



## Demographic data for the MOST VISITED media in Slovenia

October - December 2021

**24**COM  
**UR**



**BIBALEZE.si**

**Cekin.si**

Dom in  **Vrt.si**

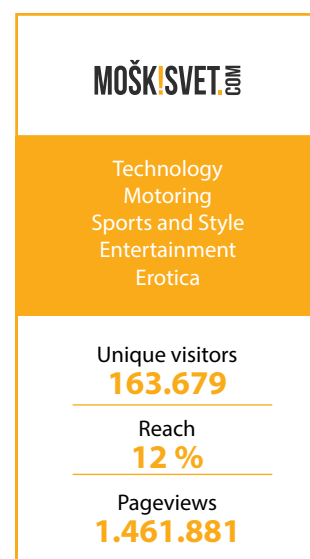
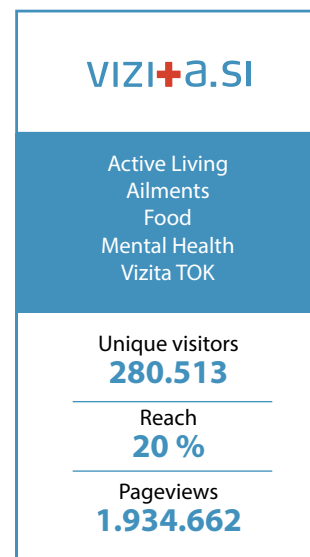
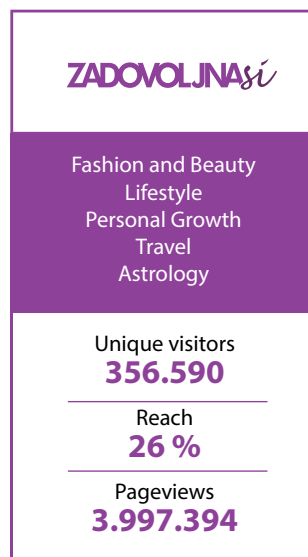
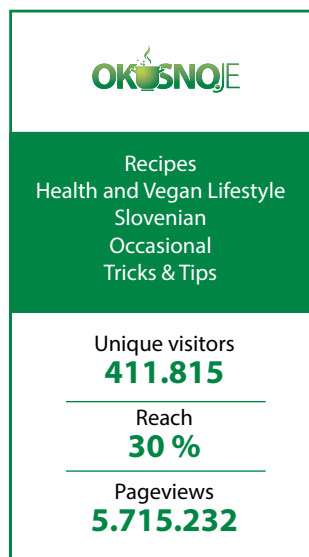
**MOŠK!SVET.COM**

**OKUSNOJE**

**VIZI+a.SI**

**ZADOVOLJNASI**

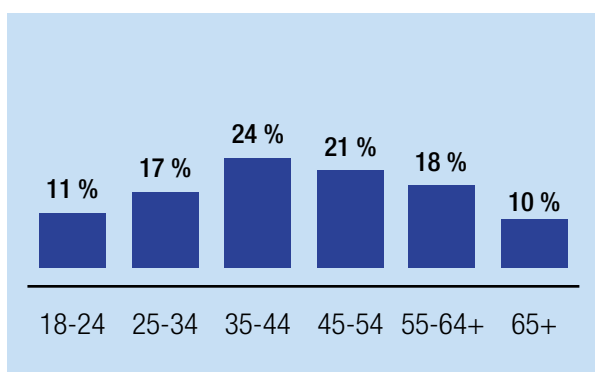
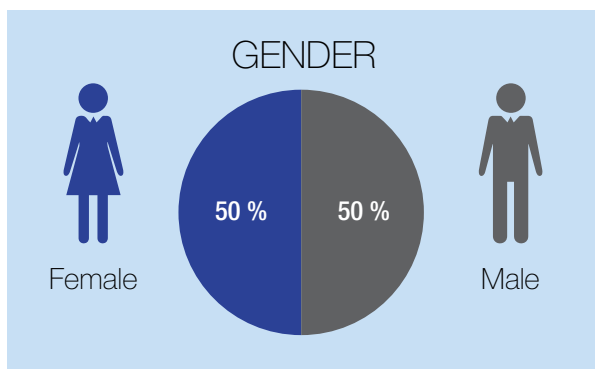
# Reach out to more than **A MILLION CONSUMERS** in one place single place



 The site is interactive and contains hyperlinks.

Your advertisements will appear next to relevant content.  
8 THEMATIC PORTALS for precise segmentation  
of target groups.

