

# PLACE2GO

MAGAZINE FOR MODERN TRAVELER



**MEDIA KIT  
2025.**

Croatian Issue



## About PLACE2GO magazine

Every issue includes travel pieces from various parts of the world and special attention is paid to satisfaction of different travelers' interests: city breaks, exotic destinations, distant journeys, nature and national parks, trips, cruises, diving...

The magazine content is aimed at providing useful information on particular destinations, modes of traveling, current trends, airline and other carrier routes, pricelists and currencies, hotels and resorts. The travel pieces are written by travelers who have actually visited the presented destinations and their texts encompass experiences, impressions, pieces of advice and feelings accompanied with authorial photos.

## What differentiates us from similar publications?

- continuous improvement
- original texts and top quality photos
  - modern design
  - exclusivity of information

## Our mission

After we had been trying hard to endow the Croatian edition with knowledge, catchy euphoria and persistence for years, we managed to convey the faith in our product to other editions too. These are aimed at transferring the beauty and tips of this Croatian magazine which emerged from pure passion of traveling to foreign readers through franchise magazine editions.





The first edition of PLACE2GO magazine was published in 2006 and since then, every three months, four times a year, we have tried to encourage our readers to plan their new travel experiences and memories as soon and as thorough as possible, and to start their journeys.

What do we offer to our readers?

**Inspire! Learn! Discover the world!**



# Publishing schedule

The magazine is published **four times a year**. The publishing schedule is bound to a particular season of a year.

The travel pieces are planned according to the potentials of a particular season.



## Spring

MARCH

- trips and short journeys
- destinations with wonderful nature and sports activities



## Autumn

SEPTEMBER

- business tourism
- road trips
- wine destinations
- weekend trips
- trips



## Summer

JUNE

- the Adriatic
- beaches
- destinations with eternal winter
- sailing and cruises



