

Published: since March 2014 **Frequency:** 5 x year

Distribution:

- subscribers + retail at 4,8 € - over 1.000 points of sale (4.000 copies)
- as free insert in 2 magazines: **Avto fokus** and **Zabavnik** (22.500 copies)

Volume: from 84 to 180 pages

Print run: 26.500 copies (Winter and Autumn issues 12.500 copies)

Audience/reach: 88.000 readers/issue (Winter and Autumn 45.000 readers)

Average age and demographics of readers:

aprox. **45%** are readers of Avto fokus magazine (mainly men with middle & high income; 33,5 years old),

40% are readers of Zabavnik magazine (mainly women with middle & high income; 35 to 55 years old + curious youth, 9 to 15 years old),

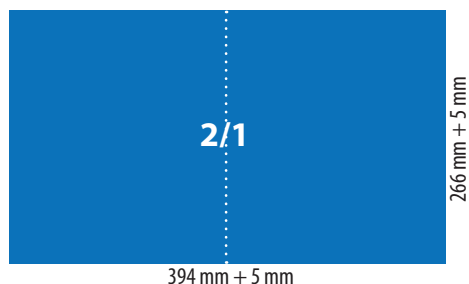
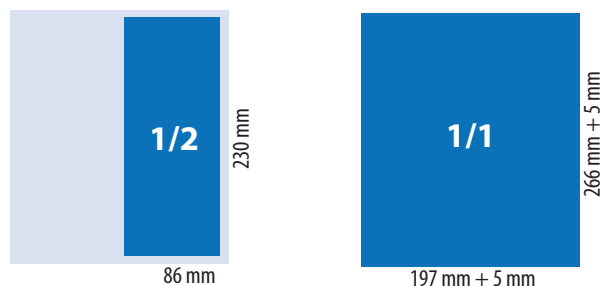
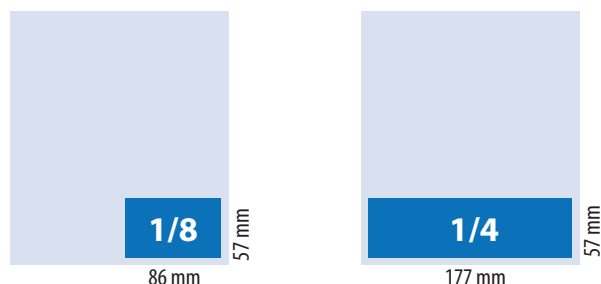
while **15%** of readers are subscribers or purchase the magazine directly in retail (mainly active couples and families).



Partner Media:



ADVERTISING FORMATS



RATES

INSIDE PAGES

1/8	500,00 €
1/4	900,00 €
1/2	1.600,00 €
1/1	2.900,00 €
2/1	4.300,00 €

COVER

2. or 3. Cover	3.400,00 €
2/1 (Cover 2 + page 3)	4.500,00 €
4. Cover (plastified)	4.200,00 €

EDITORIALS & PR

Sponsored **destination or product editorials** related to the advertiser's activity/product range, usual **PR**, and **tailor-made promo activities**.

Prices do not include VAT.

ON-LINE

• All issues of Fokusplus (since 2014) are available for **free reading** [>>LINK](#) or scan:



EDITORIAL CALENDAR 2025

ISSUE	ISSUE DATE IN EACH DISTRIBUTION CHANNEL		
	Retail	in Avto fokus	in Zabavnik
49, Guide Croatia	10. 04. 2025	18. 04. 2025	25. 04. 2025
50, Active Summer	16. 06. 2025	19. 06. 2025	27. 06. 2025
51, Active Autumn	---	19. 09. 2025	---
52, Ski Guide 25/26	15. 10. 2025	17. 10. 2025	30. 10. 2025
53, Magic Winter	---	18. 11. 2025	---

DEADLINE FOR ADVERTISING LAYOUTS: 10 days prior to the **first issue date above**

Valid from 1. 10. 2024



Issue date:
10. 04. 2025

Printrun
26.500 copies:
-12.500 free insert in Avtofokus
-10.000 free insert in Zabavnik
-4.000 in retail from 10. 04. till 15. 06.



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HERE

to preview issue 2024!

Fokusplus 49: Spring GUIDE CROATIA 2025

The most comprehensive annual presentation of Croatian tourism in Slovenia. Annual guide to destinations, activities, and events.
+ Review of all major **novelties** and **events** in 2025.
+ Croatian **Camping & Glamping** 2025

or scan:



+
**Croatian
roadmap with:**
- 130 campsites
- 100 family &
other attractions



Issue date:
16. 06. 2025

Printrun
26.500 copies:
-12.500 free insert in Avtofokus
-10.000 free insert in Zabavnik
-4.000 in retail from 16. 06. till 14. 10.

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to preview issue 2024!

Fokusplus 50: Summer ACTIVE SUMMER 2025

News and destinations for **active, adrenaline and family holidays and trips** mainly in the Alpe-Adria region (Austria, Croatia, Italy, Slovenia, and Switzerland).
+ News and trends: **sports, outdoor and caravanning equipment**.
+ Complete review of novelties in **European Amusement-, Theme-, and Water Parks**.
+ Calendar of summer **sport & outdoor events** in Alpe-Adria region.



Issue date:
15. 10. 2025

Printrun
28.500 copies:
-12.500 free insert in Avtofokus
-10.000 free insert in Zabavnik
-2.000 free at ski fair Snežinka 2025
-4.000 in retail from 15. 10. 2025 till 15. 04. 2026

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to preview issue 2024/25!

Fokusplus 52: SKI GUIDE 2025/26

The only Ski guide in Slovenia, including **300 ski resorts in 30 countries** from Scandinavia to Caucasus.
+ Review of novelties and trends in **wintersports gear** and ski resorts' **business & technology**.
+ detailed results of the **World Ski Test 2025** (Fokusplus is a media partner for Slovenia).

+
**Ski fair
Snežinka
Ljubljana
November 2025**



Issue date:
19. 09. 2025

Printrun
12.500 copies:
-12.500 free insert in Avtofokus

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to preview issue 2024!

Fokusplus 51: Autumn ACTIVE AUTUMN 2025

News and destinations for **active, nature, and culinary (family) trips** mainly in the Alpe-Adria region.
+ Calendar of autumn **sport & outdoor events** (Slovenia & Croatia)
+ **Camping & Caravanning**: novelties of the 2026' season - RVs and caravanning gear (report from the **Caravan Salon 2025**).
+ **First On Snow**: autumn glacier skiing + preannouncement of major winter novelties in the Alps + ski gear.
+ **Halloween 2025** in nearby amusement parks (mainly in Austria, Germany, Italy).



Issue date:
18. 11. 2025

Printrun
12.500 copies:
-12.500 free insert in Avtofokus

NEW!

Fokusplus 53: Winter MAGIC WINTER 2025

Destinations for trip and holidays in **december and winter holidays (sea, mountains, city breaks)**.
+ Calendar of **Cristmas Markets 2025** in the Alpe-Adria region.
+ Calendar of **Carnivals 2026** in the region and around Europe.
+ **Ski, Sun & Fun**: top events in ski resorts of the Alps

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