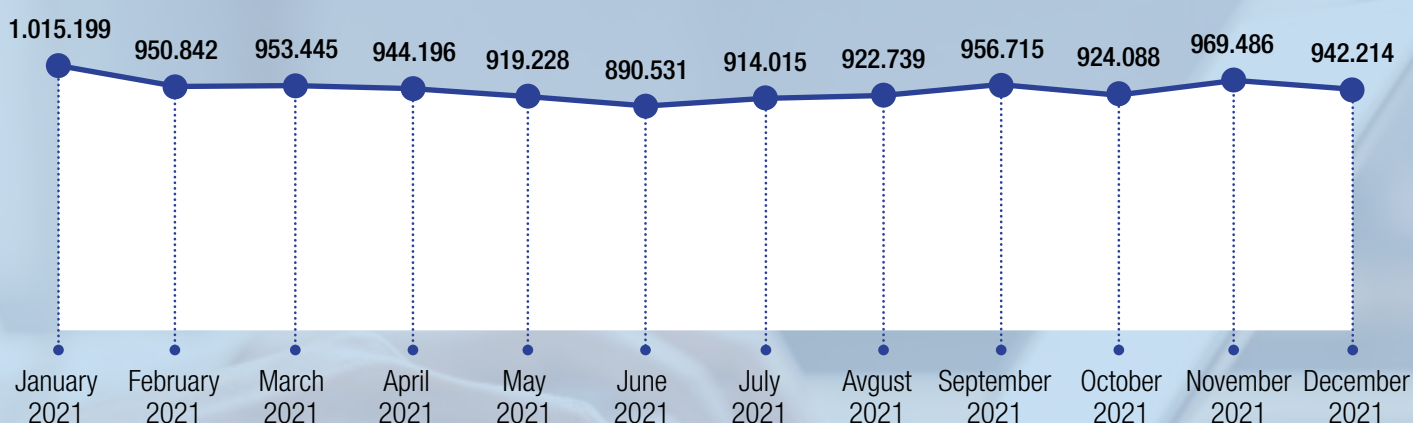
## 1. TARGET GROUP



### 24UR.COM - THE MOST VIEWED WEBSITE EVERY DAY

- The most visited website in Slovenia, where each day loyal readers spend a third of their time online.
- 24ur.com is also the first choice of mobile users. A third of all views are made on smartphones.
- Current events at home and around the world, business news, sports, useful news, entertainment and in-depth articles for our more discerning readers.

## 2. AVERAGE MONTHLY STATISTICS



**32.263.000**  
VISITS

**142 mio**  
PAGEVIES

**2 uri 14 min**  
TIME SPENT

**MOST VIEWED WEBSITE EVERY DAY**

## 3. USERS

440.000

UNIQUE USERS PER DAY

713.000

UNIQUE USERS PER WEEK

946.000

UNIQUE USERS PER MONTH

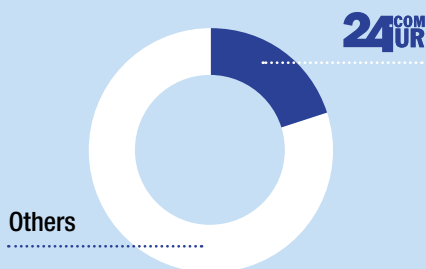


24UR.COM - THE MOST VIEWED WEBSITE EVERY DAY

24ur.com has on average **33 %** more daily visitors than the second and third-ranked websites.

**DAILY, MORE THAN HALF OF OUR MONTHLY VISITORS TRUST THE SITE'S EXCELLENT EDITORIAL TEAM.**

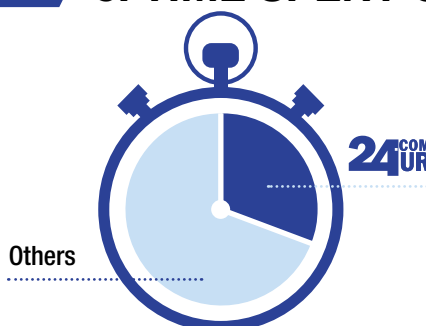
## 4. INTERNET BROWSING



**1/5**  
Online users

**A good fifth** of visitors start their browsing of Slovenian websites on 24ur.com

## 5. TIME SPENT ONLINE



**37 %**  
online time

Every month, visitors of Slovenian websites spends most of their time browsing 24ur.com - on average as much as **2 hours and 14 minutes** per month. Users of Slovenian websites spend **37 %** of all the browsing on 24ur.com.

**MOST VIEWED SITE EVERY DAY**



## 6. MOBILE USERS' FIRST CHOICE



### 868.000 monthly users

Reach of mobile users on Slovenian websites:

**70 %**  
MONTHLY

**56 %**  
WEEKLY

**39 %**  
DAILY

## 7. OWN VIDEO CONTENT



**1.520**  
new video  
content  
per month

**50**  
new video  
content  
per day

**65.000**  
daily  
users

**56 %**  
users monitors  
monthly video  
content

## WHAT DO VISITORS THINK ABOUT 24UR.COM?



### FOR EVERYONE

»24ur.com - because everything is available in one place (news, sports, recipes, smart advice for the home and health tips, TV schedule...: «

### RELEVANT

»Trendy webpage, interesting news, relevant topics.«

### FAVOURITE

»It is simple: 24ur.com is the best.«

### THE ONLY ONE

»I can find everything I am interested in on 24ur.com.«

### DIVERSE

»Interesting and concise content, diverse, I can find everything I am interested in at a given moment.«

