

No.1 regional
tech.life magazine

tech.life magazine

mobilni

 **Media Kit** 

About us

Mobilni tech.life magazine is the first Serbian tech.life magazine, primarily focused on mobile phones and communication markets, numerous gadgets and other interesting consumer electronics products.

Named Mobilni telefoni magazine, the first issue was published in September 1999.



Circulation: 10,000

Publication frequency: monthly

Distribution: Serbia and Montenegro



Mobilni magazine presents detailed reviews of the most attractive mobile devices, computers and gadgets. These reviews give readers a complete overview of the products' features with recommended market prices.

Integral part of Mobilni magazine is a Lifestyle section, which is a logical sequel to the gadgets story and follows topics like computer games, watches, airline industry, cars, design, etc. In lifestyle category, we also publish articles created in cooperation with MTV and DISCOVERY Channels.



In February 2011, we introduced new HOME section with articles about modern household appliances and technologies. This section completely follows tech.life style of our readers.

In our magazine



We can present client's products in different ways:

- Devices review
- News
- PR articles
- Sponsorship of the Lifestyle section
- Sponsorship of the Shopping guide
- Stamp on the cover page
- Special promotions
- Promotional material inserts





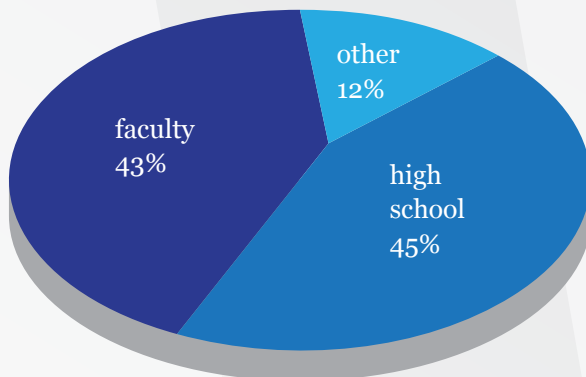
According to the research we conducted during 2010, Mobile magazine is mostly read by people aged 17 to 38, with university (43%) and secondary (45%) education.

When we talk about purchasing power of our readers, 37% have monthly income between 40,000 and 70,000 dinars, while 31% have income between 25,000 and 40,000 dinars.

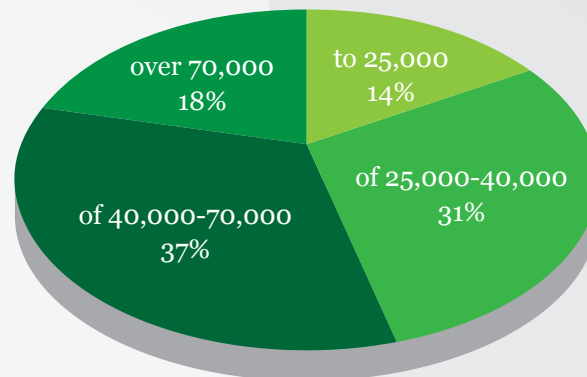
Mobile magazine is read by 66% male and 34% female population. Our target group are young people who want to follow and set new trends in their environment.



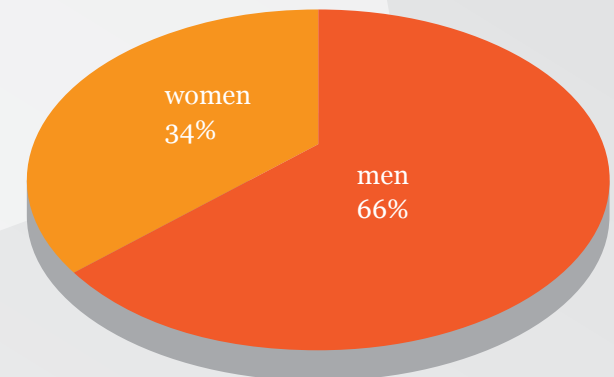
STRUCTURE BY
EDUCATION LEVEL



STRUCTURE BY
MONTHLY INCOME



SEX STRUCTURE



Price list – Print



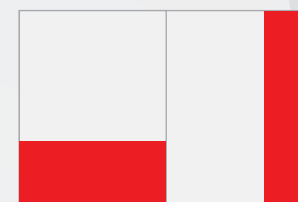
1/1 full page
203 x 280 mm*

1,050 €



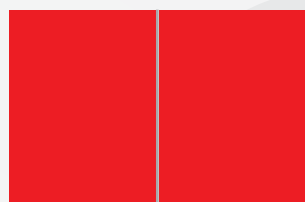
1/2 page
H: 203 x 140 mm*
V: 102 x 280 mm*

