

■ What is In Your Pocket in Slovenia

In Your Pocket has been present in Slovenia since 2008, during which time we have developed an excellent reputation for putting our many readers in touch with Slovene businesses. In 2010 the *In Your Pocket* range will continue to expand so wherever or whatever your business is, our guides will be able to help you generate greater revenues from the rapidly expanding visitor market.

- **Over 500,000 guides were printed and distributed**
- **Over 1,245,000 readers were reached by our print guides**
- **More than 100 Events:** Pokal Planica, Zlata Lisica, Festival Ljubljana, Lent Festival, Golden Drum, Sempol, Internautica, Rock Otočec, Druga godba, Slovenski festival vina, Jazz festival, EURAM...)



guide & mini guide
6x per year
240.000 copies



guide & mini guide
2x per year
80.000 copies



guide
1x per year
40.000 copies



mini guide
1x per year
20.000 copies



guide
1x per year
20.000 copies

■ What is In Your Pocket?

In Your Pocket is Europe's leading publisher of locally produced city guides. Since its conception in a beer hall in Lithuania in 1992, *In Your Pocket* has expanded into more than 24 countries, covering cities from the Ukraine to Northern Ireland and Russia to Albania.

Readers of *In Your Pocket* guides are visitors to unfamiliar cities looking for answers to questions: Where will I sleep? Eat? Drink? Shop? They use and trust *In Your Pocket* to provide them with answers to their questions.

Since 1992 *In Your Pocket* has earned a reputation for producing comprehensive, independent, reliable and entertaining guides to some of Europe's hottest visitor destinations. Our high-quality and thoroughly-researched content, combined with an excellent distribution program, ensure our advertisers reach and attract new high spending customers time and time again. The readers have the money. Our clients have the products and services. *In Your Pocket* brings the two groups together.

- In Your Pocket produced content to **141** towns and cities in **24** countries
- **5,000,000** guides were printed and distributed
- The Times of Great Britain chose it as one of the top-10 city guides for independent travelers

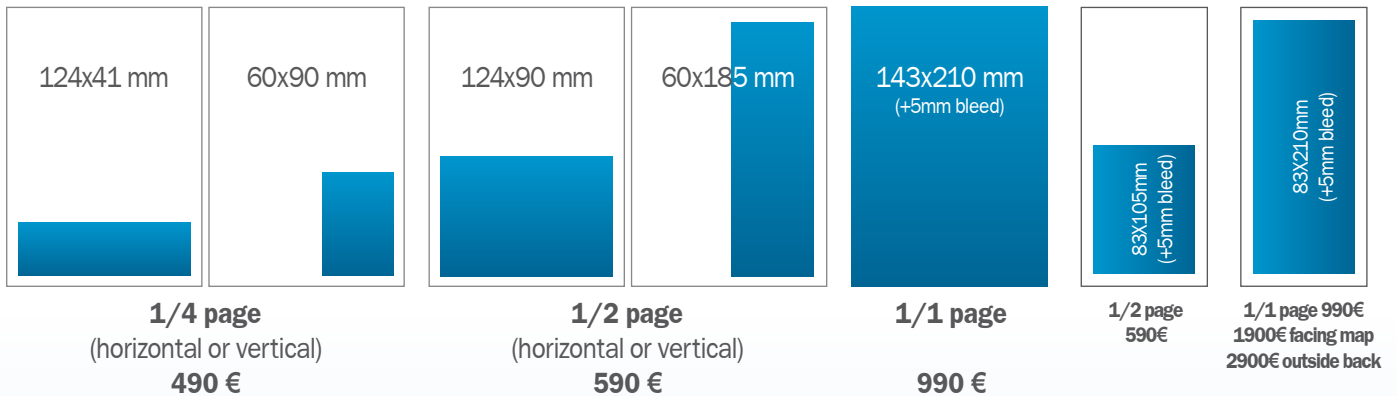


■ Statistics

- **82.316 foreigners live in Slovenia** (Statistični urad RS - 1. januar 2010)
- female: 22.160
- male: 60.156

Printed guides (Ljubljana, Maribor, Bled, Portorož, Koper, Celje)

Print Advertasing 2010



Banner /month
90x90 px
Main IYP page [800€]
Main Slovenia page and other cities [190€]
Other pages [90€]

Banner /month
250x350 px
Main IYP page [1.600€]
Main Slovenia page and other cities [590€]
Other pages [500€]

Banner /month
468x60 px
Main IYP page [1.600€]
Main Slovenia page and other cities [390€]
Other pages [300€]

Banner /month
728x90 px
Main IYP page [2.400€]
Main Slovenia page and other cities [590€]
Other pages [500€]

Discounts

2-3 Issues	10%
4-5 Issues	15%
6 Issues	20%

prices do not include VAT

Ad design

Given high quality slide(s) and/or other suitable material we will be happy to design your ad for you. Price: 39€-79€

Ad placement

10% premium added for requested positioning.

Material specifications

Image resolution 300 dpi. File format PDF, .JPG or TIF
Full page ads should have a minimum bleed of 5mm.

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