

City
MAGAZINE

**12,7 milion sesions /
8,5 milion monthly users**

travel. style. gear. It's City Magazine

Of course, it means you live for travel. For style. For gear. But beyond that, to be CityMagazine is to embrace the spirit of exploration—both out in the world and within yourself. It's as much about how you think as how you pack, dress or equip yourself. That's why, as culture and technology evolve, we use our platform to chart the course forward.

To be CityMagazine is to champion diversity in every journey, respecting all backgrounds, identities and perspectives. It's to demand sustainability in every choice, believing that the best adventures leave the lightest footprint.

To be CityMagazine is to curate content that celebrates your individuality—while inspiring you to grant that same freedom and respect to others.

Jan Macarol @janmacarol / chief editor

Jan Macarol



reforma **nit**

a media managment & development company

CityMagazine.si: Passport to Travel · Style · Gear

Since our online launch in October 2013, CityMagazine.si has grown from a local start-up into Slovenia's premier lifestyle destination. Over 12 years, our mobile-first platform has published 60 000+ expertly crafted articles—spanning science, technology, automotive and contemporary lifestyle—with standout features achieving 1.2 million reads apiece.

Today, CityMagazine.si commands 12 million monthly sessions, 8.4 milijon unique visitors and 25.000.000 page views (GA)—metrics that place us shoulder-to-shoulder with the world's leading media brands. We rank among the top 10 lifestyle media outlets globally, and our differentiated audience—evenly split between men and women—makes us uniquely positioned to speak to both genders with equal authority.

Global Reach, Local Expertise

In the past five years, we've meticulously translated our content into 20 languages, enabling brands to connect authentically with diverse audiences across Europe, the Americas and beyond. Our steady, strategic growth positions CityMagazine.si among

international heavyweights—yet with the agility and personal touch only an independent outlet can deliver.

A Modern, On-the-Go Audience

As a true mobile-first platform, 97 % of all visits come from smartphones and tablets—and 26.5 % of those users are on Apple devices—so our readers are digitally savvy trendsetters who embrace cutting-edge experiences and innovative advertising formats.

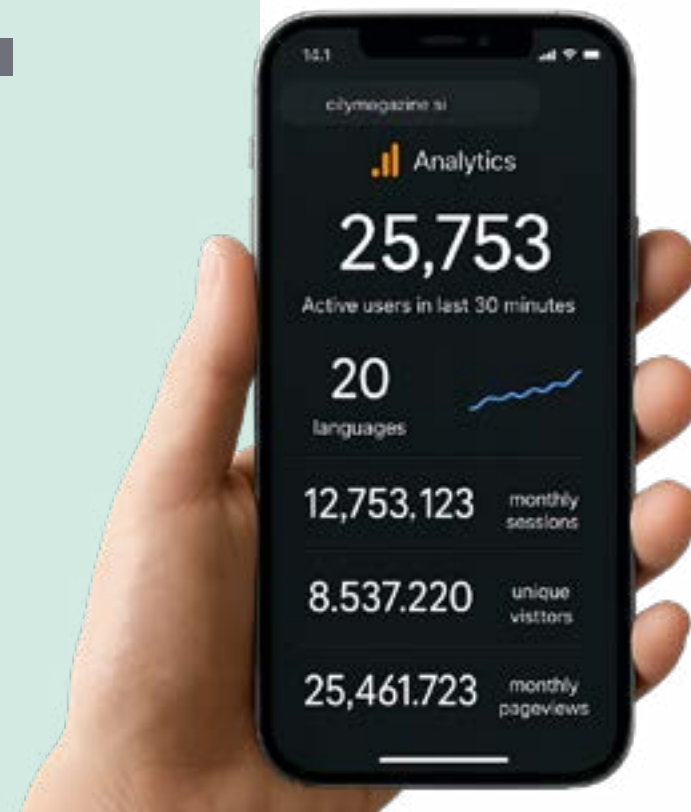
Engaged Community & Trusted Authority

We drive vibrant engagement across social platforms, boasting 63 000+ followers on our flagship Facebook page—and 150 000+ across our extended network. Our newsletter reaches 55 500 subscribers weekly, all eager for the latest in travel, style and gear.