### INTERESTING

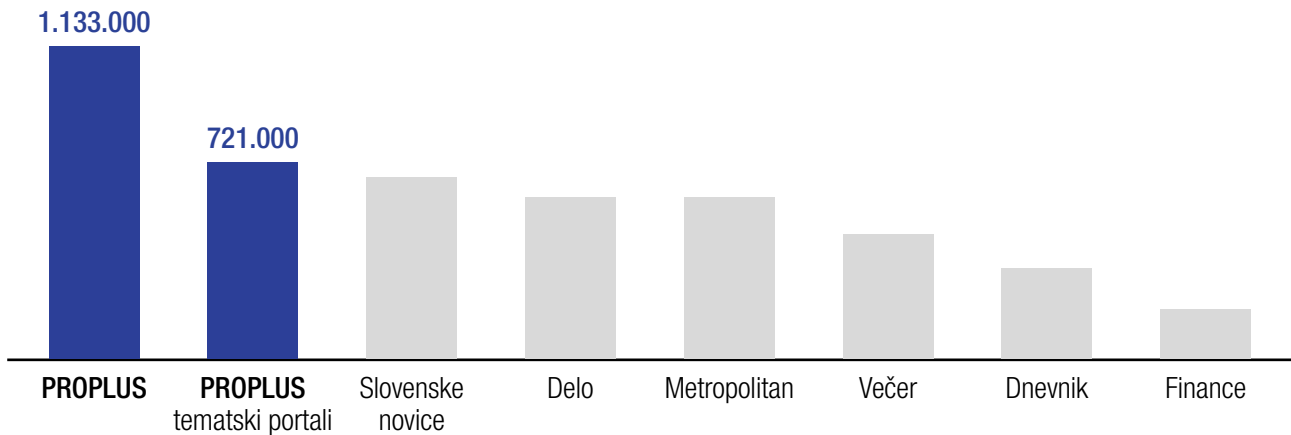
»It contains all topics that interests me and I am happy to read it.«

## MOST VIEWED SITE EVERY DAY

# THEMATIC PORTALS

## Your AD next to relevant context

### 1. REACH OF THEMATIC PORTALS

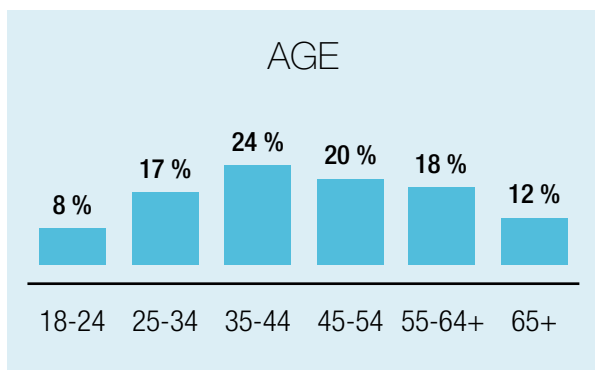
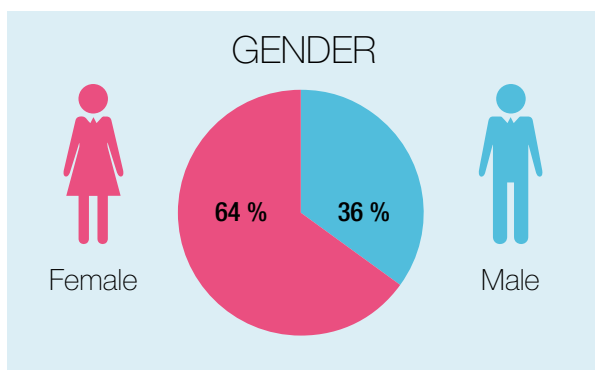


### 2. YOUR AD NEXT TO RELEVANT CONTEXT

8 thematic portals enables us precise segmentation of users. Segmentation is done through most popular segments that is also used by Google Ads network.

 fashion	 automotive	 reality life	 politics	 art
 education	 home and garden	 food	 sport	
 technology	 finance	 travel	 news	 erotica

