

Published: since March 2014 **Frequency:** 4 x year

Distribution:

+ subscribers + retail at 4,8 € - over 1.000 points of sale (4.000 copies)
+ as free insert in 2 magazines: **Avto fokus** and **Družinski zabavnik** (22.000 copies)
+ **WINTER issue only: additional 2.000 copies** (ski fair Snežinka Ljubljana and new clients of Coris Assistance)

Volume: from 84 to 180 pages

Print run: 26.000 copies (Winter issue 28.000)

Audience/reach: 88.000 readers/issue

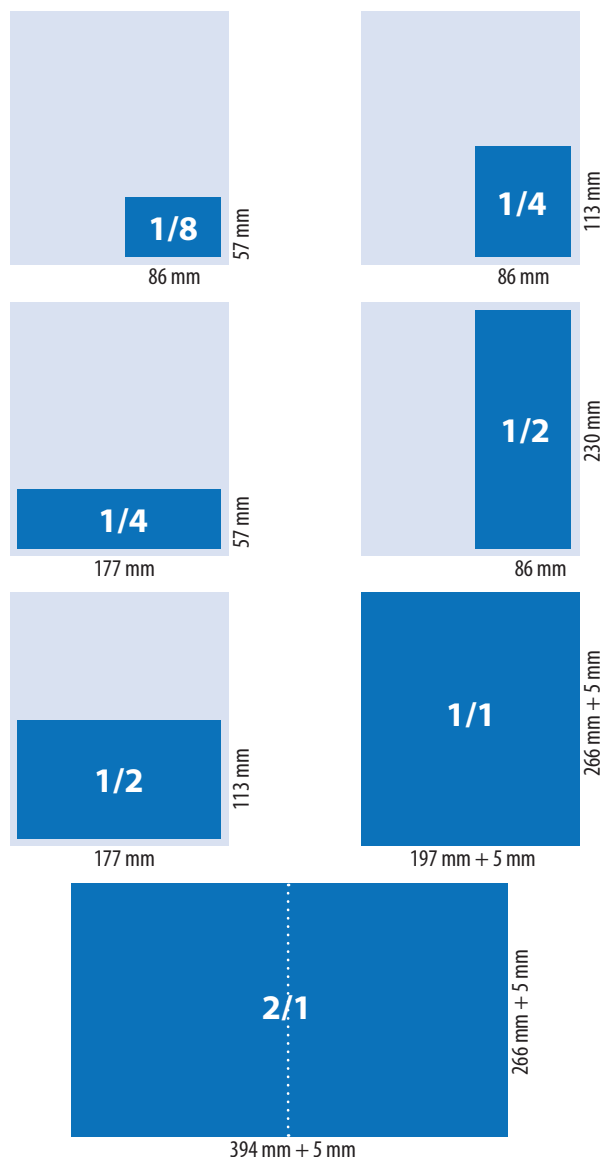
Average age and demographics of readers: aprox. **45%** are readers of Avto fokus magazine (mainly men with middle & high income; 33,5 years old), **40%** are readers of Družinski zabavnik (mainly women with middle & high income; 35 to 55 years old + curious youth, 9 to 15 years old), while **15%** of readers purchase directly the magazine in retail (mainly active couples and families).



Partner Media:



ADVERTISING FORMATS



RATES

INSIDE PAGES	
1/8	500,00 €
1/4	900,00 €
1/2	1.600,00 €
1/1	2.900,00 €
2/1	4.300,00 €
COVER	
2. or 3. Cover	3.400,00 €
2/1 (Cover 2 + page 3)	4.500,00 €
4. Cover (plastified)	4.200,00 €

EDITORIALS and PR

Sponsored **destination or product editorials** related to the advertiser's activity/product range, usual **PR**, and **tailor-made promo activities**.

Prices do not include VAT.

ON-LINE

• All issues of Fokusplus (since 2014) are available for **free reading >>LINK** or scan:



EDITORIAL CALENDAR 2024

ISSUE	ISSUE DATE IN EACH DISTRIBUTION CHANNEL		
	Retail	in Avto fokus	in Zabavnik
45 Guide Croatia '24	15. 04. 2024	15. 04. 2024	25. 04. 2024
46 Active Summer	15. 06. 2024	15. 06. 2024	20. 06. 2024
47 Active Autumn	16. 09. 2024	16. 09. 2024	26. 09. 2024
48 Ski guide '24/25	15. 11. 2024	15. 11. 2024	28. 11. 2024

DEADLINE FOR ADVERTISING LAYOUTS: 10 days prior to the **first issue date above**

Valid from 21. 09. 2024



Issue date:
15. 04. 2024

Printrun
26.000 copies:
-12.000 free insert in Avtofokus
-10.000 free insert in Družinski zabavnik
-4.000 in retail from 14. 04. till 14. 06.



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to preview issue 2023!

Fokusplus 45: Spring CROATIA GUIDE 2024

The most comprehensive annual presentation of Croatian tourism in Slovenia. **Annual guide** to destinations, activities and events. Review of all major **novelties** in Croatian tourism for 2024.

- + Croatian **Health Tourism** in 2024
- + Croatian **Camping & Glamping** in 2024

+
Croatia
roadmap with:
- 130 campsites
- 100 family & other attractions



Issue date:
15. 06. 2024

Printrun
26.000 copies:
-12.000 free insert in Avtofokus
-10.000 free insert in Družinski zabavnik
-4.000 in retail from 15. 06. till 15. 09.

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to preview issue 2023!

Fokusplus 46: Summer ACTIVE SUMMER 2024

News and destinations **for active, adrenaline and family holidays and trips** mainly in the Alpe-Adria region (Austria, Croatia, Italy, Slovenia, and Switzerland).

- + News and trends: **sports, outdoor and caravanning equipment.**
- + Complete review of novelties in **European Amusement-, Theme-, and Water Parks.**
- + **Calendar** of summer sport & outdoor events in Alpe-Adria region.



Issue date:
16. 09. 2024

Printrun
26.000 copies:
-12.000 free insert in Avtofokus
-10.000 free insert in Družinski zabavnik
-4.000 in retail from 16. 09. till 14. 11.

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to preview issue 2023!

Fokusplus 47: Autumn ACTIVE AUTUMN 2024

News and destinations **for active, adrenaline and family holidays and trips** mainly in the Alpe-Adria region.

- + **Calendar** of autumn sport & outdoor events in Alpe-Adria region.
- + **Camping & Caravanning:** novelties of the 2024' season - RVs and caravanning gear (report from the **Caravan Salon 2024**).
- + **First On Snow:** autumn glacier skiing + Ski Opening 2024 + pre-announcement of major winter novelties in the Alps + ski gear.



Issue date:
15. 11. 2024

Printrun
28.000 copies:
-12.000 free insert in Avtofokus
-10.000 free insert in Družinski zabavnik
-2.000 free for ski fair Snežinka 2024 + new clients of Coris Assistance
-4.000 in retail from 15. 11. 2024 till 15. 04. 2025

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to preview issue 2023/24!

Fokusplus 48: Winter SKI GUIDE EUROPE 2024/25

The only **Ski guide** in Slovenia, including **300 ski resorts in 30 countries** from Scandinavia to Caucasus.

- + Review of novelties and trends in **wintersports gear** and ski resorts' **business & technology.**
- + publication of all results of the **World Ski Test 2024** (Fokusplus is a partner media for Slovenia).

+
Ski fair
Snežinka
Ljubljana
November 2024