



MEDIA KIT ONLINE 2026.



THE GOING OUT GUIDE

www.zilesinopti.ro



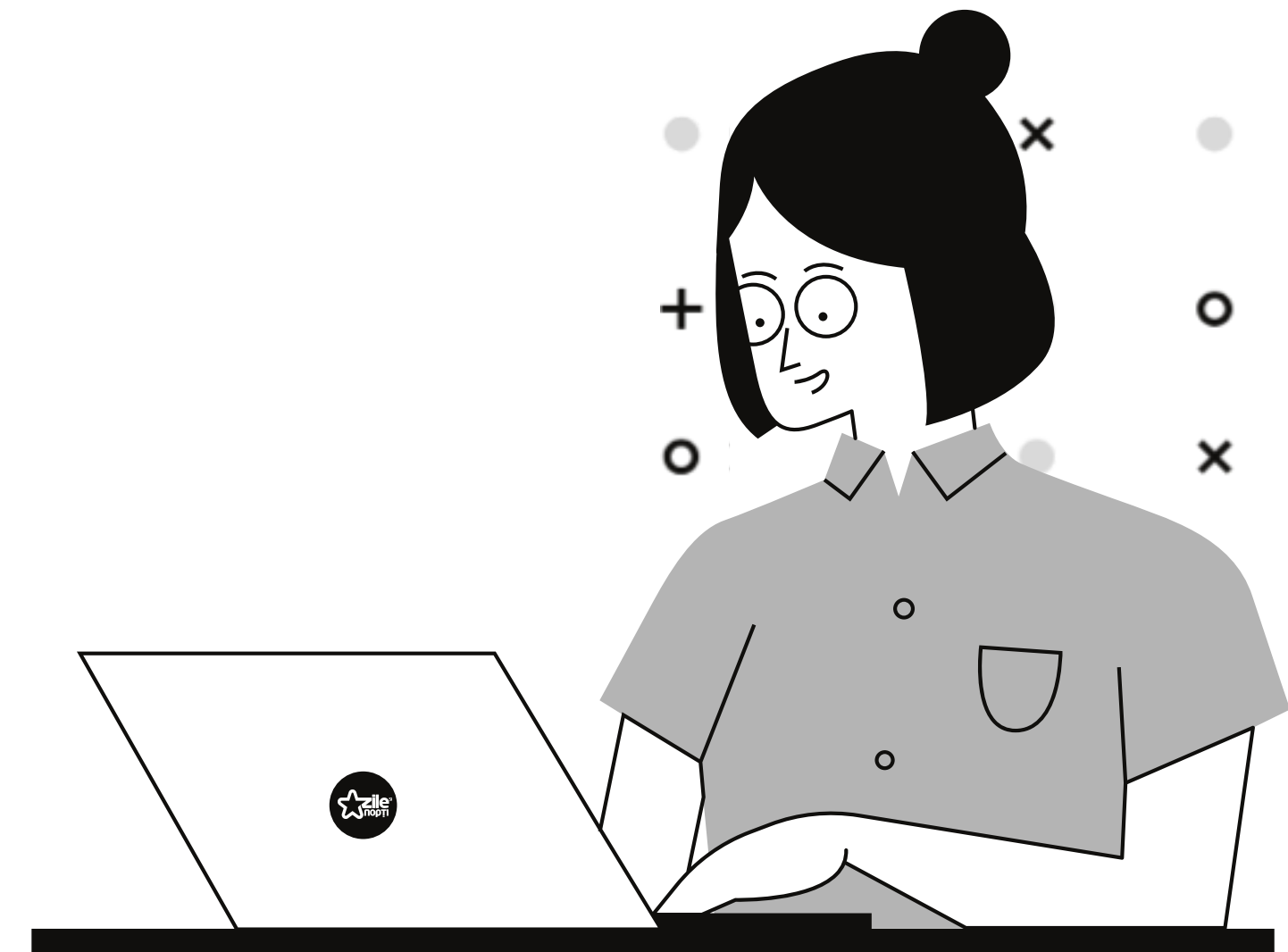
zilesinopti.ro

What is it?

www.zilesinopti.ro is Romania's going-out website, offering premium content on music, film, art, culture, lifestyle, and gastronomy, while featuring events from over 40 cities nationwide.

Where? In over 40 cities!

The website provides content, primarily event-related information, for the following cities: Bucharest, Braşov, Cluj-Napoca, Timişoara, Iaşi, Constanţa, Sibiu, Oradea, Târgu Mureş, Galaţi, Brăila, Bacău, Piatra Neamţ, Suceava, Craiova, Piteşti, Ploieşti, Râmnicu Vâlcea, Alba Iulia, Sfântu Gheorghe, Arad, Bistriţa, Baia Mare, Satu Mare, Alexandria, Botoşani, Buzău, Călăraşi, Deva, Drobeta-Turnu Severin, Focşani, Giurgiu, Miercurea Ciuc, Reşiţa, Slatina, Slobozia, Târgovişte, Târgu Jiu, Tulcea, Vaslui, and Zalău.





desktop
& mobile



zilesinopti.ro



Editorial Content

The website is dynamic, updated daily, and structured around multiple areas of interest.

Articles

The website publishes daily articles in the following categories: leisure news, films, TV series, music, culture, festivals, sports, restaurants, bars and cafés, lifestyle, interviews, and opinion pieces.

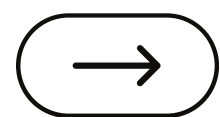
Events Calendar

On www.zilesinopti.ro, we publish an events calendar covering over 40 cities, organized by each day of the week. The listings include events such as theatre performances, concerts, stand-up comedy shows, live performances, exhibitions, festivals, and more.