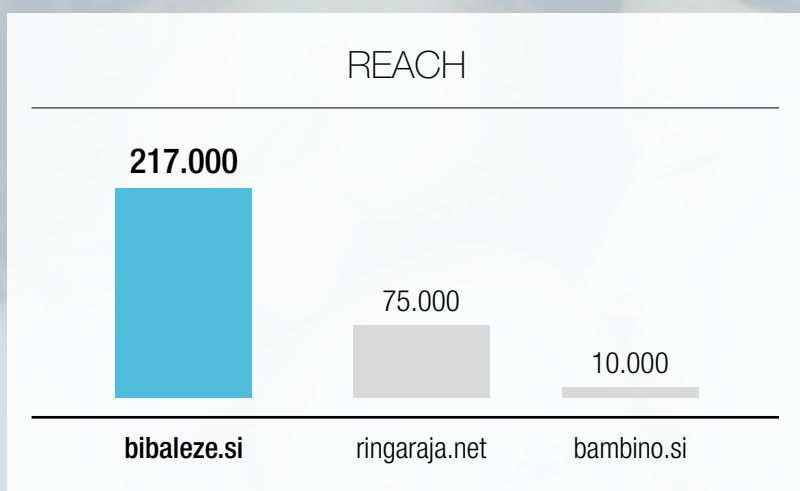
## 1. TARGET GROUP



### AMBITIOUS PARENTS:

- Family is their primary concern. They also have high ambitions in the business field.
- They describe themselves as: responsible, organised and ambitious.
- Appearances are important to them.
- They are interested in celebrity news.
- They cannot imagine life without the Internet.
- Watching television is their favourite leisure activity. The television is always switched on.
- They have a positive attitude towards advertising.
- An advertisement must provide the most important information about the product.

## 2. AVERAGE MONTHLY STATISTICS



**217.000**

UNIQUE USERS PER DAY

**1,5 mio**

PAGEVIEWS

**1.100.000**

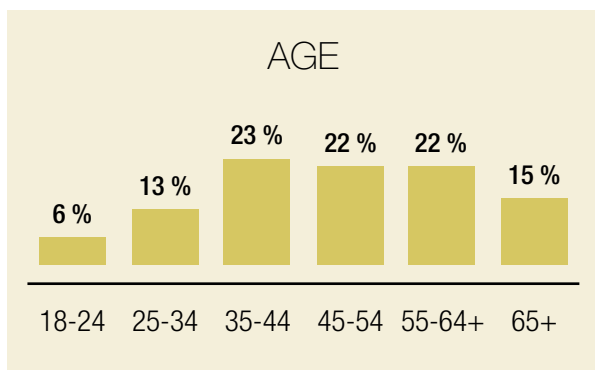
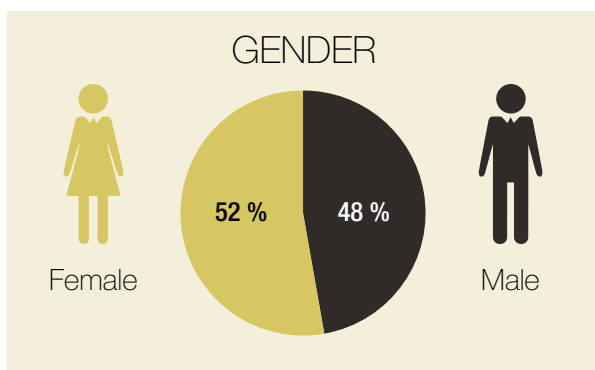
UNIQUE USERS PER MONTH

**9 min**

TIME SPENT

SMALL STEPS IN THE RIGHT DIRECTION

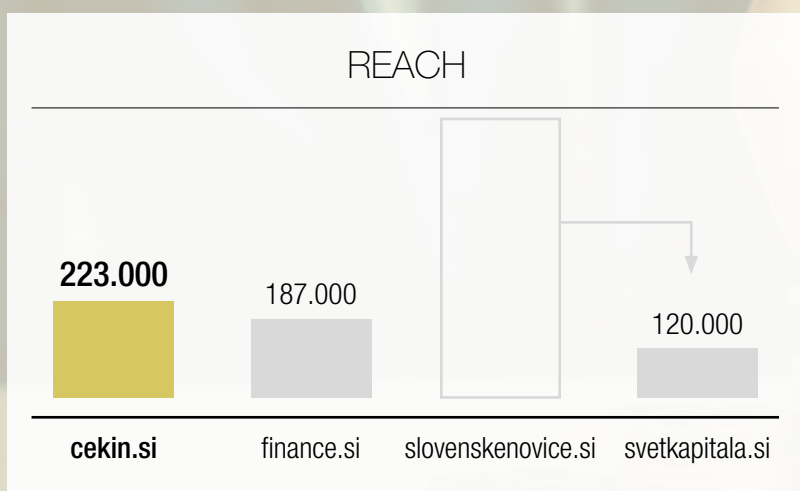
## 1. TARGET GROUP



### CONSUMERS WITH AN ENTREPRENEURIAL SOUL

- They believe that competition makes people better.
- They aim to keep abreast of technological advances.
- They describe themselves as: responsible, organised, with a sense of entrepreneurship.
- The Internet is their first source of information.
- Advertising is a way of learning about new products and reminding them of those they are already familiar with.