700 €



1/3 page
H: 68 x 280 mm*
V: 203 x 93 mm*

500 €



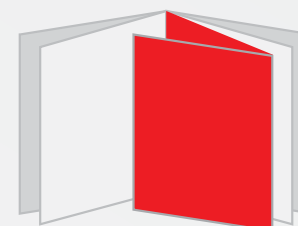
2/1 page
400 x 280 mm*

1,800 €



double cover
400 x 280 mm*

2,500 €



fold out
2 x 395 x 280 mm*

2,500 €

Advertisement reservation should be sent by email or by fax until 15th of month.

ADVERTISING TECHNICAL SPECIFICATION

File types: TIFF, EPS, PDF, CMYK - 300dpi

Magazine format: 203 x 280 mm + 3 mm bleed

Printing technique: Offset

Note:

Fonts have to be converted into curves and files have to be **FLATTENED**

*Ad recommendation - Margins for text:

- 15 mm on the left, 15 mm on the right
- 5 mm on the bottom, 5 mm on the top

PRICES IN EURO (without VAT)

2 nd cover page	1,600 €
3 rd cover page	1,250 €
4 th cover page	2,000 €
1 st page	1,250 €
Insert advertisement	2,000 €
Inserts (per copy)	0.08 €



Mobilni magazine online

We also offer you advertising possibilities on our web site, which has more than 30,000 visits per month. Instead of a classic banner, you can choose advertising by pop-up, branding background and floater (prices upon request).

We promote our web site using:

- Facebook
- Twitter
- Ovi Store
- Newsletter



PRICES IN EURO (without VAT)

Position	Size	Home page	Inner page	Package
1	728 x 90	500 €	400 €	800 €
2	468 x 60	300 €	200 €	400 €
3*	468 x 60	300 €	-	-
4	468 x 60	200 €	100 €	250 €
5	300 x 250	400 €	300 €	600 €
6	300 x 250	350 €	250 €	500 €
7	300 x 250	250 €	150 €	300 €

* Banner on the position 3 is available only on the home page.

Discounts and packages

DISCOUNTS

- 10% discount for upfront payment for three issues
- 20% discount for upfront payment for six issues
- 30% discount for upfront payment for twelve issues
- For advertising agencies, we offer special discounts

Special promotional packages:

- standard advertisement + banner
additional discount of 5% on the agreed individual amounts
- standard advertisement + PR article + banner
additional discount of 10% on the agreed individual amounts
- standard advertisement + PR article + instert
additional discount of 10% on the agreed individual amounts

We can also create different packages if desired by the client

NOTE

Price list terms can be changed only by the written approval - decision of GSM Advertising Director. Prices are in euro, without costs of a design solution and graphic preparation. Prices are without VAT. Payment in dinars, at selling exchange rate at Banca Intesa Belgrade, on the date of invoicing.

Our clients in 2010

- Alpha Copy
- As radio
- Asus
- Com Trade
- Direct Link
- Infoteam
- ITTV
- LG
- LMG
- Police
- Pakom
- Refot B
- Roaming
- SBB
- Singi
- Stav
- Cooler Master
- Sport Club
- TOP FM
- HP
- Telekom Srbija
- Olympus
- Execentar
- ERC
- Vip
- Avantalk
- Golden Point
- Asbis
- Belgrade design week
- PC Press
- HTC
- City magazin
- WCG
- RNIDS
- Audi
- Masel
- Hi Files
- Intel
- MTV
- Panasonic

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