

**B4B**

E-VEHICLES | URBAN LIFESTYLE | SMART DESIGN | COOL TECHNOLOGY

# PLUGIN

magazine



Plugin is a complete package for media consumers who want fresh information on fun and relaxed eco-lifestyle. Plugin readers are eager to responsibly adjust their lifestyle in order to reduce the ecological footprint they are leaving on the environment. At the same time they wish to get pampered and indulge themselves in everyday comforts the way they are used to. Content is based on rich, interesting feature stories, produced by top authors and photographers. It is a lifestyle, not technical content, but with clear focus on products and services featured. Plugin is not only about cars, it's also about design, architecture, food, travel, and fashion. It's about lifestyle.



## PLUGIN CONTENT

- PHEV and EV cars & car technology;
- other EV's (bikes, boats, planes) and alternative mobility solutions, multi-modal solutions and infrastructure;
- living (home, design, devices, reducing energy consumption and carbon footprint ...);
- eco fashion, food, travel.



## DIGITAL PRESENCE

Plugin Magazine – the ultimate medium, custom-tailored to the needs and wants of a modern man. Choose your hottest platform to read from – browse through our web-site [www.plugin-magazine.com](http://www.plugin-magazine.com) and social networks to get your daily portion of exciting news and awe-inspiring posts, or download a digital version to accompany you on your tablet or smartphone, with all the multimedia a tablet reader would expect.

EV buyers have not been left out either: up-to-date catalogue, accompanied by the EV buying and using guide, is also only a click away. Plugin Magazine website is a daily stop for anybody interested in ecological, yet refined and comfortable lifestyle.






## TARGET GROUPS



- **PRIMARY TARGET GROUP**  
Men 30+ (Higher income, cares about environment, interested in modern technology, advanced social media user and online content consumer. A modern man who wants to follow the latest eco-trends, but does not want to give up the usual comforts of modern life.)
- **SECONDARY TARGET GROUP**  
Women 30+ (Higher income, independent, professional, interested in modern technology, social media user and online content consumer.)

Print run: 20.000 (UK edition), 30.000 (DE edition)

Publishing date 2015: 27.5., 26.8., 25.11.

|  | UK version        | DE version        | UK + DE package   |
|--|-------------------|-------------------|-------------------|
|  <b>C4 – Outside back cover</b>          | <b>9.000 EUR</b>  | <b>11.500 EUR</b> | <b>16.000 EUR</b> |
|  <b>C2, C3 – Inside front/back cover</b> | <b>8.000 EUR</b>  | <b>10.500 EUR</b> | <b>14.500 EUR</b> |
|  <b>C2+3 – Inside front cover DPS</b>    | <b>16.000 EUR</b> | <b>21.000 EUR</b> | <b>29.500 EUR</b> |

**Cover** (230 x 300 mm, extra 3mm bleed is required for full-page ad design on all sides)

|  | UK version        | DE version        | UK + DE package   |
|--|-------------------|-------------------|-------------------|
|  <b>1/1 Page</b> | <b>7.000 EUR</b>  | <b>9.500 EUR</b>  | <b>13.000 EUR</b> |
|  <b>2/1 DPS</b>  | <b>12.500 EUR</b> | <b>16.500 EUR</b> | <b>24.000 EUR</b> |

**Inside** (230 x 300 mm, extra 3mm bleed is required for full-page ad design, added on every side)

### Important!

The deadline for submitting all advertising materials is 30 days prior to publication.





## ONLINE PRICE LIST 2015

| Standard display ad unit | Display and unit,<br>ad placement per 1 website (CPT) |
|--------------------------|---|
| Banner 300x250 px        | 25,00 EUR   |
| Banner 160x600 px        | 22,00 EUR   |
| Banner 728x90 px         | 20,00 EUR   |
| Banner 300x600 px        | 30,00 EUR   |
| Billboard 940x250 px     | 35,00 EUR   |
| video ad 15 s            | 35,00 EUR   |

Ads must not interfere with any other element on the website where the ad is published.

Ads must not change website visitors' browser settings, programmes, applications or system.

Ads must not offer file downloading, installing certificates, programmes or applications of any kind.

There may also be other forms of advertising.

The price is negotiable depending on the form and extent of advertising.

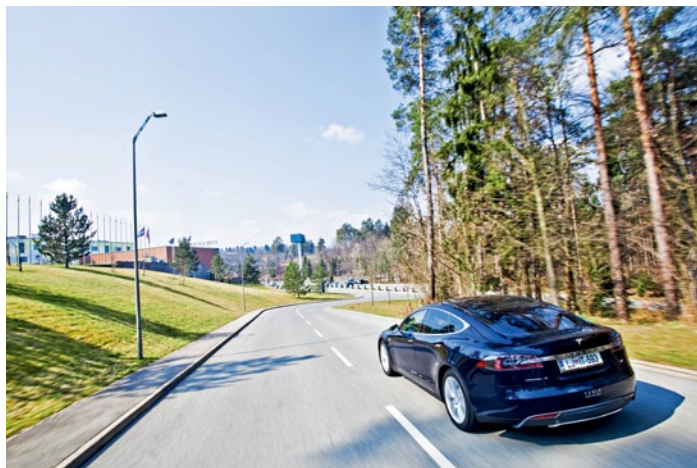
CPT - gross price per 1.000 impressions

General terms and conditions of advertising on websites owned by AM Ljubljana, d. o. o.

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