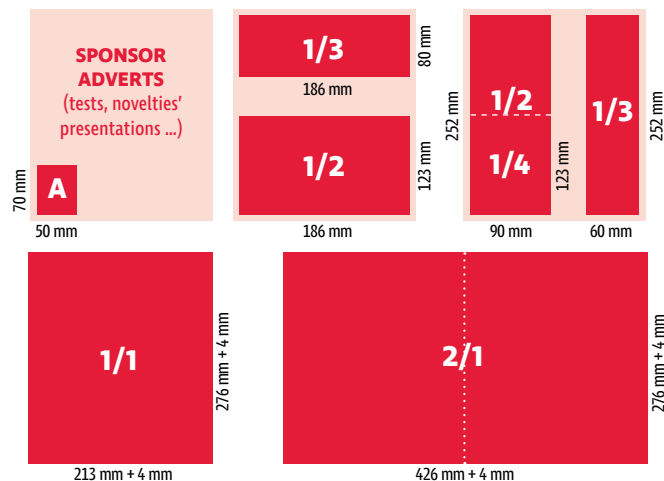
Print run: from 12000 to 15000 copies per issue

Distribution: subscribers (2800) + over 1700 retail points sale

Average age of readers: 33,5 years

Demographics: Men; middle & high income

ADVERTISING FORMATS



Print rates

Inside pages

A – sponsor adverts (tests, novelties' presentations ...)	480 €
1/4 (90 x 123 mm)	900 €
1/3 (60 x 252 mm / 186 x 80)	1300 €
1/2 (186 x 123 mm / 90 x 252 mm)	1600 €
1/1 (213 x 276 mm + 4 mm bleed)	2900 €
2/1 (426 x 276 mm + 4 mm bleed)	3900 €

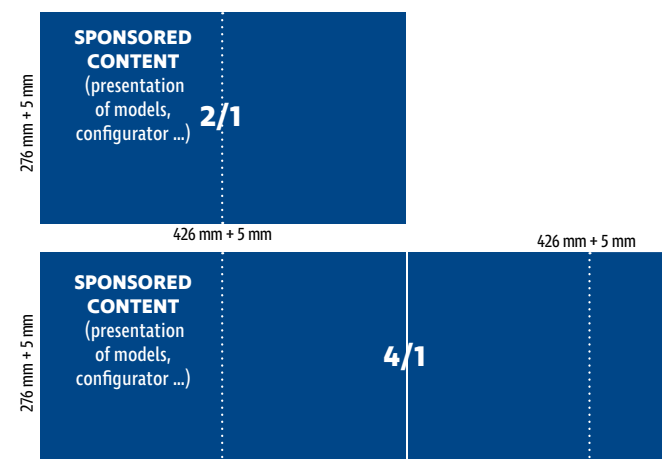
COVER

2. or 3. cover	3400 €
2/1 (2. or 3. cover spread)	4500 €
4. cover (plastified)	4200 €

Specifications and delivery

Send your material to info@avtomedija.si as a **PDF format** (CMYK, 300 dpi).

PAID CONTENT



Paid content rates

Special articles related to the advertiser

2/1 – two-sided presentation article	3900 €
4/1 – four-sided presentation article	4900 €

Editorial calendar 2023

NUMBER	ISSUE DATE	MATERIALS DEADLINE
283	15. February 2023	Tuesday, February 07, 2023
284	15. March 2023	Wednesday, March 08, 2023
285	15. April 2023	Friday, April 07, 2023
286	15. May 2023	Monday, May 08, 2023
287	15. June 2023	Thursday, June 08, 2023
288–289	15. July 2023	Saturday, July 08, 2023
290	15. September 2023	Friday, September 08, 2023
291	16. October 2023	Monday, October 09, 2023
292	15. November 2023	Wednesday, November 08, 2023
293–294	15. December 2023	Friday, December 08, 2023

Rates do not include VAT. Valid from 15. 12. 2021

Rates

Advertising on website

A – Banner 728x90 px	350 € per week
B – Banner 300x250 px	350 € per week
C – Background takeover (2 x 500x925 px, left and right)	950 € per week
D – Video advert (max. 15 seconds before content)	600 € / 1000 views
E – Mobile banner: 300x250 px	350 € / week

