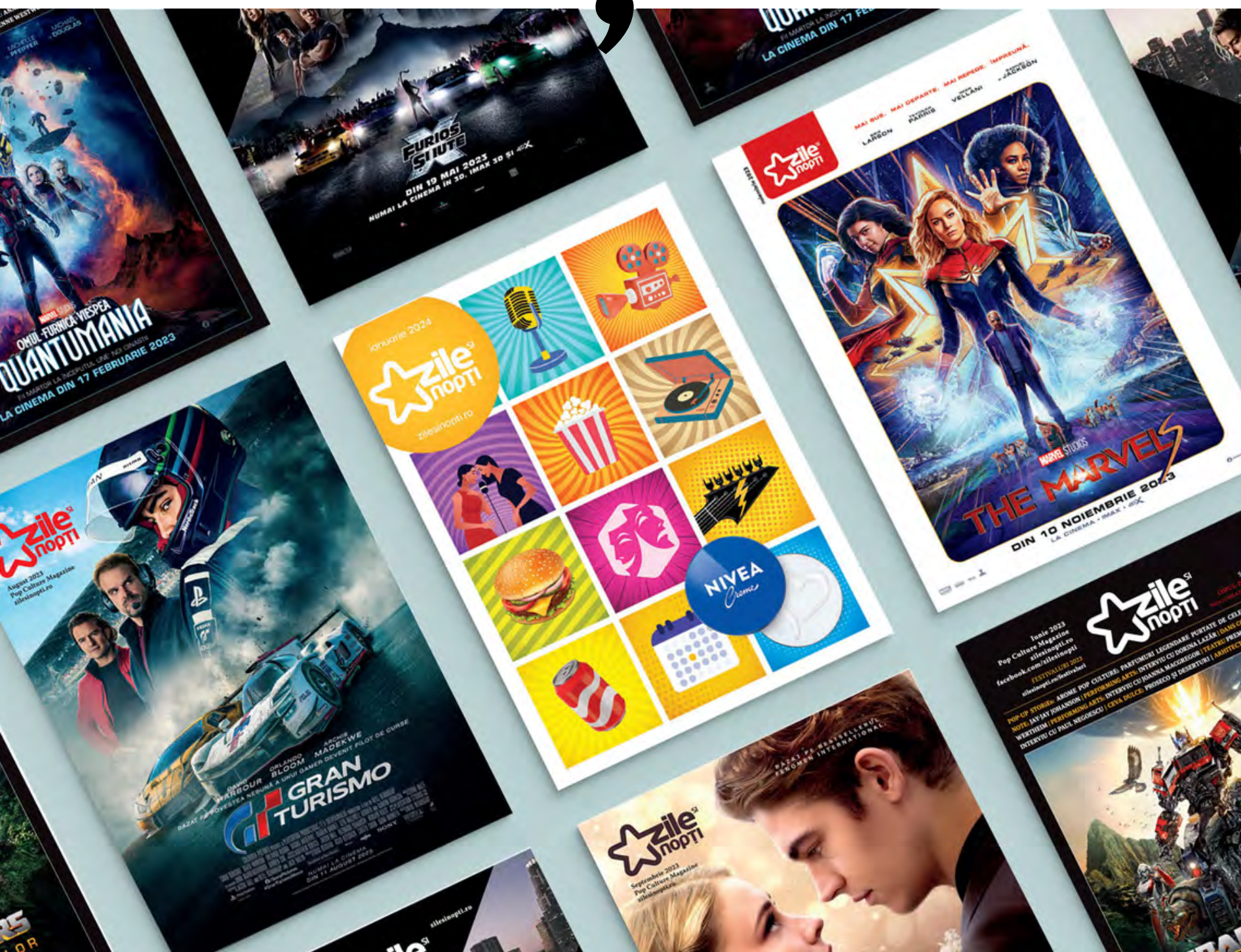


# ZILE SI NOPTI 2024 PRINT MEDIA KIT



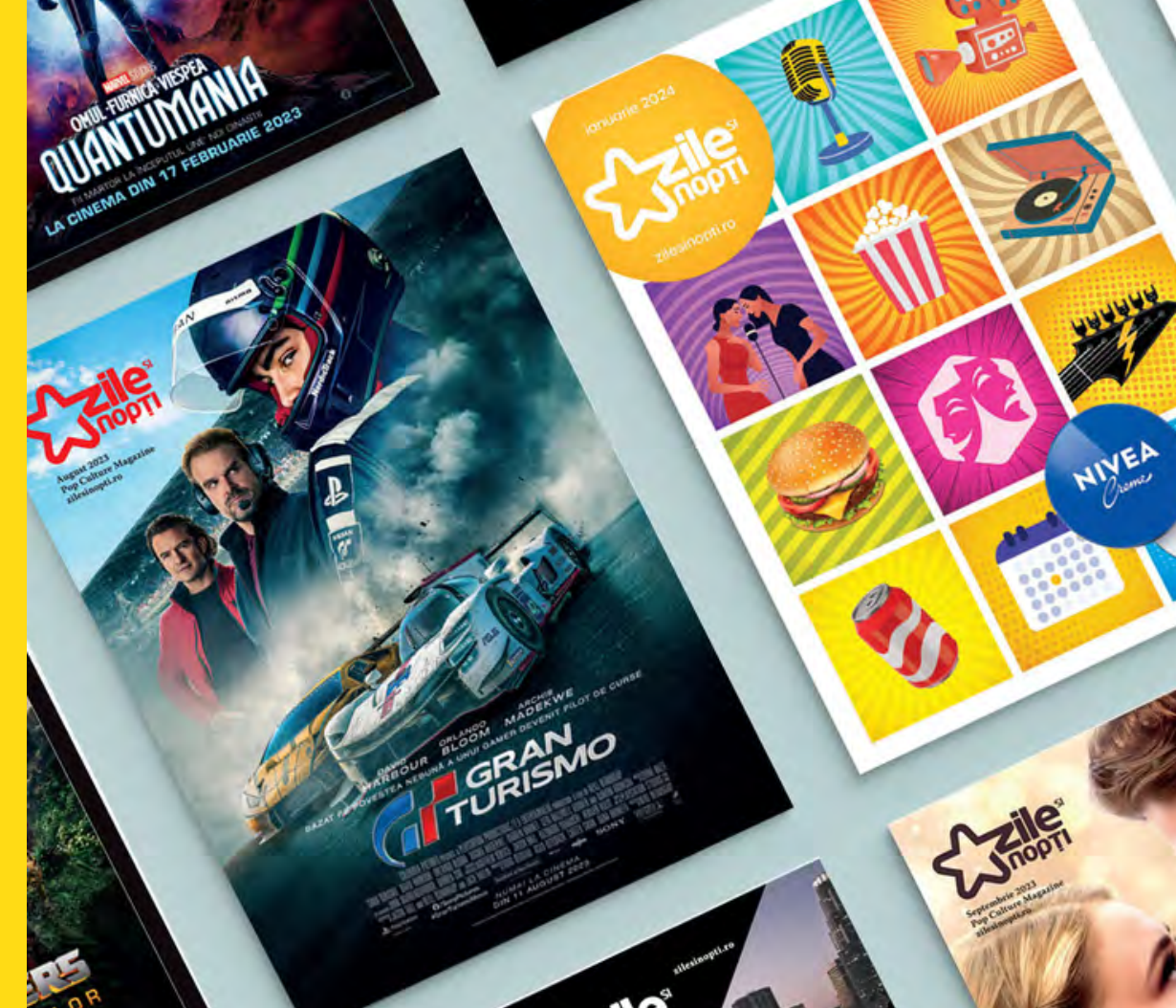
BUCUREȘTI | BRAȘOV | CLUJ-NAPOCA | TIMIȘOARA | IAȘI | CONSTANȚA



# WHY ZILE ȘI NOPTI?

**BECAUSE WE BELIEVE IN A LIFE OF CULTURAL  
EXPLORATION AND SOCIAL ADVENTURE.**

**ZILE ȘI NOPTI IS HERE TO INSPIRE YOU, TO  
LEAD A RICHER CULTURAL  
LIFE, BUT ALSO TO HELP YOU BETTER KNOW  
THE CITY IN WHICH WE ALL LIVE IN AND  
HAVE FUN.**



In 2000, the first magazine ZILE ȘI NOPTI was published in Brasov.

Today, after 24 years, ZILE ȘI NOPTI has become a free time platform, which includes the monthly magazine of pop culture and [www.zilesinopti.ro](http://www.zilesinopti.ro), an urban experiences website.

