

miniSTUDIO
PUBLISHING GROUP

Media kit

JUL 2022

O nama

miniSTUDIO
PUBLISHING GROUP

MINI STUDIO PUBLISHING GROUP d.o.o. je medijska kompanija koja se od 2009. godine bavi online izdavaštvom u Srbiji i u inostranstvu, podeljenih u 3 segmenta: Luxury, Living i Lifestyle.

Portali MSPG kompanije u Srbiji su:

LUX LIFE

www.luxlife.rs

MOJ
ENTERIJER

www.mojenterijer.rs

ZENSKI Magazin

www.zenskimagazin.rs

MUŠKI Magazin

www.muskimagazin.rs

AUTO Exclusive

www.autoexclusive.rs

Lux life

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Lux life je jedini portal u Srbiji koji otvara vrata luksuza i glamura, otkrivajući **najbolje** iz sveta **luksuza**. Mesečno ostvaruje 800.000 pregledanih strana.

Demografija i godine:

35-44

29,40%

25-34

27,46%

45-54

21,56%

55-64

12,67%

18-24

4,80%

65+

4,09%

Žene

45%

Muškarci

55%



Moj enterijer

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Moj enterijer je vodeći portal u Srbiji koji se bavi uređenjem enterijera, doma i vrta, kao i trendovima u svetu **dizajna** i **nameštaja**. Mesečno ostvaruje **1.100.000** pregledanih strana.

Demografija i godine:

35-44

28,91%

45-54

23,53%

25-34

21,91%

55-64

16,72%

65+

5,54%

18-24

3,39%

Žene

62%

Muškarci

38%



Ženski magazin

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Ženski magazin je lifestyle vodič namenjen ženama koje prate teme iz oblasti **mode, lepote, zdravlja, fitness-a** i dr. Mesečno ostvaruje **1.200.000** pregledanih strana.

Demografija i godine:

25-34

29,44%

35-44

27,12%

45-54

19,43%

55-64

14,34%

18-24

5,18%

65+

4,49%

Žene

76%

Muškarci

24%



Muški magazin

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Muški magazin je portal na kojem se mogu pronaći sve informacije potrebne jednom **savremenom muškarcu**. Mesečno ostvaruje **2.500.000** pregledanih strana.

Demografija i godine:

25-34

33,66%

35-44

27,46%

45-54

18,24%

55-64

9,99%

18-24

7,20%

65+

3,43%

Žene

42%

Muškarci

58%



Auto exclusive

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Auto exclusive pruža ekskluzivne informacije iz **auto** i **avio** industrije, **nautike**, **motociklizma** itd. Mesečno ostvaruje **550.000** pregledanih strana.

Demografija i godine:

35-44

28,60%

25-34

28,06%

45-54

23,59%

55-64

10,98%

18-24

4,83%

65+

3,93%

Žene

22%

Muškarci

78%



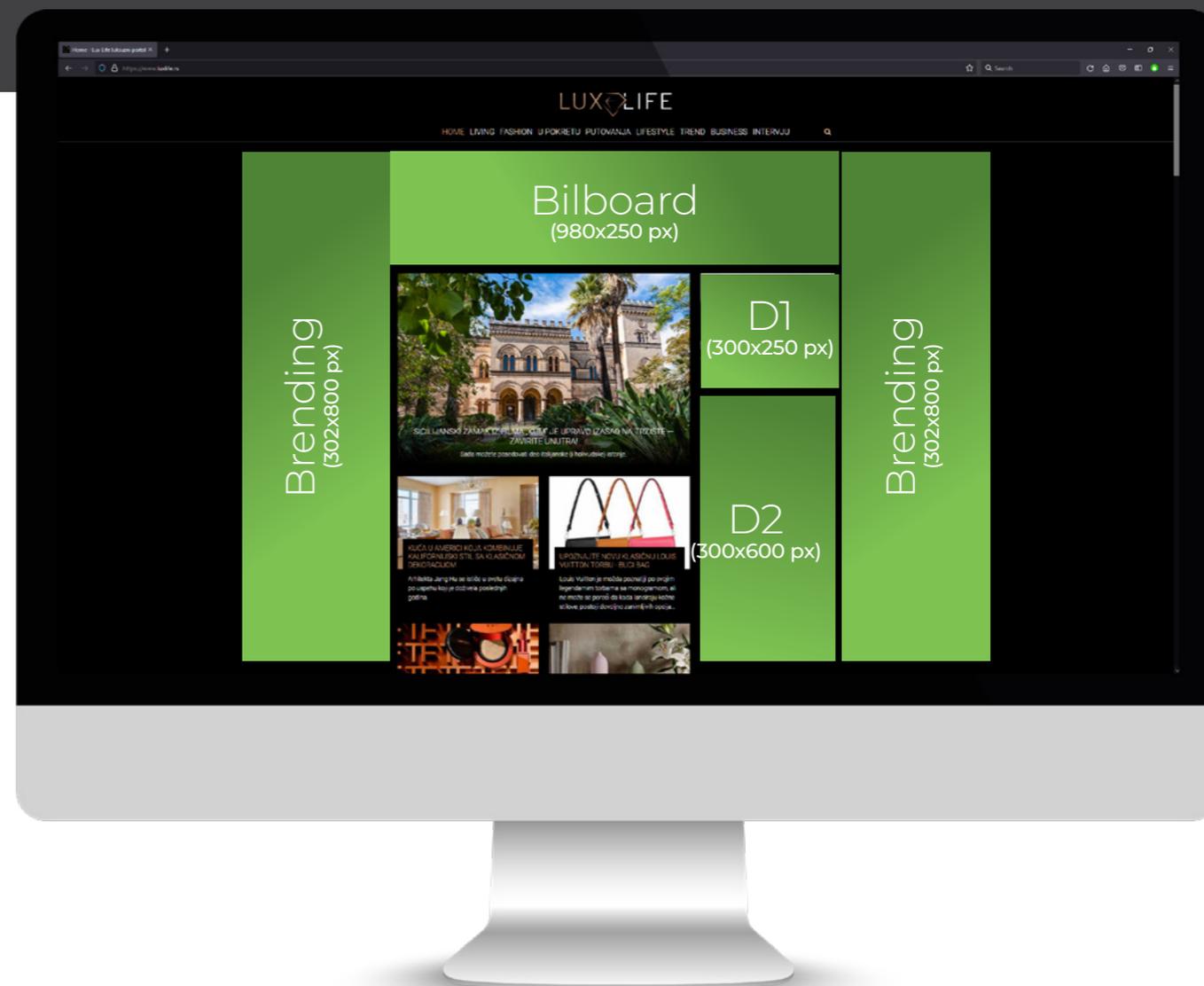
Desktop oglašavanje

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PORTAL

Bilboard D1/D2 Brending

				7 dana
Lux life	< 200k	8	4,8	1500
	> 200k	7	4	
Ženski magazin	< 200k	5	2,9	1500
	> 200k	4	2,7	
Muški magazin	< 200k	3,5	2,2	1200
	> 200k	3,3	2	
Moj enterijer	< 200k	4	2,8	1500
	> 200k	3,5	2,5	
Auto exclusive	< 200k	4	2,5	1000
	> 200k	3,5	2	



Mobile oglašavanje

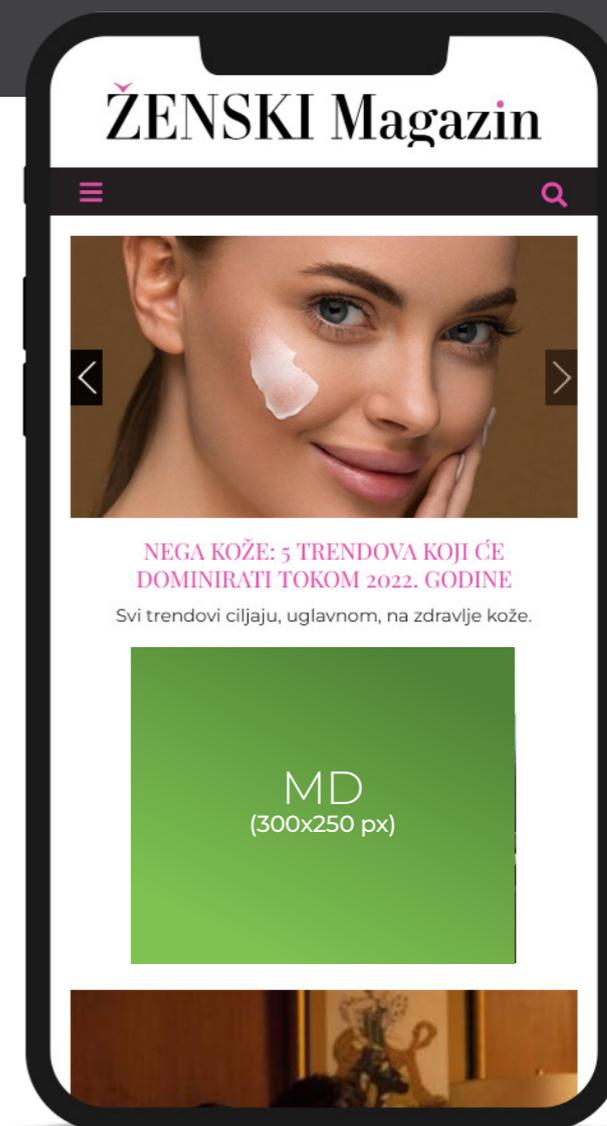
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PORTAL