## 2. AVERAGE MONTHLY STATISTICS



**223.000**

UNIQUE USERS PER DAY

**1,3 mio**

PAGEVIEWS

**953.000**

UNIQUE USERS PER MONTH

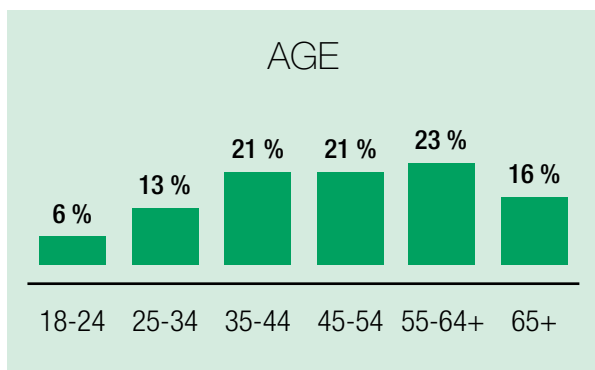
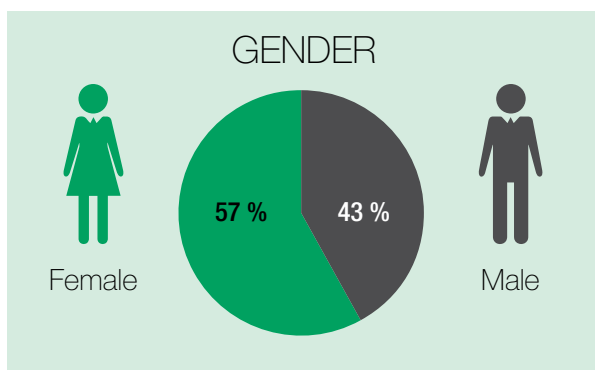
**7 min**

TIME SPENT

SUITS EVERY POCKET



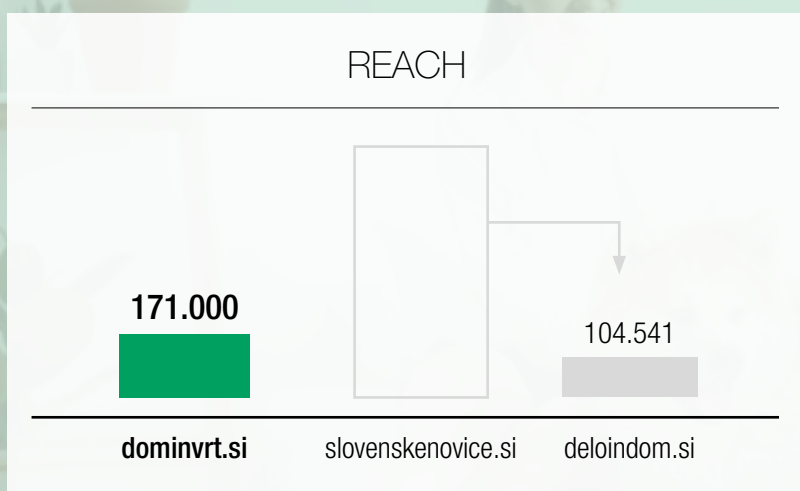
## 1. TARGET GROUP



### INTERIOR DESIGN ENTHUSIASTS

- Their home is decorated according to their taste. They aim to impress visitors with their interior design.
- They plan to renovate/refurbish their home next year.
- They describe themselves as: responsible and energetic.
- They enjoy a quiet life and prefer to spend their spare time at home.
- The Internet is their first source of information.
- Watching TV makes their time go by faster.
- They keep abreast of technological advances.
- They have a positive attitude towards advertising.
- Advertising must provide the most important information about the product.

## 2. AVERAGE MONTHLY STATISTICS



**171.000**

UNIQUE USERS PER DAY

**1,2 mio**

PAGEVIEWS

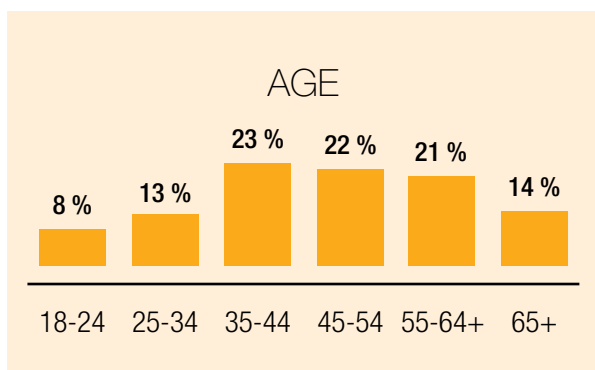
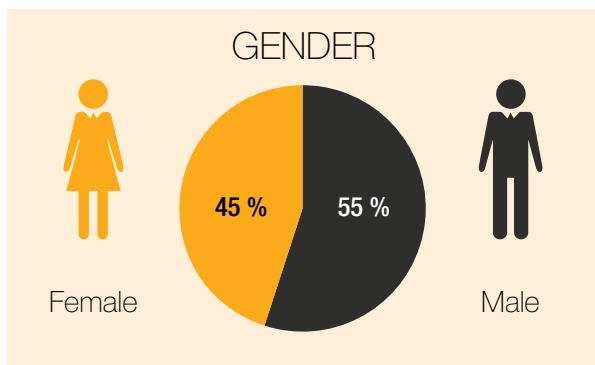
**795.000**