# WE INSPIRE PEOPLE.

We are an independent guide, issued both in print and online, which presents our own experiences: we share to our readers what films are worth seeing, what are the best places to go out in the city, where and what to eat, what is worth experiencing in the city where we live.

**For 24 years ZILE ȘI NOPTI has been "the authority" on free time. We have expertise, experience and an editorial team of professionals.**

Our products in print and online reach hundreds of thousands Romania's most important cities: București, Brașov, Cluj-Napoca, Timișoara, Iași, Constanța.

We recommend cultural events that should be attended, we write about restaurants that are worth trying, about unforgettable concerts and films you have to see.

# AUDIENCE.

IN TERMS OF DEMOGRAPHICS,  
THE AUDIENCE OF ZILE ȘI NOPTI REPRESENTS:

**43% MEN**

**57% WOMEN**

**87% ARE AGED 20-44 YEARS**

30% ARE INTERESTED IN ENTERTAINMENT: FILM, MUSIC, ART, THEATER;

26% ARE INTERESTED IN SHOPPING;

24% ARE INTERESTED IN FOOD, DINING;

22% ARE INTERESTED IN TRAVEL;

20% ARE INTERESTED IN AUTO;

# NUMBERS.

**MAGAZINES ARE PRINTED IN A RUN OF 20,000 COPIES PER MONTH**

**BUCUREȘTI: 9,000 COPIES**

**BRAȘOV: 3,000 COPIES**

**CLUJ-NAPOCA: 2,000 COPIES**

**TIMIȘOARA: 2,000 COPIES**

**IAȘI: 2,000 COPIES**

**CONSTANȚA: 2,000 COPIES**

THE WEBSITE HAS AROUND 200,000 UNIQUE VISITORS PER MONTH AND OVER 600,000 VIEWS.  
THE FACEBOOK PAGE HAS OVER 100,000 FANS. THE LINKEDIN PAGE HAS OVER 1.500 FOLLOWERS.





# PRINT.

## POP-CULTURE MAGAZINE

In București, Brașov, Cluj-Napoca, Timișoara, Iași and Constanța, ZILE ȘI NOPTI becomes a **premium magazine**, in a new format, with a monthly appearance, freely distributed.

24 years after the first magazine printed, ZILE ȘI NOPTI understands the changes the media market goes through, print media in particular and becomes a pop-culture magazine, with a monthly appearance.

**POP-CULTURE CONCEPT  
IS A COLLECTION OF  
OPINIONS, IDEAS AND  
ATTITUDES PREFERRED  
BY TODAY'S POPULATION.**

**THE MOST COMMON CATEGORIES OF POP CULTURE ARE:  
ENTERTAINMENT (MOVIES, MUSIC, TV), SPORT, POLITICS, FASHION AND TECHNOLOGY.**



# MAGAZINE FORMAT.

The new format of the magazine is “Delta”, a special size, between A5 and A4;

The magazine has 150 grams covers, on glossy paper, DCL. The magazine's inside is printed on 90g DCM matte paper. The magazine is broached, adding to it a more elegant note.

The magazine content is unique and it's not the kind you can find online. This is also the basic rule of the new ZILE ȘI NOPTȚI: **the magazine offers exclusive content in print and after its issue in print this content also goes online on our website.**





