

MEDIA KIT

# COSMOPOLITAN



THE TOP-SELLING WOMEN'S MAGAZINE IN THE WORLD



# COSMOPOLITAN

**COSMOPOLITAN** is the Bible for intelligent, fun and fearless young women, who expect to take the most out of life. Impeccably styled they follow all the latest fashion and beauty trends in pursuit of a highly successful career and, eventually, a family, where Cosmopolitan acts as their most confident friend, showing them that they can achieve or get their hands on anything they could possibly desire. In a fun, yet responsible way, the magazine strives to present every single topic that is interesting to any modern-day young woman. Cosmopolitan women are also invited to follow the world of Cosmo on the newly re-designed website and social media.



Photo: COSMOPOLITAN MAGAZINE

PUBLISHED ON THE LAST THURSDAY OF EVERY OTHER MONTH

[www.cosmopolitan.si](http://www.cosmopolitan.si)



# COSMOPOLITAN

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**Website for every Cosmo Woman** [www.cosmopolitan.si](http://www.cosmopolitan.si) publishes up-to-date content, which every Cosmopolitan girl and woman has to know about even before the latest issue of the Cosmopolitan magazine is out. Cosmo writes about sex, relationships, men, fashion, beauty, career, health, what's in?, celebrities and takes a peek at what the stars have install for you in Cosmo horoscope. Cosmopolitan.si also hosts and supports a special yearly project called 'Hud Job' (Top-notch Job).



**Magazine in digital edition**

[www.magzter.com/publishers/Adria-Media-Ljubljana](http://www.magzter.com/publishers/Adria-Media-Ljubljana)

**Social media**



**FACEBOOK:** Cosmopolitan Slovenija (@CosmopolitanSlovenija)



**TIKTOK:** cosmopolitanslo



**INSTAGRAM:** cosmopolitansi

**Insert**

Cosmo Study Calendar



**Projects**

Hud Job  
Cosmo Influencer  
Cosmo Event For Birthday Party  
Cosmo Beauty Awards

## DEMOGRAPHY OF READERS

<b>Target group:</b>	women 20-34 years
<b>Distribution by gender:</b>	women 72%, men 28%
<b>Education:</b>	secondary school, high school or more
<b>Work activity:</b>	employees, students
<b>Monthly personal income:</b>	medium and medium high

Source: Mediana, TGI 2023

## READERSHIP

<b>Reach:</b>	6.1% (98,600)
<b>Average print copies:</b>	13,000
<b>Readers per copy:</b>	8
<b>Average reader age:</b>	41 years

Source: Mediana, TGI 2023, internal data AML

## WEB USER INFORMATIONS

<b>Number of unique users per month:</b>	402,715
<b>Number of impressions per month:</b>	2,901,339
<b>Average number of page views per user per month:</b>	7
<b>Average time spent per user per month on particular website:</b>	6 m 29 s
<b>Distribution by gender:</b>	women 56%, men 44%
<b>Total number of AML webzine subscribers:</b>	8,392

Source: MOSS, January 2024, internal data AML












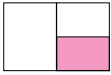
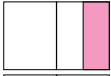
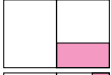
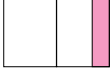
Photo: COSMOPOLITAN MAGAZINE

## Price list 2024

**Cover (format in mm, extra 5 mm bleed is required for full-page ad design on all sides)**

	2/1	- cover page 2, and inside page 3	7,200 EUR
	1/1	- cover page 3	3,800 EUR
	1/1	- cover page 4	5,100 EUR

**Inside (format in mm, extra 5 mm bleed is required for full-page ad design on all sides)**

	2/1	(420 × 280 mm)	5,300 EUR
	1/1	(210 × 280 mm)	3,300 EUR
	1/2 landscape	(175 × 120 mm/no bleed is needed) (210 × 132 mm)	2,100 EUR
	1/2 portrait	(84 × 238 mm/no bleed is needed) (99 × 280 mm)	2,100 EUR
	1/3 landscape	(175 × 78 mm/no bleed is needed) (210 × 78 mm)	1,380 EUR
	1/3 portrait	(54 × 238 mm/no bleed is needed) (64 × 280 mm)	1,380 EUR

**Important! The deadline for the submission of advertising materials is 14 days prior to publication**

For all the special advertising options please turn to the ad sales responsible for the magazine in print or/and digital edition.



## Online price list 2024

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



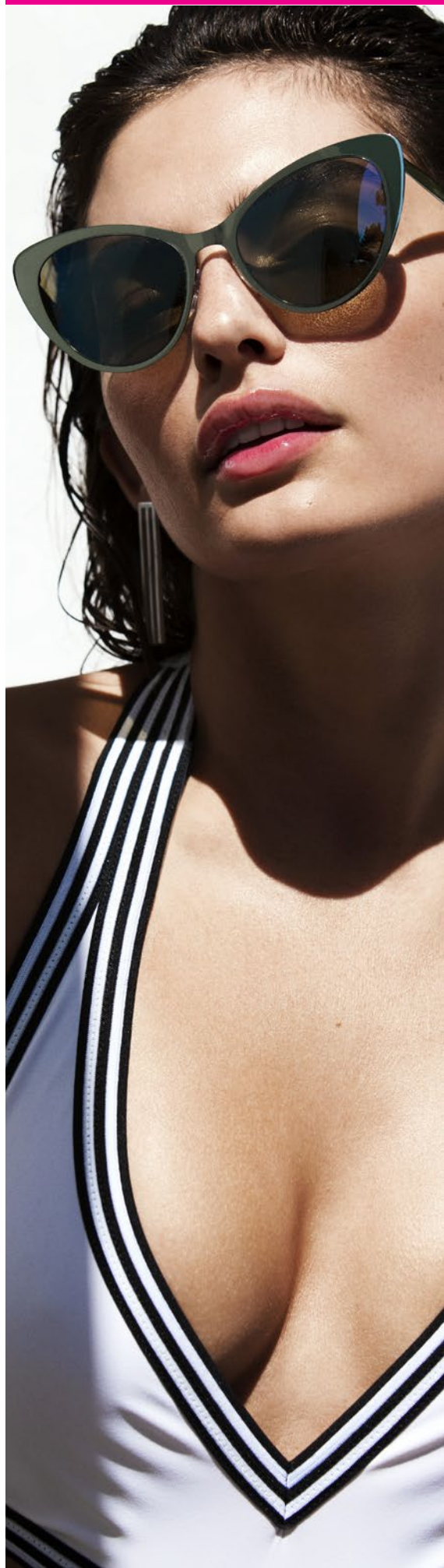


Photo: COSMOPOLITAN MAGAZINE

## Online price list 2024

### Special advertising options

### Price per publication

Promotional message	500.00 EUR
Editorial promotional message + FB post + e-zine (metropolitan.si)	1,100.00 EUR
Editorial promotional message + homepage exposure (n1info.si)	1,100.00 EUR
Editorial promotional message with guaranteed reach 5.000 readings	2,500.00 EUR
Complex contest (production of the application form, quiz...)	900.00 EUR
Promotional video TikTok (metropolitan.si)	1,200.00 EUR
Promotional video (classic reportage)	1,200.00 EUR
Promotional video (interview, podcast, talk show...)	2,000.00 EUR
Promotional video (advanced creative production)	custome
Sponsor section	1,100.00 EUR*
Small banner on website	1,100.00 EUR*
Mailing to the entire EPP base	2,500.00 EUR

\* PRICE PER MONTH

### Advertising in e-zine

### Price per publication

Banner 600 x 150	350.00 EUR
Promotional message + e-zine	640.00 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



# COSMOPOLITAN

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