UNIQUE USERS PER MONTH

**8 min**

TIME SPENT

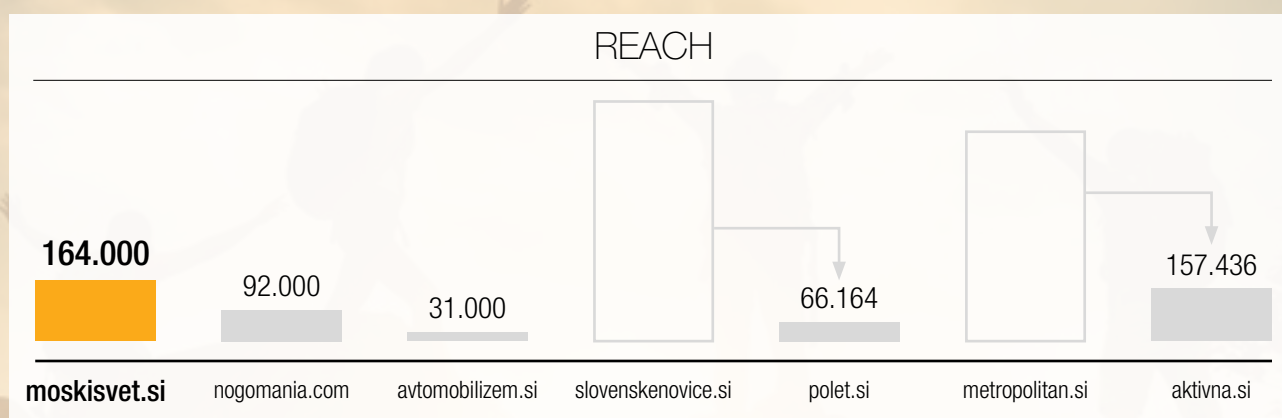
## 1. TARGET GROUP



### EXPERIENCE SEEKERS

- They are interested in new technologies.
- They want to look attractive.
- They enjoy spending time in the company of friends.
- They describe themselves as: responsible and energetic.
- Sport is important to them. Mainly cycling, skiing, basketball, football, swimming...
- The Internet is their first source of information.
- Watching TV makes their time go by faster.
- When buying products, they are seduced by the identity of the brand.
- Advertising must provide the most important information about the product.

## 2. AVERAGE MONTHLY STATISTICS



**164.000**

UNIQUE USERS PER DAY

**1,5 mio**

PAGEVIEWS

**770.000**

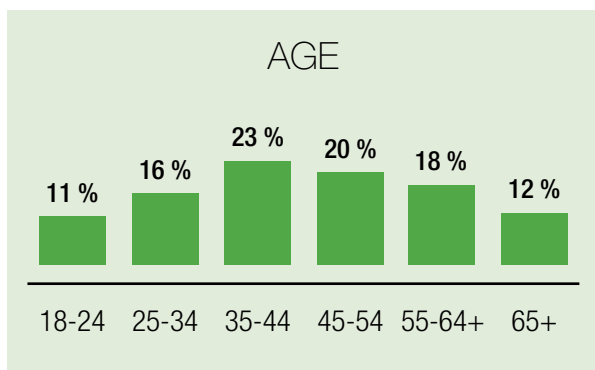
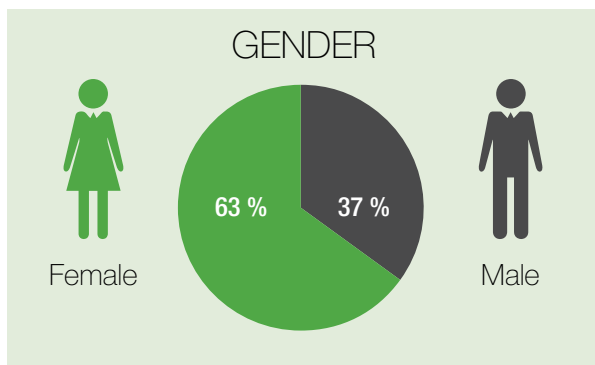
UNIQUE USERS PER MONTH

**11 min**

TIME SPENT

THE WORLD APART

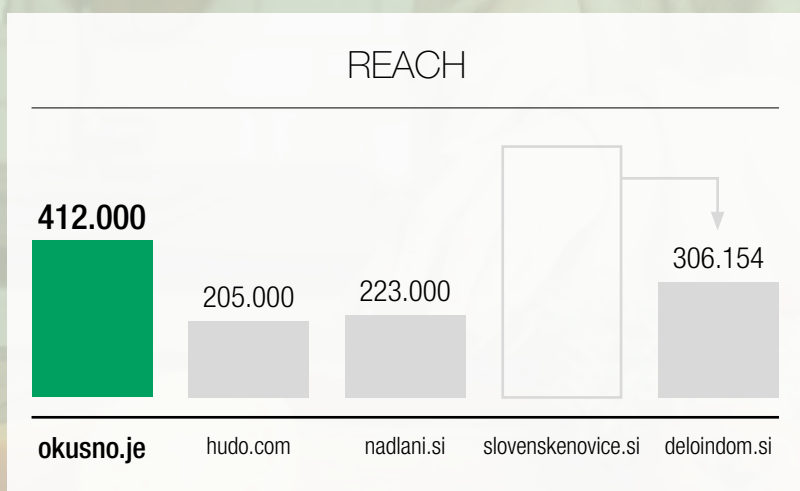
## 1. TARGET GROUP



### TESTERS OF NEW TASTES

- They cherish family happiness the most.
- They enjoy cooking and trying new products.
- They test new food products that appear in stores. They read product labels carefully.
- They describe themselves as: practical and patient.
- Life without the Internet is unimaginable.
- The television is always switched on.
- Advertising is a way of learning about new products and reminding them of those they are already familiar with.
- Advertising must provide the most important information about the product

