



**Advertising&Mediakit**

Target style

What is Style.rs

Advertising

Ads formats

Statistics

History and facts

Intellectual property

Contact

STYLERS

# TARGET STYLE

DESIGNERS STYLERS STYLE FREESTYLE  
LIFESTYLE LUXURY GLAMUR FASHION DESIGN  
YOUNG FRESH NEW SPECIAL EXTRAORDINARY  
UNUSUAL PROFESSIONAL TENDENCY CULTURE  
COSTUME PEOPLE WOMAN MAN INTERNATIONAL  
NATIONAL WORLD REGIONAL POPULAR MAIN-  
STREAM HAIR EYE HANDS LEGS BODY CARE  
BEAUTY CUTE GEORGUS FAMOUS OUTFIT COOL  
SHIC CHICK BIJUX JEWELLERY COLLECTIONS AC-  
CESSORIES SHOW PARTY COSMETICS FLY SWIM  
RUN WALK CARS DESTINATIONS EDUCATION FOOD  
DRESSING DRESS MILAN PARIS LONDON NEW  
YORK BELGRADE ZAGREB SARAJEVO LJUBLJANA  
NOVI SAD SPLIT...

STYLERS

# WHAT IS STYLE.RS?

STYLE

STYLERS

COMPETENT

NEW AND NICE

OPINION LEADER

INCLUSIVE BRAND

STYLE IS CLEAR NAME

MAINSTREAM MAGAZINE

PEACE COLOR CONCEPT

STYLE IS MORE THAN FASHION

STYLERS IS CLEAR DOMAIN HACK

NEW BRAND ON REGIONAL MARKET

BRAND BORN IN HANDS OF ADVERTISING EXPERT

STYLERS

# ADVERTISING

We use two models to sell advertising space:

1. Selling banners on monthly basis. We offer a wide range of banners in various sizes (more information in the price list).
2. CPM (cost per mille), which means that prices are expressed in thousands of impressions.

## EXCLUSIVITY

Exclusive buyer has the option to lease advertising space for a specific time period.

## PRODUCT OR SERVICE BRANDING

Branding your product or service with Stylers stamp seal to enhance visibility for your customers. STYLERS® is a trademark registered in The Intellectual Property Office of the Republic of Serbia, in Belgrade

The logo for Stylers, featuring the word "STYLERS" in a bold, sans-serif font. Each letter is a different color: S (purple), T (blue), Y (light blue), L (green), E (yellow), R (orange), and S (red). A solid black circle is positioned directly below the letter 'L'.

## **BRENDING LOGOTYPE**

The customer can buy the presence in our logo or change its color patterns depending on visual identity of company or brand.

Logo branding and personalization includes cover picture on our facebook page: <http://www.facebook.com/www.style.rs>



STYLERS

## **SPONSORED PR REPORTS**

PR reports are texts on your request.

Text can be in the form of reports, interviews, announcements or combined. Up to 4 photos can accompany the text, as well as a video clip. Maximum text length is 4000 characters. Each sponsored text also promoted on our facebook and twitter page.

PR text remains FOREVER on our site.

## **CROWDSOURCING**

Style.rs organizes different types of competition (The best fashion photography, The best Outfit, Fashion blogger awards ...).

Company or brand can participate in a particular contest as technical sponsor, main sponsor or web sponsor.



STYLERS

## PRODUCT PLACEMENT

We offer the opportunity for your products to become a part of our photo editorials that are published at the request of customers.



This type of promotion involves setting up photo editorials on our home page, as well as creating a cover page for our facebook page and promotion on Twitter.

STYLERS

# ADS FORMATS



impression CPM/euro

| position               | impression      | CPM/euro |
|------------------------|-----------------|----------|
| position 1             | 30000 - 100000  | 5        |
| 728 x 90               | 100000 - 300000 | 4.5      |
|                        | 300000 - 500000 | 4        |
|                        | over 500000     | 3.5      |
| position 2             | 30000 - 100000  | 4        |
| 160 x 600<br>300 x 250 | 100000 - 300000 | 3.5      |
|                        | 300000 - 500000 | 3        |
|                        | over 500000     | 2.5      |
| position 3/4           | 30000 - 100000  | 3.5      |
| 160 x 600<br>300 x 250 | 100000 - 300000 | 3        |
|                        | 300000 - 500000 | 2.5      |
|                        | over 500000     | 2        |
| position 5             | 30000 - 100000  | 3        |
| 468 x 60               | 100000 - 300000 | 2.5      |
|                        | 300000 - 500000 | 2        |
|                        | over 500000     | 1.5      |