Stiky

MD

Lux life	< 200k	4,8	4
	> 200k	4	3
Ženski magazin	< 200k	4,5	4
	> 200k	3,5	3
Muški magazin	< 200k	4,5	4
	> 200k	3	3
Moj enterijer	< 200k	4,5	4
	> 200k	3	3
Auto exclusive	< 200k	4	3
	> 200k	3	3



Naši klijenti

SATOVI & NAKIT

- Maestro Jewelers
- Israel Diamond Center
- Chopard
- Vacheron Constantin
- IWC Schaffhausen
- Ulysse Nardin
- Zenith
- de GRISOGONO
- Raymond Weil
- Breitling
- Audemars Piguet
- Tag Heuer
- Longines
- Cartier
- Frey Wille
- Pandora
- Michael Kors
- Emporio Armani

- Skagen
- Fortis
- Jaguar
- Movado
- Victorinox
- Nixon
- Fortis Swiss
- Fossil
- S&L
- Casio
- Nautica
- Esprit

FASHION

- Hugo Boss
- Trussardi
- Canali
- Pinko
- Pal Zileri

- Paul & Shark
- Fashion & Friends
- Liu Jo
- Diesel
- Guess
- Tommy Hilfiger
- UGG
- Levi's
- Replay
- Scotch&Soda
- Camper
- Superdry
- Steve Madden
- Lyle & Scott
- Max Mara
- H&M
- Zara
- Massimo Dutti
- N Fashion

- Gagliardi
- Ivko
- Navigare
- Barbolini
- LC Waikiki
- Lisca
- Mango
- ECCO
- MO
- T. C. Rajičeva
- Fashion Park Indija
- Parndorf Designer Outlet
- Ušće Shopping Center

SPORT

- Intersport
- Reebok
- Adidas

- N sport
- Puma
- Đak sport
- Nike
- New Balance
- Russell Athletic
- Converse
- Fit Pass

BEAUTY

- Lancome
- L'Oreal
- Garnier
- Vichy
- Kiko Milano
- Maybelline
- AVON
- Burberry
- D&G

Naši klijenti

- Chanel
- Gucci
- DM
- Epsilon
- Diva Poliklinika
- Berlin-Chemie Menarini
- P&G
- Gillette
- Wilkinson
- Blend-a-med
- Libresse
- Discreet
- Always
- Ariel
- Fairy
- Wash & Go
- Pampers
- Zewa Aquafresh

AUTOMOTIVE

- Rolls-Royce
- BMW
- Mini Morris
- Mercedes Benz
- Land Rover
- Jaguar
- Audi
- Jeep
- Volvo
- Toyota
- Mazda
- Peugeot
- Infiniti
- Lancia
- Mitsubishi
- Renault
- Citroen
- Volkswagen

- Ford
- Honda
- Seat
- Dacia

TEHNIKA

- Tehnomanija
- Tehnomedia
- Gigatron
- Win Win
- Com Trade
- LG Electronics
- Huawei
- HONOR
- Samsung
- Apple
- HP
- Miele
- Gemma Liebherr

- Sony Ericsson
- Beko
- Whirlpool
- Gorenje
- Hisense
- Vox
- Canon
- Fujifilm
- Nespresso
- NESCAFÉ Dolce Gusto
- Schneider Electric
- Carrier
- iRobot
- Maytronics
- Dolphin
- Duracell
- Philips
- Motorola
- Kuća na klik

- uHoo
- Mann+Hummel
- Pametna kuća™
- ION Solutions
- Magiesta
- Stihl

ARHITEKTURA & GRADNJA

- Alumil
- Aluroll
- Rehau
- Velux
- ACO
- Baumit
- Porcelanosa
- EURO Dom
- Aqua Boutique
- Grohe

Naši klijenti

- Marconio
Whirlpool&Spa
- Geberit
- Energy Net
- Ytong
- Tarkett
- Okov
- JUB
- San Marco

HOME & DÉCOR

- Villeroy&Boch
- Rosenthal
- Hermes
- Wedgwood
- Lalique
- Cacharel
- Christofle
- Robbe & Berking