# THE MAGAZINE HAS 5 SECTIONS.

## FILM

**film of the month, reviews, interviews, charts.**

## MUSIC

**interviews, album reviews, vinyl.**

## ARTS

**urban artists, exhibitions, interviews.**

## FOOD & DRINK

**culinary presentations, charts,  
recommendations.**

## LIFESTYLE

**fashion and architecture.**

# PREMIUM MAGAZINE.

THE ZILE ȘI NOPTI MAGAZINE MEETS THE REQUIREMENTS OF A QUALITY PRINT

## EXCLUSIVE, QUALITY CONTENT

written by journalists with  
extensive media experience

## A QUALITY PRINT PAPER

on several types  
of DCL paper

## A MODERN LAYOUT

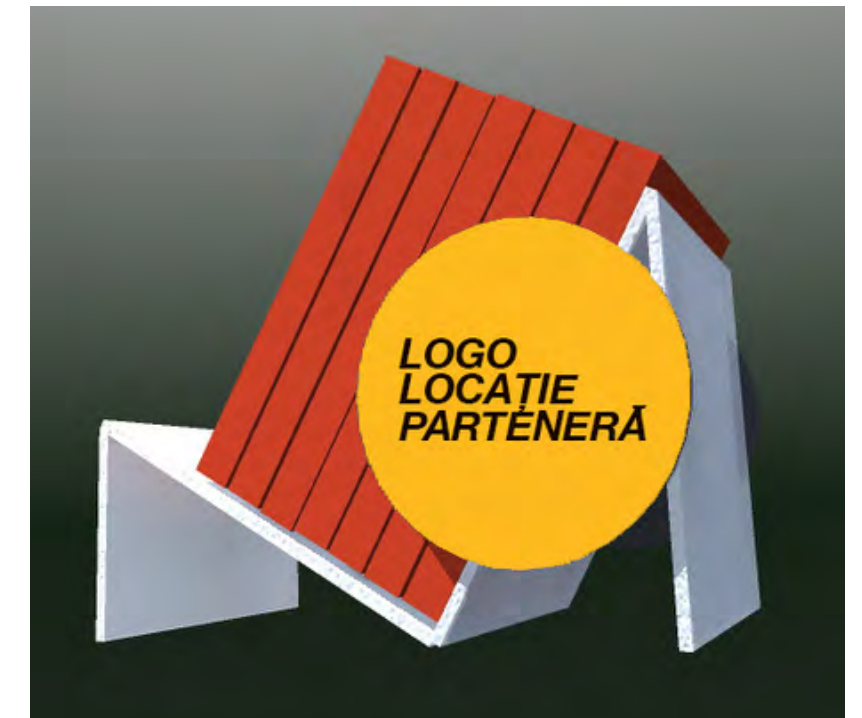
with a special magazine format

## FREE DISTRIBUTION

in premium locations



# DISTRIBUTION.





**THE MAGAZINE IS USUALLY  
DISTRIBUTED IN CULTURAL  
SPACES (THEATRES, OPERAS,  
PHILARMONICS, ART GALLERY,  
MUSEUM) , SHOPPING CENTRES,  
MALLS, CINEMAS AND IN  
HOSPITALITY LOCATIONS.**

## **E.g. Distribution in Bucharest.**

### **Cultural Spaces:**

Bucharest National Theater, Bucharest National Opera, Bulandra Theater, Odeon Theater, Comedy Theatre, Apollo 111, Teatrul Act, Godot etc.

### **Malls & Cinemas:**

Sun Plaza, Veranda Mall, Cinema City network, Happy Cinema etc.

### **Restaurants, bars, clubs, cafes:**

Hard Rock Cafe, The Pub Universităţii, J'ai Bistro, Control Club, Tucano Dorobantilor, Green Hours etc.



# RATE CARDS.

**NETWORK: 20,000 COPIES / MONTH**

Cover 1 = 10.000 euro + VAT

Cover 2 = 7.000 euro + VAT

Cover 3 = 5.000 euro + VAT

Cover 4 = 8.500 euro + VAT

Spread = 7.000 euro + VAT

Advertorial 2 pag. = 7.000 euro + VAT

Full page = 5.000 euro + VAT

1/2 page = 3.000 euro + VAT



COVER 1

**BUCUREȘTI | BRAȘOV | CLUJ-NAPOCA | TIMIȘOARA | IAȘI | CONSTANȚA**

# ADVERTS MODULES.

FORMAT: **CMYK, TIFF, 300 DPI**

<b>COVER 1</b>	=	150	X	157,0	MM	+	5	MM	BLEED
<b>COVER 2</b>	=	165	X	223,3	MM	+	5	MM	BLEED
<b>COVER 3</b>	=	165	X	223,3	MM	+	5	MM	BLEED
<b>COVER 4</b>	=	165	X	223,3	MM	+	5	MM	BLEED
<b>SPREAD</b>	=	330	X	223,3	MM	+	5	MM	BLEED
<b>FULL PAGE</b>	=	165	X	223,3	MM	+	5	MM	BLEED
<b>1/2 PAGE</b>	=	138	X	95	MM	+	5	MM	BLEED







# THANK YOU

[WWW.ZILESINOPTI.RO](http://WWW.ZILESINOPTI.RO)