

Hi-Files

media kit 2015



Presenting our magazine and website. Enjoy!



Our main project Hi-Files magazine

Hi-Files is the only 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 a 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 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 stuff, but also our readers. This step is very important to us in a political way, because Serbia

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

Today, 50 magazines from 20 different European countries joined together, forming the worlds most prestigious multimedia magazines association.

In June each year, the editors-in-chief from all EISA member magazines meet to decide which of 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	84 pages
Format of magazine	205 x 290 mm
Retail price per copy	2,5 €
Cost of national subscription per year	12,5 €
Cost of international subscription per year	30 €

Important numbers

Print edition.....	8.000
Free web edition.....	28.500
Mobile app subscribers	1.900
Newsletter subscribers.....	3.500
Facebook fans	2.500
Twitter followers.....	120



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

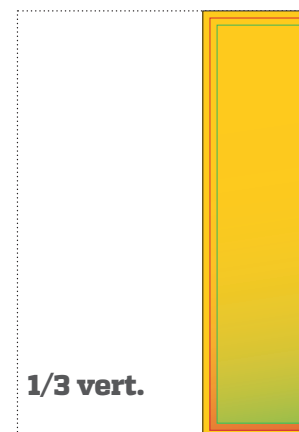
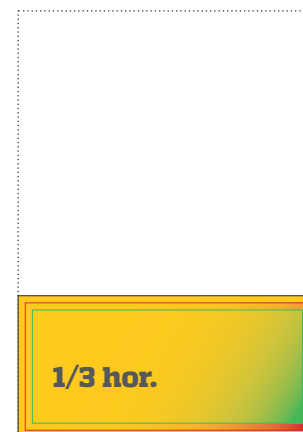
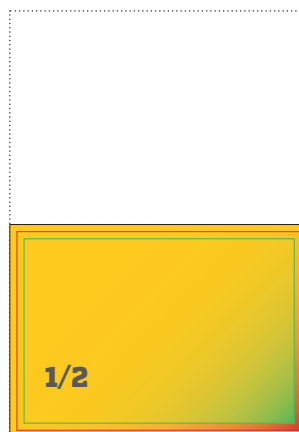
3 issues paid in advance	10 %
6 issues paid in advance	20 %

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 20%.

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 C (728 x 90px)..... 500 €

Rectangle

Position B (360 x 360px)..... 400 €

Background ad

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

Discounts

3 months paid in advance..... 10 %


6 months paid in advance 20 %

* 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.



Position A

MAGAZINVESTIESTOVIENCIKLOPIJAIINTERVUIREPORTAŽESHOWVIDEIEISAFORUM+


NOVOSTI → NOVI DENON STRIMERPREPLATAMARKETINGENGLISHO NAMA REDAKCIJA O EISA



Zakrivljeni Sony TV

Bejan Javić · 18.11.2014 · Vesti


Kompanija Sony predstavila je domaćem tržištu novu seriju zakrivljenih televizora sa oznakom BRAVIA S90. Novi modeli...



Audio berza na novoj lokaciji

Bejan Javić · 18.11.2014 · Vesti


Nova Audio berza se preselila na novu lokaciju. U pitanju je Mikser House u Karađorđevoj ulici broj 46 u Beogradu...



Novi Denon strimer

Bejan Javić · 06.11.2014 · Vesti


Kao nasljednika veoma dobrog i pristupačnog mrežnog plejera DNP-720AE, japanska kompanija predstavila je model...

REPORTAŽE


IFA sajam, Berlin 2014

Bejan Javić · 23.09.2014 · Reportaže

House of Marley Poznata po nesvakidašnjem i atraktivnom dizajnu, kompanija House of Marley prikazala je dva nova...

INTERVUI


Björn Rutz

Bejan Javić · 12.05.2014 · Intervjui

Menadžer prodaje u MBL Zahvaljujući distributeru MBL-a za Srbiju, uspešni smo da organizujemo intervju sa...


EISA NAGRADE 2014-2015

Position B

Position C

REDAKCIJA

Hi-Files Group d.o.o.,
Hektorovičeva 1B / lokal 6
11050 Zvezdara
Tel/Fax: 011/2450-146
Mob: 063/88-66-486
Radno vreme:
Radnim danima 10:00-17:00
Subotom i nedeljom ne radimo

HI-FILES JE ČLAN EISA


Magazin Hi-Files je član prestižne asocijacije EISA od maja 2008. Hi-Files pripada ekspertnim grupama za HiFi i HT Audio. Ravnoopravno učestvujemo u testiranju, nominovanju i glasanju za najbolje proizvode godine. EISA je osnovana 1982. godine, a više informacija o asocijaciji potražite na www.eisa.eu

MISIJA MAGAZINA

Časopis Hi-Files za svoj osnovni cilj ima popularisanje kvalitetne reprodukcije zvuka i slike. Naša misija je konstantna edukacija čitalaca o novim tehnologijama, ali i starim principima za postizanje optimalnih uslova za uživanje u muzici i filmovima. Nezaobilazni segment magazina predstavljaju detaljni i verodostojni testovi, koji su ujedno razumljivi široj publici. Uz masovnu proizvodnju potrošačke elektronike, Hi-Files pažljivim odabirom svojoj publici predstavlja ono što je najkvalitetnije na tržištu, svakako uzimajući u obzir i cenovnu kategoriju proizvoda. Dugogodišnje poverenje koje nam je ukazano pruža garanciju za budućnost.



Our exhibition Hi-Files Show

Hi-Files Show has been organized 11. times so far. It all started in 2008, as very small AV exhibition. Show is held in 4 star hotel, Holiday Inn in New Belgrade. This hotel has been voted as best Holiday Inn on three continents. We have 6 conference rooms from 45-70 square meters and 8 regular bedrooms from 18 to 21 square meters available. We are also renting lobby with 100 sqm. This Show is the only AV Show in Serbia and has full support of recognizable distributors and manufacturers.

General statistics 2014

Visitors with paid tickets.....	1300
Visitors with free tickets.....	350
Ladies and children (free entrance).....	220
Journalists.....	35
Total.....	1905

* Next Hi-Files Show will be held on 14th and 15th November 2015.

Liked what you saw?

Don't hesitate. Get in touch!

Hi-Files Group d.o.o.
Hektorovićeva 1b, lokal 6
11050 Beograd
Serbia

e-mail: office@hi-files.com
Tel/Fax: +381 11 2450-146
Mob: +381 63 88-66-486