At CityMagazine.si, we do more than report trends—we help define them. Collaborate with us to showcase your brand in a premium, multilingual environment that celebrates innovation, sustainability and individuality.

Travel · Style · Gear

Step into the future of lifestyle media with



reforma
bit

a media management



* data collected GA MAJ 2025

Demographics: sophisticated ... iPhone users

CityMagazine.si delivers an unrivaled blend of global reach, gender-balanced engagement and mobile-first excellence—making us the ultimate platform for travel-style-gear storytelling.

In the past 90 days, over 95 % of our traffic has streamed from Tier-1 markets in North America, Western Europe and Asia-Pacific—led by Germany (7.4 %), South Korea (7.3 %), the United States (5.9 %), Japan (5.8 %) and Sweden (4.9 %).

This premium audience skews 59 % female to 41 % male, offering brands the rare opportunity to connect authentically with both genders at scale.

As a true mobile-first destination, 91 % of sessions occur on smartphones, with just 4.4 % on desktops and 4.3 % on tablets—and an exceptional 26.5 % of our mobile users choose Apple devices.

These digitally savvy trendsetters find us through the most competitive tech and gear searches—"iPhone 17," "Apple Watch Ultra 3," "Tesla Model Q," "DJI" and more—underscoring CityMagazine.si as the definitive authority in today's travel-style-gear conversation.

Our most valuable audience is the 25–54 age bracket, now driving 75 % of all engagement on CityMagazine.si.

Comprised of upwardly mobile professionals and trendsetters—split nearly evenly between women and men—this cohort commands real purchasing power and influence.

By tailoring content to their passions in travel, style and gear, we deliver a premium environment where your brand can connect authentically with decision-makers and early adopters.

Choose CityMagazine.si to reach the demographic that not only consumes content but turns inspiration into action.

Native content rates

XS / BASIC

CLIENTS PREPARED PR FOR PUBLISH

- Clients PR content
- Published to the media
- Social share
- Label - Sponsored

Predicted article reach:

20.000 reads
/ 20 languages

2.500 €

S / ADVERT

ADVERTORIAL PREPARED FOR THE CLIENT BY THE EDITOR

- Editorially prepared advertorial content
- Client provides photo materials
- Published to the media
- Social share

Predicted article reach:

30.000 reads
/ 20 languages

4.500 €

M / ADVERT + FOTO

ADVERTORIAL PREPARED FOR THE CLIENT BY THE EDITOR + PROFESIONAL PHOTOGRAPHY SET

- Editorially prepared advertorial content
- Productions of photo materials
- Published to the media
- Social share

Predicted article reach:

40.000 reads
/ 20 languages

6.500 €

L / ADVERT + VIDEO VOICEOVER

ADVERTORIAL PREPARED FOR THE CLIENT BY THE EDITOR + VIDEO EDIT WITH VOICEOVER

- Editorially prepared advertorial content
- Productions of photo materials
- Production of video b-rolls
- Video host Jan Macarol / vlog format
- Narration & voice over
- Production of podcast & distribution
- Published to the media
- Social share
- Social share on authors channels

Predicted article reach:

45.000 reads / 20 languages

8.500 €

XL / ADVERT + VIDEO HOST

ADVERTORIAL VLOG FORMAT + VIDEO WITH HOST

- Editorially prepared advertorial content
- Productions of photo materials
- Production of video b-rolls
- Video host Jan Macarol / vlog format
- Narration & voice over
- Production of podcast & distribution
- Published to the media
- Social share
- Social share on authors channels

Predicted article reach:

60.000 reads (min)

Video views on platforms:

10.000 €

XXL / ADVERT + VIDEO HOST

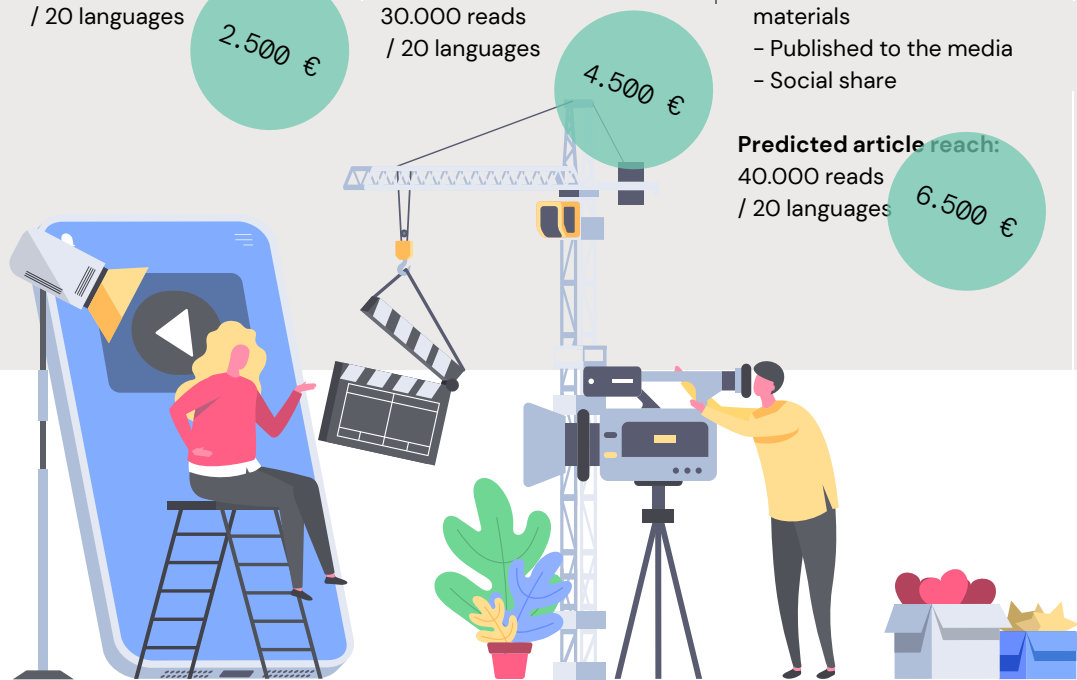
ADVERTORIAL VLOG FORMAT + VIDEO WITH HOST + PAID PROMOTION ON FB

- Editorially prepared advertorial content
- Productions of photo materials
- Production of video b-rolls
- Video host Jan Macarol / vlog format
- Narration & voice over
- Production of podcast & distribution
- Published to the media
- Social share
- Social share on authors channels
- Boost on FB and different channels

Predicted article reach:

75.500 reads (min) / 20 languages

15.000 €



Display AD units 2025

DISPLAY AD UNITS / DESKTOP & MOBILE	CPM + 20% country targeted / max 8 markets
BANNER 300 X 250	7 €
BANNER 300 X 600	10 €
LANDSCAPE BILLBOARD BANNER DIMENSIONS: 970*500; 970*250 (inview - top position)	10 €
VIDEO AD (INLINE) DIMENSIONS: 16:9 od 9:16 aspect ratio (inview - top position)	12 €
AD BACKGROUND (desktop only) DIMENSIONS: left & right BG image	15 €
VIDEO POP-UP DIMENSIONS: 9:16 aspect ration for mobile and 16:9 desktop	14 €
AD POP-UP BANNER / FULL SCREEN DIMENSIONS: 9:16 spect ration (IG story format - inview 100%)	14 €
AD TAKEOVER 24H - (AD EXCLUSIVE ON FIRST AND SECOND CLICK) - »on request« AD FORMATS: VIDEO POP-UP, BANNER TAKEOVER, INTXT VIDEO ESTIMATED DAILY REACH: 350.000 - TO 800.000 devices / min 1.500.000 ad imp.	10.000 € / daily

* The advertising client is fully responsible for the content of the advertisement, the medium reserves the right to refuse advertising.

* Google ads will display first in some cases ... even if ad exclusive is active.

* In case of capacity occupancy, the medium can extend the campaign until the realized number of impressions is realized. The media informs the client about the extension.

* In the event of a major discrepancy in the realization between the agency's ad server and the media, the data of the media server are valid if 10% more impressions are realized than ordered.

* The Agency is obliged to actively monitor the implementation of the ordered campaigns and in case of errors and problems to inform the media in the first half of the campaign.

* Online ads of all formats are served with an IProm adserver system adapted to serve ad formats.

+ 2025

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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