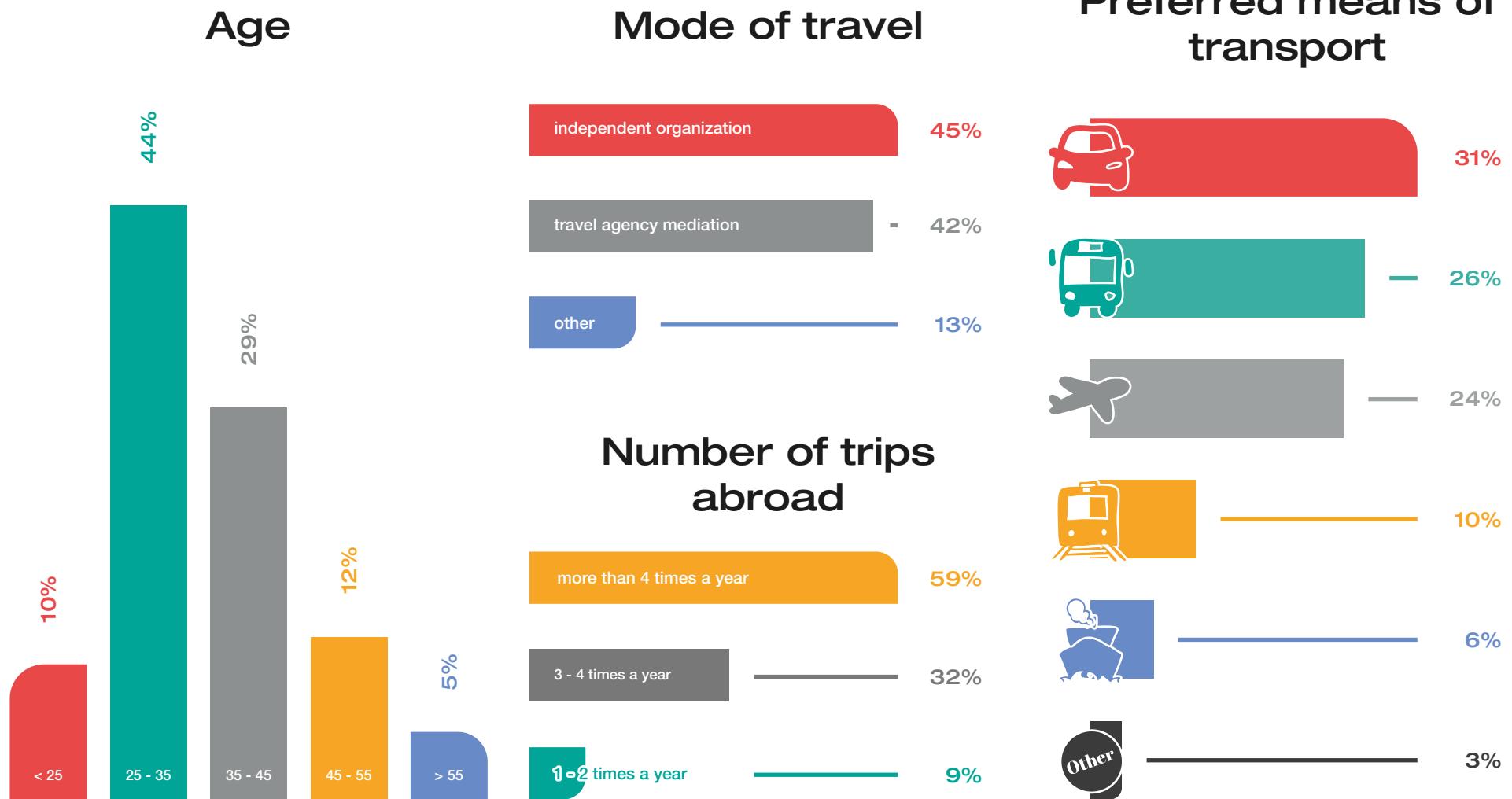
## Winter

DECEMBER

- skiing
- tropical destinations
- wellness
- Advent
- carnivals

# Our readers

Our readers are mostly highly educated travel lovers with high income who tend to spend their money on experiences and time with their families and friends. They go on a journey for business and private reasons, fancy high quality photos and are always in search for new challenges and ideas. They do not get rid of their magazines but store them and use them as inspiration and a relevant guide for future travel and consulting. Our readers often lend their magazine copies to their friends and relatives. They find the magazine attractive, dynamic, pleasant to the eye and full with interesting, original texts.



## Target groups

- potential travelers
- experienced travelers
- professionals from the tourism sector
  - adventurers
  - photographers
  - bloggers

## Distribution

- Kiosks
- Petrol stations (INA, TIFON...)
  - Supermarkets
- Relay Zagreb International Airport
  - Annual subscription (four issues)

## Subscriber rise

1580

1557

## Technical characteristics

Page dimensions:  
220 x 285 mm

Number of pages:  
118 – 152 pages

PAPER TYPE:  
Book block  
Glossy art paper 115 g  
  
Covers  
Glossy art paper 250 g

## Circulation

7 500 copies  
75 % sold copies  
25 % remainder

## Price

6 EUR

1325

1414

2020.

2021.

2022.

2023.

Copies of the current issue are sent to embassies, current and potential advertisers, businessmen, medical doctors and dentists, architects, public notaries...

Unsold copies are sold through the webshop on the magazine webpage, in travel agencies and at specialized tourism fairs (PLACE2GO) or are rendered during sponsored travelogue presentations, events, golf tournaments, film projections, media, cultural and tourism events (Weekend Media Festival, Croatian Tourism Days...), all within the framework of marketing and other activities.

# Regular sections

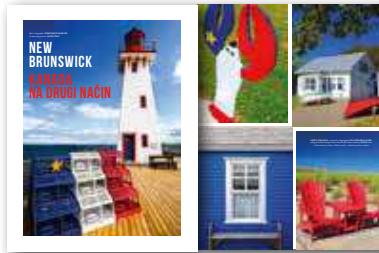
## Topic of the issue



## City Break



## We take you to



## Top 10



## Peoples of the world



## Weekend trips



## Big cities



## We present



## Road Trip



## Stay&Play



## Traveling with children



## Cruises



# Periodic sections

National parks, Business trips, Shopping, Taste the world, Diving, Skiing, Wellness, Islands, Interviews, Newly-opened hotels and restaurants, Announcements...