## 2. AVERAGE MONTHLY STATISTICS



**412.000**

UNIQUE USERS PER DAY

**5,7 mio**

PAGEVIEWS

**3.100.000**

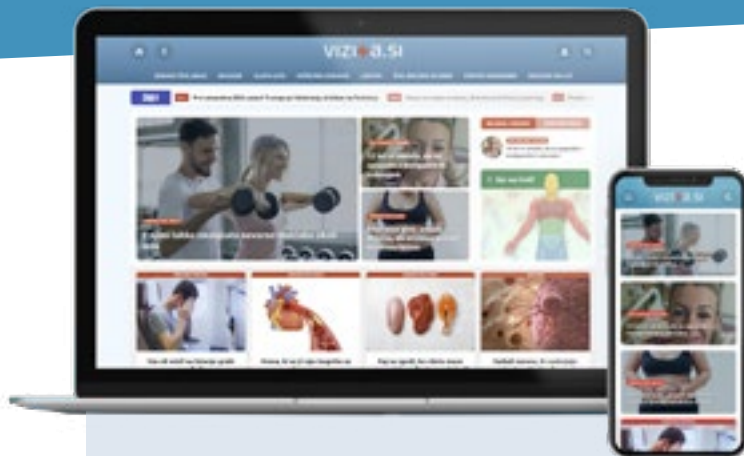
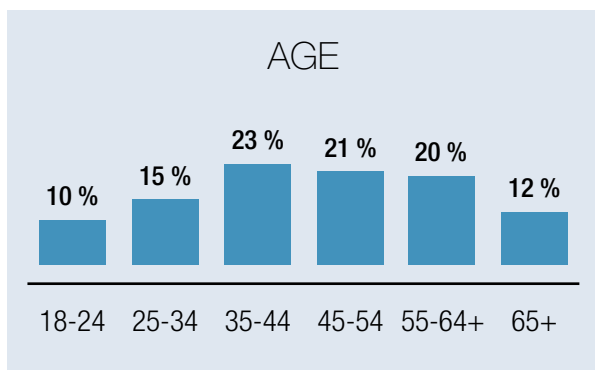
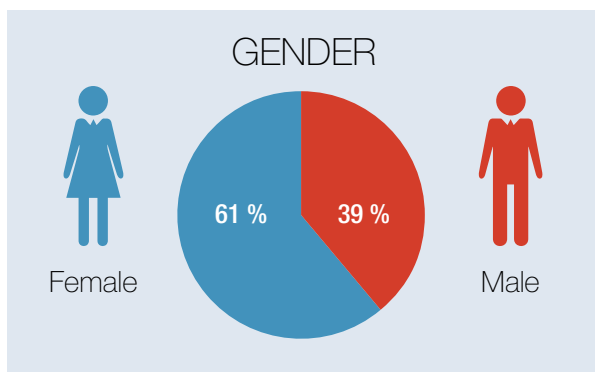
UNIQUE USERS PER MONTH

**15 min**

TIME SPENT

BRIMFUL OF IDEAS

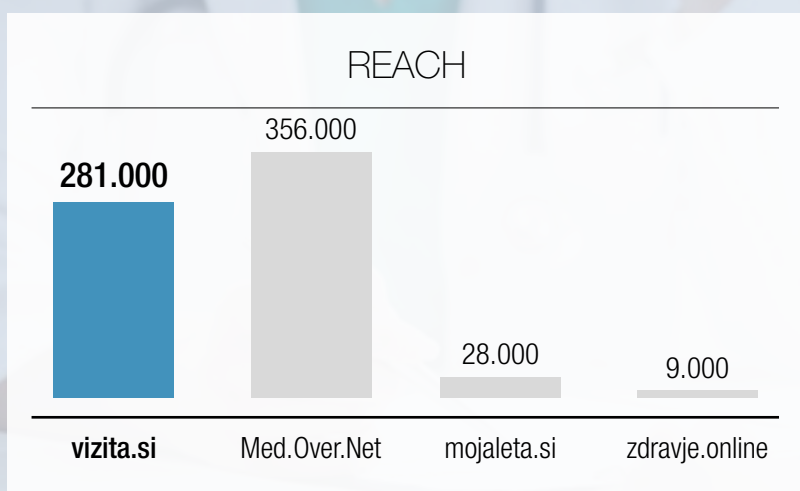
## 1. TARGET GROUP



### CAREER FOLLOWERS

- They cherish health the most. They aim to protect their health through their lifestyle. They enjoy reading advice on what is beneficial and what is harmful to their health.
- Business success is high on their value scale. They are in favour of lifelong learning.
- They cannot imagine life without the Internet.
- Watching television is their favourite pastime.
- They have a positive attitude towards advertising.
- Advertising must provide the most important information about the product.