- Meissen
- Bernardaud
- Blumarine
- WMF
- Riedel
- Sun,Moon&Stars
- Home Philosophy
- BI - ER
- Roberto Cavalli
- Rocco Barocco
- Byblos
- Trussardi
- Kenzo
- Blu Girl
- Luna di giorno
- Cassina
- Saba Italia
- Philipp SELVA
- Scavolini

- Coincasa
- Frette
- Ditre Italia
- Fusion Tables
- IKEA
- JYSK
- Emmezeta
- Lesnina
- Kika
- Poly Dec
- NOVO LUX
- Dush Furniture
- Domis enterijeri
- VITA Verde
- Dezen Interior
- Karim space
- Simpo
- Eurosalon
- Enviro

- Tempur
- Forest
- Forma Ideale
- Lazy bag

BANKE & OSIGURANJA

- Raiffeisen bank
- Banca Intesa
- ProCredit bank
- Komercijalna banka
- VISA
- Dunav osiguranje
- Vojvodjanska banka
- Hypo Alpe Adria bank
- Erste banka
- Alpha bank
- Delta Generali
- AIK banka

HOTELI

- Viceroy Hotels
&resorts
- Hotel Yas Abu Dhabi
- Kata Rocks
- Indigo Pearl resort
- Hansar Bangkok
- Chatrium Hotel
Riverside Bangkok
- Park Royal Saigon
- Pan Pacific Hotels
Group
- Green Organic Villas
- Four Seasons Hotel
Gresham Palace
Budapest
- Ritz Carlton
- Glamping Homoki
Lodge

Naši klijenti

- Four Seasons Prague
- Kempinski Palace Portorož
- Hotel Alexander
- Thermana Laško
- Hotel Bolfenk Pohorje
- Marina di Scarlino
- Puro Beach
- DD724 Venice
- Hotel Monte Mulini
- Hotel Lone Rovigno
- Luxury hotel Lošinj
- Bellevue
- Alhambra
- Augusta
- Terme Sveti Martin
- Dukley Garden and Apartments
- Regent Porto

- Montenegro
- Hotel Splendid
- The Queen of Montenegro
- Radisson Blu
- MK Mountain Resort
- Hotel 88 Rooms

RESTORANI

- Alfred Keller Lošinj
- Laffayette
- W Sushi
- Restoran Šaran
- Enso
- Bitef Art Cafe
- Dva jelena
- Restoran Sent Andrea
- Podrum Wineart

- Glovo
- Donesi
- MR.D

REAL ESTATE

- Portonovi Resort
- Dukley Garden
- Belgrade Waterfront
- BW Kula
- Belville
- Bulevar Centar Park City

AVIO KOMPANIJE & TURIZAM

- Emirates
- Austrian
- Qatar Airways
- Turkish Airlines

- Netjets
- Fly Dubai
- AIR Serbia
- Top Travel Centar
- Kontiki
- Big Blue
- North Macedonia Timeless
- Smart Rent-a-car
- Fibula Air Travel

TELEKOMUNIKACIJE & TV

- Telenor
- A1
- Telekom Srbija
- SBB
- VIP
- Disney

- Fox
- 24 Kitchen
- Minimax

WINE & PLEASURE

- Taittinger
- Freixenet
- Vinarija Erdevik
- Vinarija Šapat
- Vinarija Savina
- Vinarija Đurđić
- Golf centar
- Jai Thai
- Ceasar Spa Club

FOOD & BEVERAGE

- Heineken
- Amstel
- Somersby

Naši klijenti

- Carlsberg
- Birra Moretti
- Coca Cola
- Rosa
- Fuze tea
- Next
- Monster
- Grand kafa
- Don cafe
- Jacobs
- Imlek
- Frikom
- Pepsico
- Jaffa
- Bambi
- Štark
- WellBe
- Tikkurila
- Strongbow

- IDEA
- LIDL
- MAXI
- Kuća čaja

OSTALO

- Mozzart
- Philip Morris International
- EKO
- NIS Gazprom
- Hemofarm
- Ivančić&sinovi
- Herbiko
- Actavis

EVENTS PARTNERSHIP

- Salone del Mobile Milano

- Homi Milano
- Maison&Objet Paris
- Paris Design Week
- 24h of Elegance
- Belgrade Design Week
- Belgrade Fashion Week
- MF
- White Sensation
- Beogradski sajam
- Weekend Media Festival Rovinj
- Digital Day
- BINA
- EXIT
- Marina Abramović
- Golden Drum Slovenija

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Jova SREĆO

Zmaja od Noćaja 12, 11000 Beograd
+381 63 77 80 088
jova.sreco@ministudio.rs