

**aktivni.si** ŽIVLJENJE JE GIBANJE

*The most visited  
web site  
for active life style.*



MEDIA KIT

**www.aktivni.si**

**www.aktivni.si** publishes engaging content for those living an active life-style, but also for those who are about to make a step forward towards healthier life. One of its most intriguing features is cooperation with professionals from various sport- and health-related fields, who offer advice and answer user questions on a regular basis. Aktivni.si's team of professionals keeps the information credible and reliable.

**WEB USER INFORMATIONS**

|  |                    |
|--|--------------------|
| Number of unique users per month:                            | 376,815            |
| Number of impressions per month:                             | 2,345,665          |
| Average number of page views per user per month:             | 6                  |
| Average time spent per user per month on particular website: | 4 min 58 sec       |
| Distribution by gender:                                      | women 56%, men 44% |
| Total number of AML webzine subscribers:                     | 9,068              |

Source: MOSS, january 2025, internal data AML

**Social media**



Facebook: : Aktivni.si (@aktivni)



Instagram: aktivni.si



Foto: Shutterstock

## 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

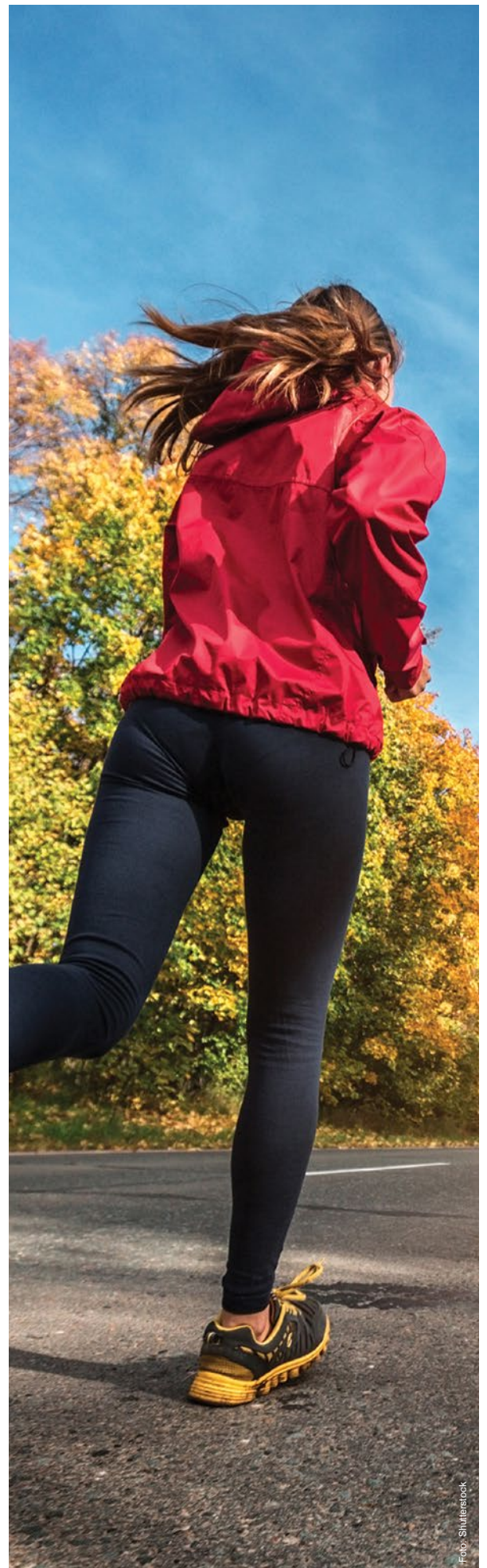
## Online price list 2025

| 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

| Advertising in e-zine        | Price per publication |
|------------------------------|-----------------------|
| Banner 600 x 150             | 350.00 EUR            |
| Promotional message + e-zine | 6740.00 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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