## 2. AVERAGE MONTHLY STATISTICS



**281.000**

UNIQUE USERS PER DAY

**1,9 mio**

PAGEVIEWS

**1.500.000**

UNIQUE USERS PER MONTH

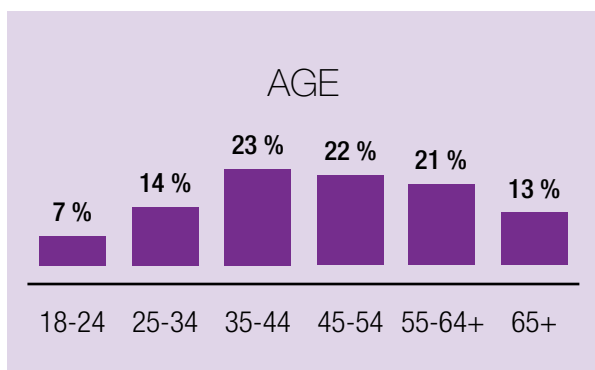
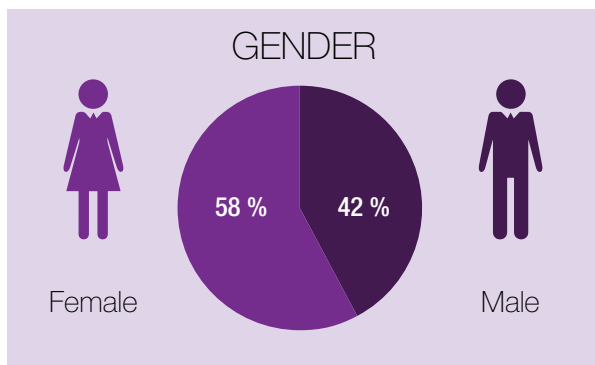
**9 min**

TIME SPENT

LOOK AFTER YOUR HEALTH



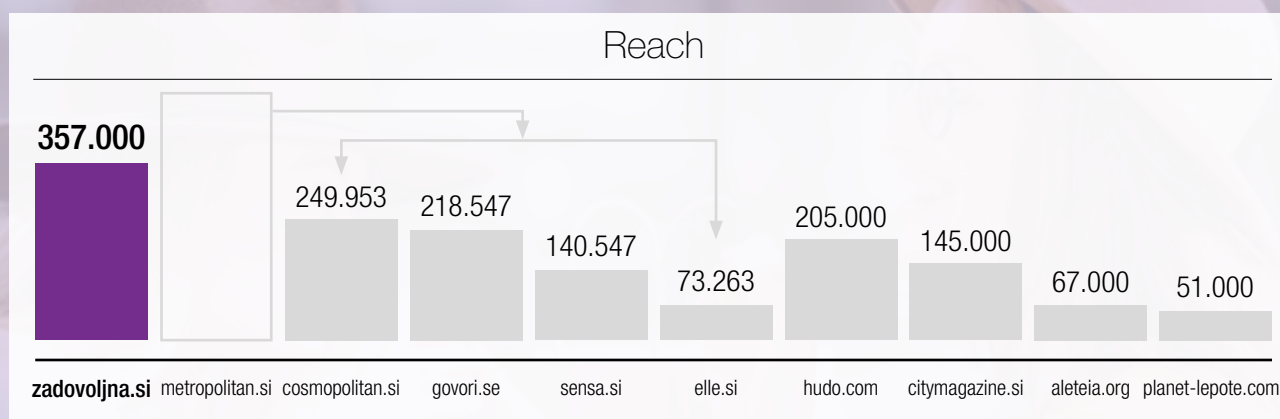
## 1. TARGET GROUP



### HIGH-ENERGY VISITORS

- They want to be attractive.
- They take care of their bodies.
- They describe themselves as: energetic, practical, responsible.
- The Internet is their first source of information.
- In their spare time they enjoy watching TV.
- Advertising reminds them of products.

## 2. AVERAGE MONTHLY STATISTICS



**357.000**

UNIQUE USERS PER DAY

**4 mio**

PAGEVIEWS

**2.600.000**

UNIQUE USERS PER MONTH

**11 min**

TIME SPENT

IT'S NICE TO BE A WOMAN



# PROPLUS<sup>+</sup>

## PREMIUM PUBLISHER



### THE RIGHT PARTNER FOR YOU

- We offer a wide range of solutions that will bring your brand closer to customers in a creative way both online and on TV screens.
- We offer consultation from the concept and all the way to the project implementation.
- We design:
  - Relevant content to improve your Google search ranking
  - Attractive prize contests for the purpose of collecting contacts,
  - Campaigns that encourage purchases.

„Broad-reach campaigns are still the best way to drive market share, which is in turn a key driver of profit.“

Les Binet

**24**.COM  
**UR**



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