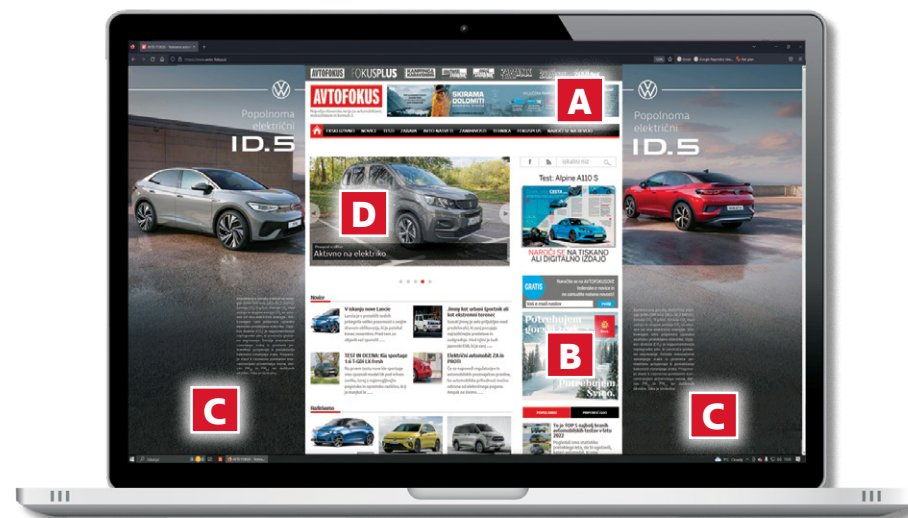
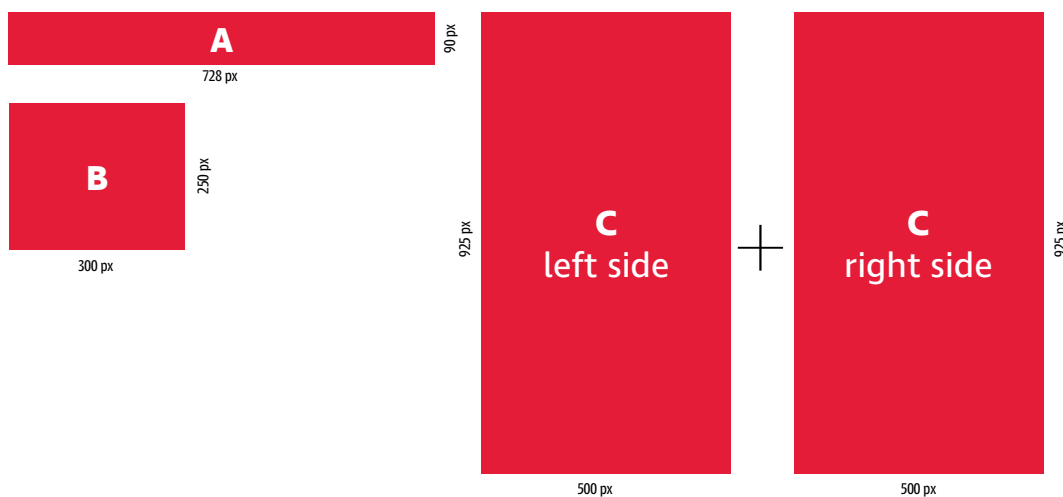
Other options of web promotion

Possibilities of **advertorials**, creation of **special sponsored contents**, **inquiries**, **prize games** and other promotional tools.

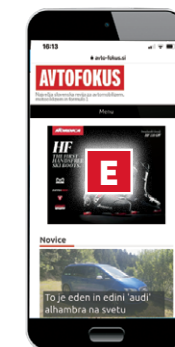
Specifications and delivery

Please verify the technical specifications and other details of your promotion with your contact person at Avto medija d. o. o. Finalized banners and other materials should be delivered to us at least 3 working days before publication on-line.

ADVERTISING FORMATS



Website audience



163.000
AVERAGE NUMBER
OF MONTHLY
USERS

We use the Iprom d. o. o. web advertising platform, therefore the iProm AdBreak and other advanced formats and technical solutions are available (see more on www.iprom.si).



avto medija
premium publishing house

24 years



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