

Hi-Files

media kit • 2012



Presenting our magazine and website. Enjoy!



Our main project Hi-Files magazine

Hi-Files is the leading Hi-Fi and home theater magazine in Serbia. The first issue was published in September 2004. Hi-Files is published 6 times a year and is also distributed in surrounding countries like Montenegro and Bosnia. Our objective is to increase circulation and page volume, thus following the development of audio/video market in Serbia and surrounding markets with the emergence of new distributors and appearance of new brands. We cover events, news and educational articles, but most of the magazine consists of reviews of the newest and popular Hi-Fi and Home Theater equipment. Hi-Files has an international character. We have written reports from the most important European Hi-Fi shows. The name of the

magazine by itself suggests that content is internationally oriented.

Even though we are a young magazine, our goal of leading a market in the right direction is most important. Therefore we are organizing the Hi-Files Show, an event for bringing equipment closer to the consumer. Hopefully, the show will bring companies from surrounding countries and become a traditional event.

EISA

"Hi-Files joined EISA in May 2008. with a lot of joy for our staff, but also our readers. This step is very important to us in a political way, because Serbia is putting



an effort in becoming a member of EISA. For Hi-Files, joining EISA brings more authority and closer cooperation with colleagues from European countries."

Today, 50 magazines from 19 different European countries joined together, forming the world's most prestigious multimedia magazines association.

In June each year, the editors-in-chief from all EISA member magazines meet to decide which of the products analyzed in their publications during the past year deserve the coveted EISA Award. The six categories under consideration are: Audio, Video, Home Theater, Photography, In-Car Electronics and Mobile Devices.

Important facts

Publication frequency	6 issues per year
Average size per issue	100 pages
Format of magazine	205 x 290 mm
Circulation	10,000
Retail price per copy	3 €
Cost of national subscription per year	15 €
Cost of international subscription per year	30 €
Hi-Files Show	Beginning of November

Prices

2/1.....	3.000 €
1/1.....	1.800 €
1/2.....	950 €
1/3.....	650 €

Covers

Cover 2.....	2.000 €
Cover 3.....	2.000 €
Cover 4.....	2.400 €

Discounts

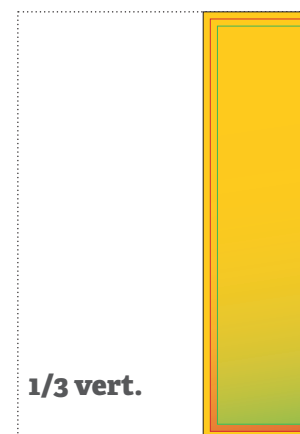
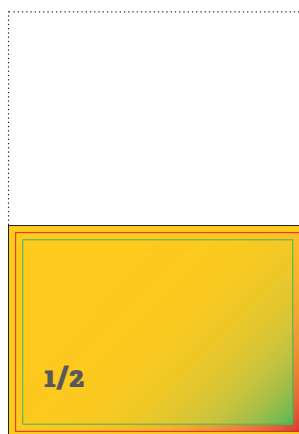
3 issues paid in advance.....	10 %
6 issues paid in advance.....	20 %

We accept ads as EPS, JPEG and TIFF files in 300 dpi resolution, in CMYK color separation. If you are using EPS format, please convert all fonts to curves.

Prices do not include design and graphical preparation. If you have special request regarding position of the ad, we are charging additional 20%.

Prices do not include VAT 18%.

For all additional information you can contact us and we will be happy to assist you.



Advertising

We kindly ask you to follow this dimensions during preparation of ads.

Ad type	size + bleed	size	safe area
2/1	420 x 300 mm	410 x 290 mm	400 x 280 mm
1/1	215 x 300 mm	205 x 290 mm	195 x 280 mm
1/2	215 x 155 mm	205 x 145 mm	195 x 135 mm
1/3 hor.	215 x 105 mm	205 x 95 mm	195 x 85 mm
1/3 vert.	78 x 300 mm	68 x 290 mm	63 x 280 mm



Our main website www.hi-files.com

Hi-Files website has always been extension of paper print magazine. It includes highly popular discussion board, weekly newsletter, polls, and lots of content.

Basically, all news, interviews, reports and other articles are being published on website. Most important are detailed announcements of new issues of magazine. Website also features online shop, photo gallery, search engine...

General statistics

Visits	107,371
Unique Visitors.....	36,098
Pageviews.....	681,983
Pages/Visit.....	6.35
Avg. Visit Duration.....	00:08:02
Bounce Rate	38.49%
% New Visits	28.21%

Country

1. Serbia	78.43%
2. Croatia	6.39%
3. (not set).....	2.31%
4. Bosnia and Herzegovina	1.96%
5. Montenegro	1.44%

City

1. Belgrade.....	51.22%
2. Novi Sad.....	12.60%
3. Nis	5.87%
4. Zagreb	3.83%
5. Kraljevo.....	2.84%

Browser

1. Firefox.....	42.15%
2. Chrome.....	27.44%
3. Internet Explorer.....	12.19%
4. Opera	11.48%
5. Safari.....	3.43%

Operating system of mobile users

1. Android	61.23%
2. iPad	17.81%
3. iPhone	15.02%
4. SymbianOS	3.19%
5. iPod.....	1.59%

All additional statistics are available on request.
All data collected by Google Analytics.

Leaderboard

Position A (728 x 90px)	600 €
Position B* (728 x 90px)	500 €
Position C (728 x 90px)	500 €

Rectangle

Position D** (250 x 250px)	400 €
Position D** (250 x 500px)	600 €

Background ad

Left and right*** (300 x 600)	1.000 €
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Discounts

3 months paid in advance	10 %
6 months paid in advance	20 %

*Not visible on all pages, estimated 80%.

**Not visible on all pages, estimated 70%.

***Background ad size depends on screen resolution of user. Our recommendation is width of 300px, and height between 600 - 990px.

We accept banners as GIF, JPEG or SWF.

Prices do not include design and graphical preparation. Prices do not include VAT 18%.

For all additional information you can contact us and we will be happy to assist you.

The image shows a screenshot of the Hi-Files website with several ad positions marked. Position A is a white box at the top right. Position B is a white box in the middle section. Position C is a white box at the bottom. Position D is a large red box on the right side. The website content includes a navigation menu, a main article about a carbon turntable, and a list of product reviews.

Left background ad

Right background ad

Liked what you saw?

Don't hesitate. Get in touch!

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