# STYLERS



# STATISTICS

300 young designers presented on website

50.000 users on Style.rs

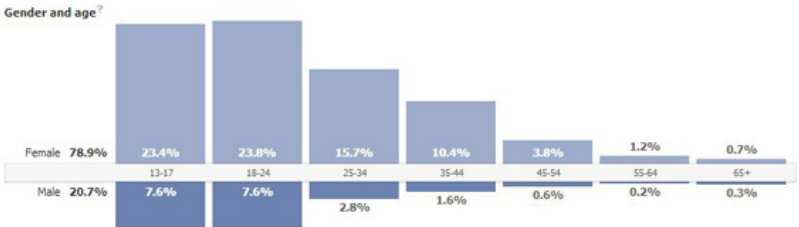
More then 20.000 Facebook fans

<http://www.facebook.com/www.style.rs>

40 active contributors from: Serbia, Croatia, Bosnia, Montenegro, Netherlands, Italy and USA.

4 Google PageRank

People Who Like Your Page (Demographics and Location) See Likes



#### Countries<sup>?</sup>

- 9,528 Serbia
- 3,173 Macedonia
- 3,072 Bosnia & Herzegovina
- 930 Montenegro
- 509 Croatia
- 262 United States of America
- 105 Germany

#### Towns/cities<sup>?</sup>

- 1,318 Skopje, Karpos
- 593 Belgrade
- 549 Beograd
- 491 Sarajevo, Federation of Bosnia and Herzegovina
- 317 Niš
- 277 Banja Luka, Republika Srpska
- 265 Prishtinë

#### Languages<sup>?</sup>

- 6,865 Serbian
- 2,902 Albanian
- 2,676 English (US)
- 2,148 Macedonian
- 1,690 Croatian
- 1,428 Bosnian
- 577 English (UK)



# HISTORY AND FACTS

Style.rs (STYLERS) was founded in December 2010 in Milan. The website is written in Serbian, Croatian, Bosnian, Montenegrin - all versions of ex-Yugoslav languages, depending on the native language of the authors.

Style.rs is media partner of the main regional fashion and design events: Belgrade Design Week, Belgrade fashion Week, Europe Future Fashion Split, Sarajevo Fashion Week, Zagreb Fashion Week.

## DESIGNERS

Style.rs interviewed and discovered many young designers and independent brands.

Some of them are selected for our future e-boutique.

## BRANDS

Major brands and companies placed their ads on Style.rs. To name just a few: DIESEL, NEW YORKER, IED, ISTITUTO MARANGONI, SAVA, GOODYEAR, GOVIRAL ADVERTISING NETWORK UK.

The logo for STYLERS features the word in a bold, sans-serif font. Each letter is a different color: S (purple), T (blue), Y (light blue), L (green), E (yellow), R (orange), and S (red). A solid black circle is positioned directly below the letter 'L'.

# INTELLECTUAL PROPERTY

STYLERS® is a trademark registered in The Intellectual Property Office of the Republic of Serbia, in Belgrade for the period of ten years, from January 2012 until 2022, for 9 out of 33 official categories in trademarks categorization.

STYLERS is designed in Milan by group of design, advertising and marketing experts.

The logo for STYLERS features the word in a bold, sans-serif font. Each letter is a different color: S (purple), T (blue), Y (light blue), L (green), E (yellow), R (orange), and S (red). A solid black dot is positioned directly below the letter 'L'.

# CONTACT

Address:

NEMESTIC D.O.O.

Gavrila Principa 51/a

21208 Sremska Kamenica, Novi Sad

SERBIA

[www.style.rs](http://www.style.rs)

email: [info@style.rs](mailto:info@style.rs)

Tel/Fax: +381 (0)21 4 756 756

check for updates:

<http://www.facebook.com/www.style.rs>

follow us: twitter [@style\\_rs](https://twitter.com/style_rs)

STYLERS

The logo for 'STYLERS' features the word in a bold, sans-serif font. Each letter is a different color: S (purple), T (blue), Y (light blue), L (green), E (yellow), R (orange), and S (red). A solid black circle is positioned directly below the second 'L'.