# Promo sections

## Hot Spot



## News



## Airline News



## Hotel presentations



## Fashion pages



## Recommendations



## Advertorial



## Business



## Literature



## Skiing



## Test drive



## Projects



## Wellness

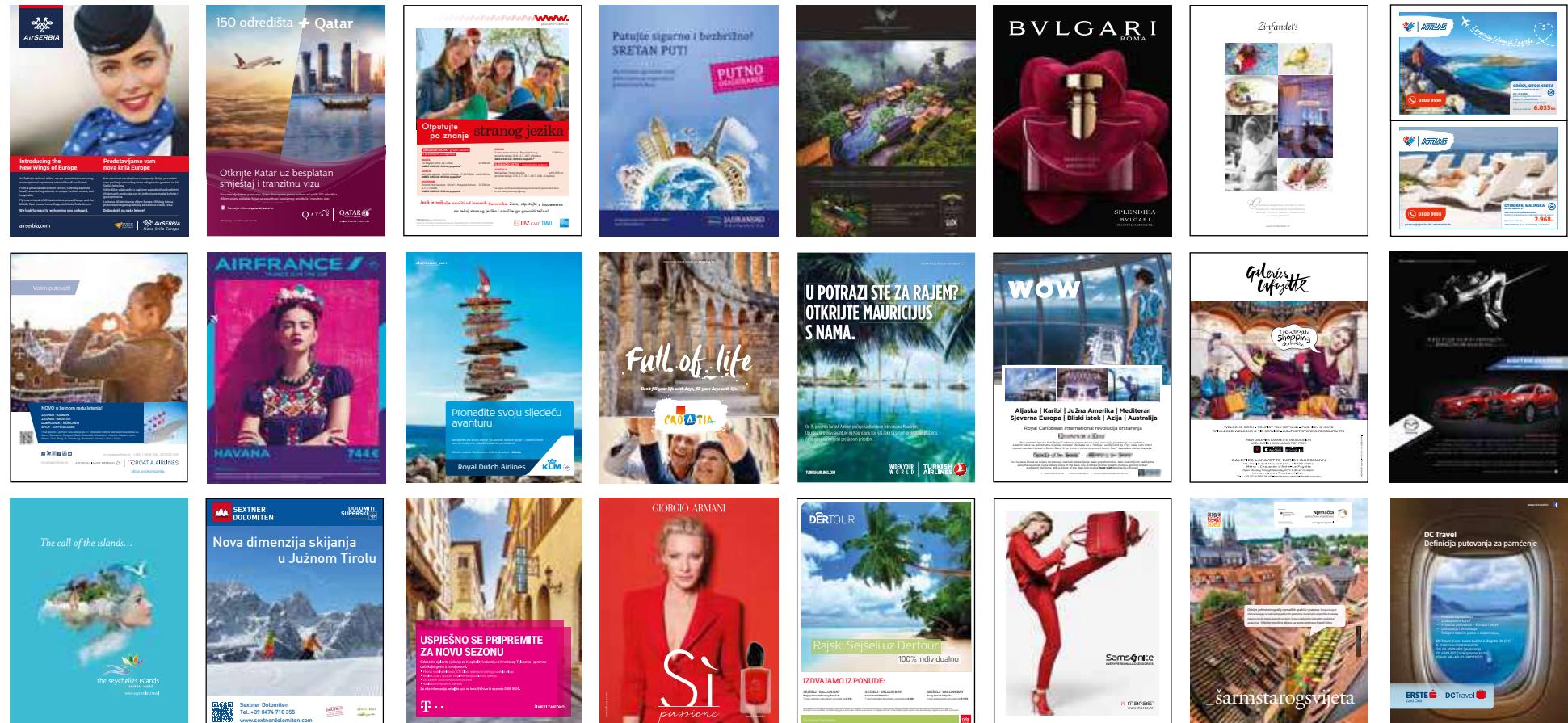


# Advertising

PLACE2GO is a luxurious magazine published four times a year and thus provides every advertiser with the possibility of being present on the market for three months. The continuous growth in the recognizability and quality and the development of new media have established us as the leading promotion platform. What we offer to our advertisers is excellent positioning regarding a respective topic, great cost-benefit ratio and extraordinary readership loyalty.

## SOME OF OUR ADVERTISERS

Travel agencies, tourism boards, airliners, national parks, hotels, resorts, spa and wellness facilities, restaurants, wineries, car companies, cruise lines, luxurious brands, fashion brands, cosmetics manufacturers, photographic equipment manufacturers, hi-tech manufacturers (computers, smart phones, tablets...), banks, credit card companies, insurance companies.



