

---

---

A long-exposure photograph of a road at night, showing vibrant light trails from cars in various colors (red, blue, white, orange) as they move along the road. The road curves to the right, and there are some road signs visible in the distance.

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

*Henry Ford*

# AVTOFOKUS

THE LEADING SLOVENIAN CAR MAGAZINE

# 2024

MEDIA KIT

---

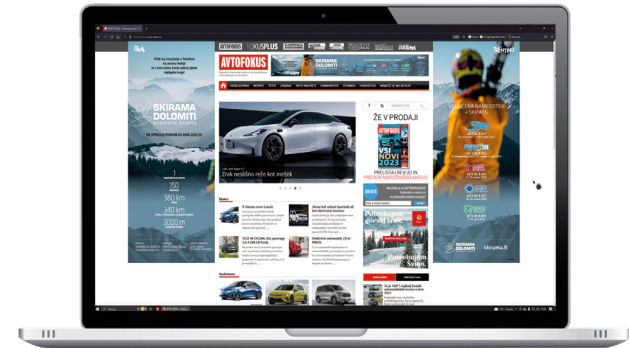
---



Since August 1999 – 25 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](http://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)





## 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

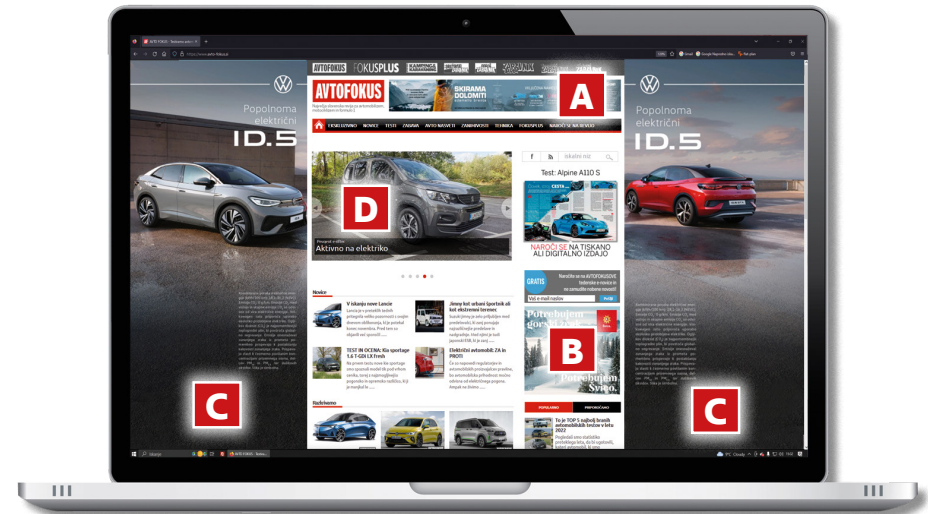
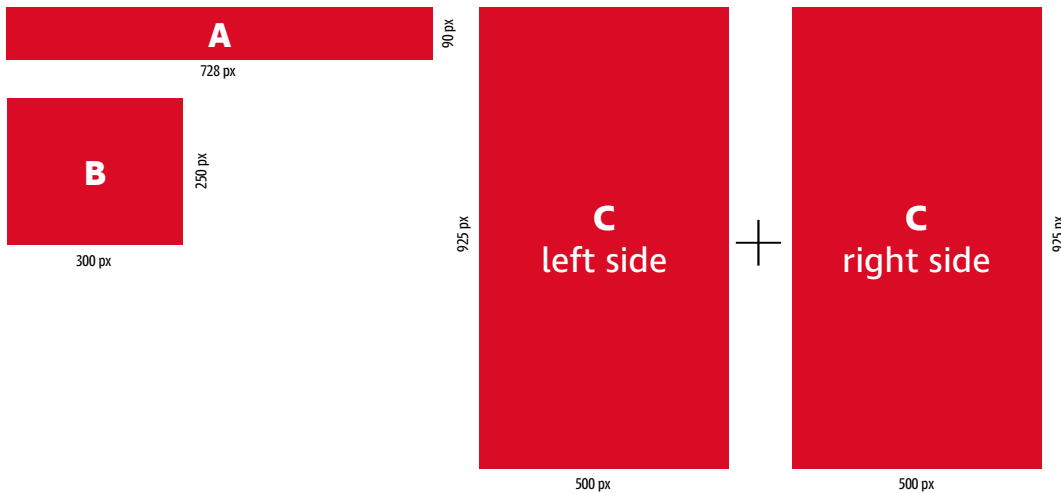
## Other options of web promotion

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](http://www.iprom.si)).



  
**avto medija**  
premium publishing house

**25**<sup>let</sup>  
**OBLETNICA**

2019  
**AAA**  
Boniteta odličnosti

  
**Excellent**  
Small & Medium Enterprises  
Gospodarska zbornica Slovenije  
Chamber of Commerce and Industry Slovenia

Dimičeva ulica 16, 1000 Ljubljana, Slovenia • **T:** +386 1 236 10 00 • [www.avtomedija.si](http://www.avtomedija.si) • **E:** [info@avtomedija.si](mailto:info@avtomedija.si)