# Pricelists and advertising space formats

**1/1 full page**

cijena: 1.300 EUR

**1/1 inner cover**

cijena: 2.300 EUR

**1/1 back cover**

cijena: 3.000 EUR

**2/1 two full pages**

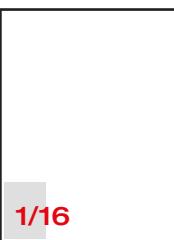
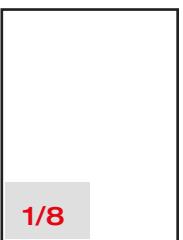
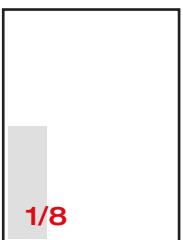
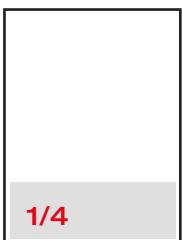
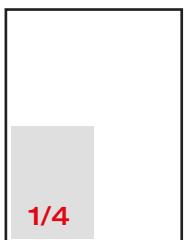
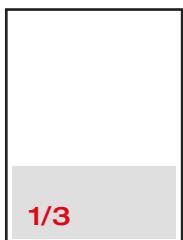
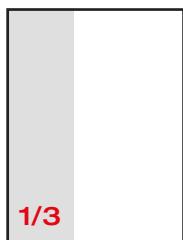
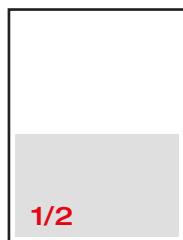
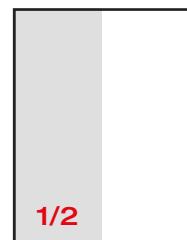
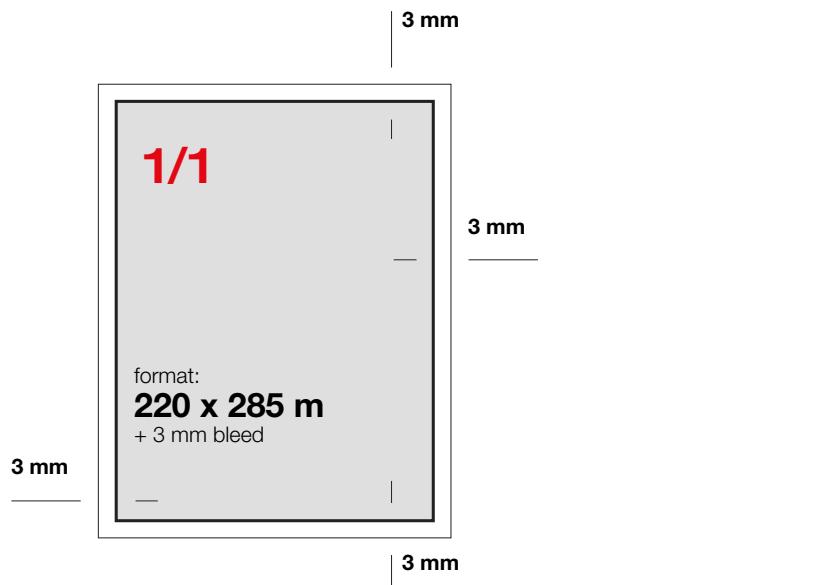
cijena: 2.400 EUR

**3/1 three full pages**

cijena: 3.300 EUR

**4/1 four full pages**

cijena: 4.200 EUR



FORMAT

105 x 285 mm  
+ 3 mm bleed

price:  
700 EUR

FORMAT

190 x 123 mm

price:  
700 EUR

FORMAT

72 x 285 mm  
+ 3 mm bleed

price:  
500 EUR

FORMAT

190 x 79 mm

price:  
500 EUR

FORMAT

90 x 123 mm

price:  
370 EUR

FORMAT

190 x 57 mm

price:  
370 EUR

FORMAT

45 x 123 mm

price:  
200 EUR

FORMAT

93 x 56 mm

price:  
200 EUR

FORMAT

45 x 56 mm

price:  
100 EUR

## GENERAL TERMS AND CONDITIONS:

The stated prices and discounts refer to advertising in the same issue. The terms and conditions for annual agreements are to be agreed with the publisher.

If advertising space relates to two or more advertisers, the advertisement price shall be increased by 30 % per advertiser.

## FORMATS FOR ADVERTISEMENT SUBMISSION:

- **PDF** (option “Press Quality”)
- **EPS** (with fonts converted into curves)
- **TIFF** (300 dpi, CMYK)

Full page advertisements shall be expanded on all sides with 3 mm bleed.

# Alternative advertising

Beside classical advertising space, advertisers are offered alternative and, from the readers' perspective, even more attractive forms of advertising. They enable the advertisers to present themselves in an interesting and informative way, with a more detailed and comprehensive text and to incorporate more photos in the advertisement. Since the layout of such pages corresponds to the rest of the magazine, the readers are more confident about its contents.

## ADVERTORIALS AND PROMO SECTIONS

Presentation of the advertiser by means of a story and promo contents – price as agreed, depending on the size of ad space

## INSERTION (BROCHURES, LEAFLETS)

The maximum insertion format is 22 x 28.5 cm Insertion of a trimmed page – price upon request Insertion design – price based on the number of pages.

## 3D EDITORIAL

destination photos, photo trimming – price based on the number of pages

## SPECIAL FORMS OF ADVERTISING

cover page, bookmarkers, interventions as agreed, price upon request



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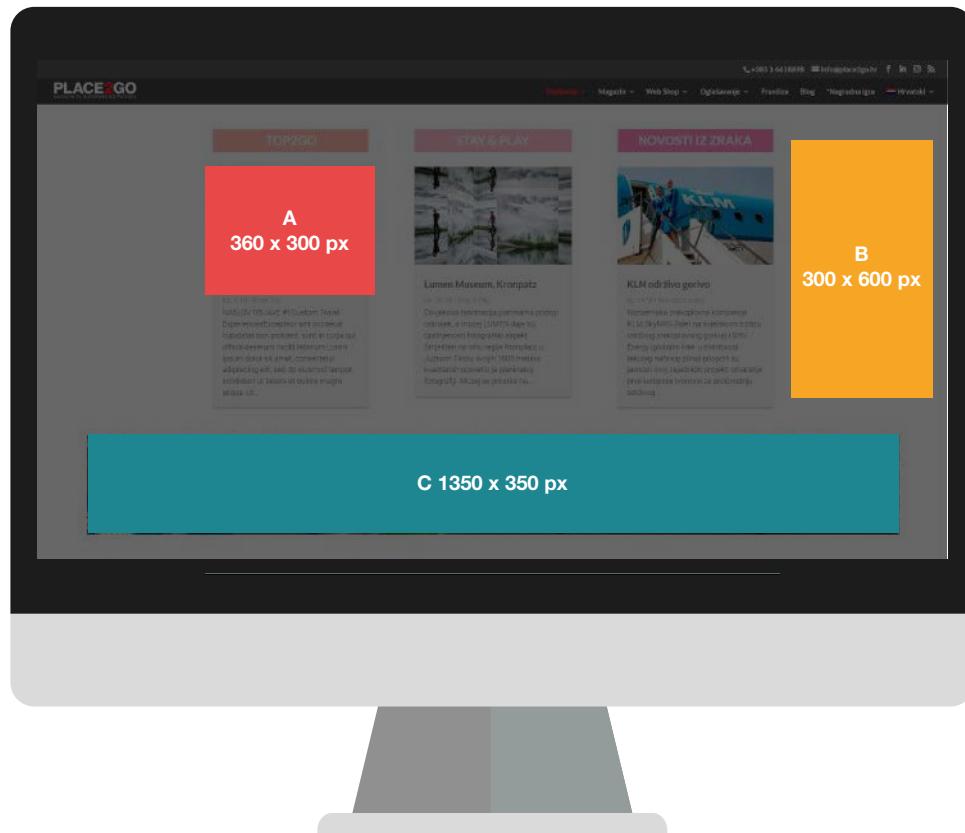
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# Web page [www.place2go.hr](http://www.place2go.hr)

...is the main channel for everyday communication with the readers. Since this is an online media, all promo activities are subject to sudden amendments. The campaign periods are defined upon agreement.



## Pricelist and advertising space formats

[www.place2go.hr](http://www.place2go.hr)

POSITION	FORMAT	PRICE
<b>A</b>	360 x 300 px	150 EUR
<b>B</b>	300 x 600 px	250 EUR
<b>C</b>	1350 x 350 px	350 EUR

posting time period: 30 days

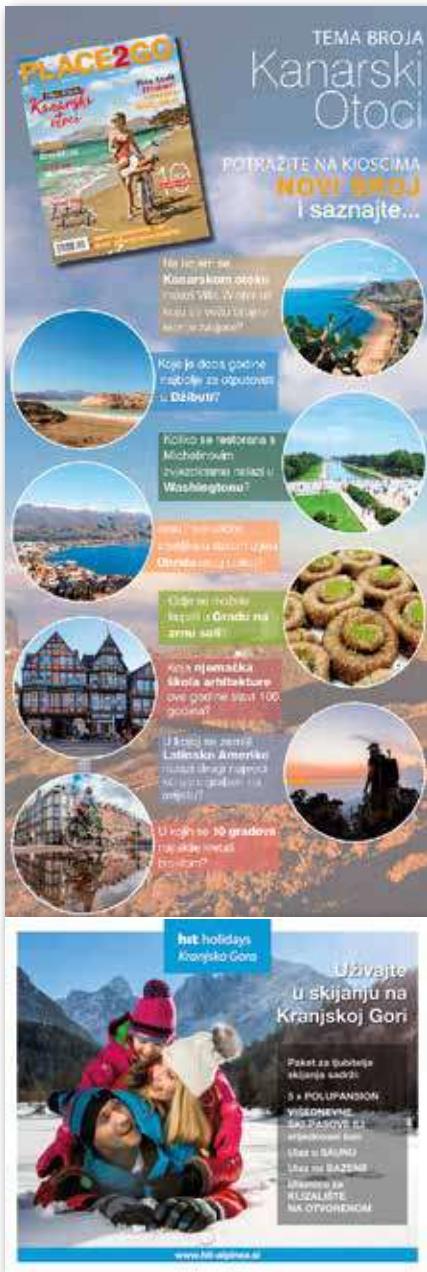
+ **prize competition** 1.200 EUR  
(promo package includes other digital platforms)

+ **sponsored article** 70 EUR

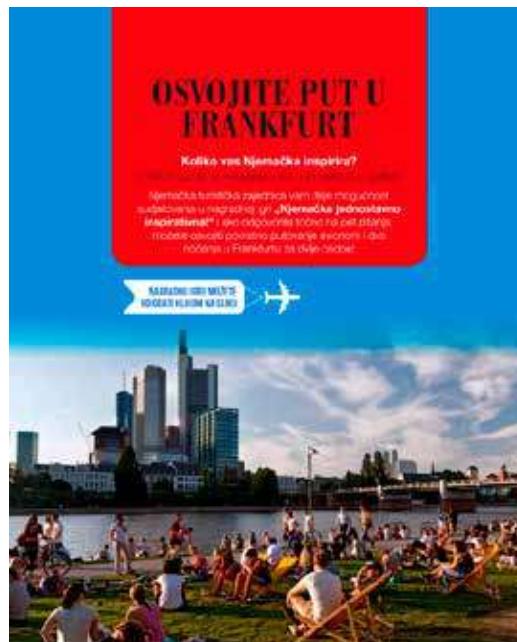
- More than 10 000 monthly sessions
- More than 10 000 monthly visitors
- More than 20 000 views

- If advertising space relates to two or more advertisers, the advertisement price shall be increased by 30 % per advertiser.
- The posting price does not include banner design.
- Banners shall be submitted in the gif or swf (flash file) format with the appertaining link.

# Newsletter, Facebook, Instagram



Direct advertising through newsletters and social networks is gaining importance in terms of marketing. The modern newsletter design facilitates sending your offer to a large number of users. Facebook is today the best tool for direct and prompt communication with your clients.



Newsletter design exclusively for your campaign  
**1500 EUR**  
over 8000 e-mail addresses

Your banner is added to our campaign  
**1200 EUR**

Over 17,000 visitors from the world of travel and tourism

Possibility of campaign design with boost posts

Possibility of posting photo galleries, sponsored announcements, prize contests and sharing contents

\*all digital platforms can be used for broader campaigns

# PLACE2GO

MAGAZINE FOR MODERN TRAVELER

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