Lists

The website features listings and descriptions of bars, pubs, cafés, and restaurants, organized by city.





Editorial Team:

IOAN BIG: publisher



Ioan Big is a journalist and pop culture analyst. He is the author of several books, including Blue, Black & White: The Story of the Rolling Stones, Sex... Ken Russell's Cross, Eric Clapton, and The Punk Era. His most recent book, Zombies in the 21st Century, was published in 2020 by Eikon Publishing House.

GRUIA DRAGOMIR: editor

He graduated from the Faculty of Letters with a bachelor's thesis on the influence of American culture on Romanian literature.

HORIA GHIBUȚIU: editor

Horia was born in Prague in 1969. He has been a journalist since 1990 and has worked for daily newspapers such as Tineretul liber, Evenimentul zilei, ProSport, and Adevărul, as well as for TV guides (TVmania) and glossy magazines.

ALIN GĂLĂȚESCU senior editor

Alin is a fashion and lifestyle analyst, event creator, and image and brand consultant.

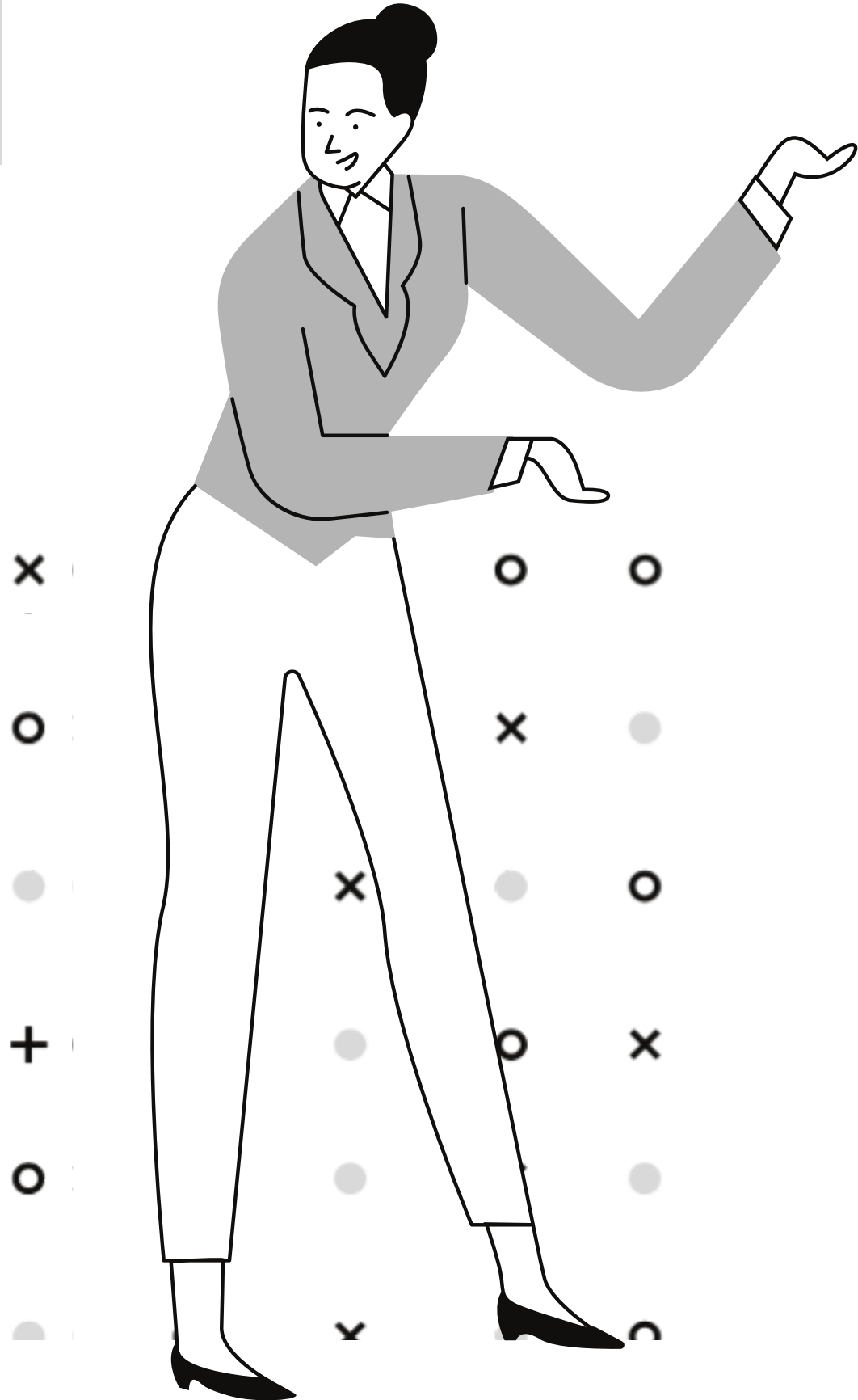
ALEX MUȘAT editor

Alex is a graduate of the Jazz Department of the National University of Music Bucharest and writes articles about music



Over 20 contributors

Cosmin Dragomir - antropolog culinar
Ștefan Chirițescu - marketer;
Ioana Aldea - arhitect;
Claudia Aldea - jurnalist;
Alina Bălan - jurnalist;
Mădălina Lefter - marketer
Anamaria Grumeza - jurnalist
etc.



Traffic Data

Unique visitors: over 3,000,000

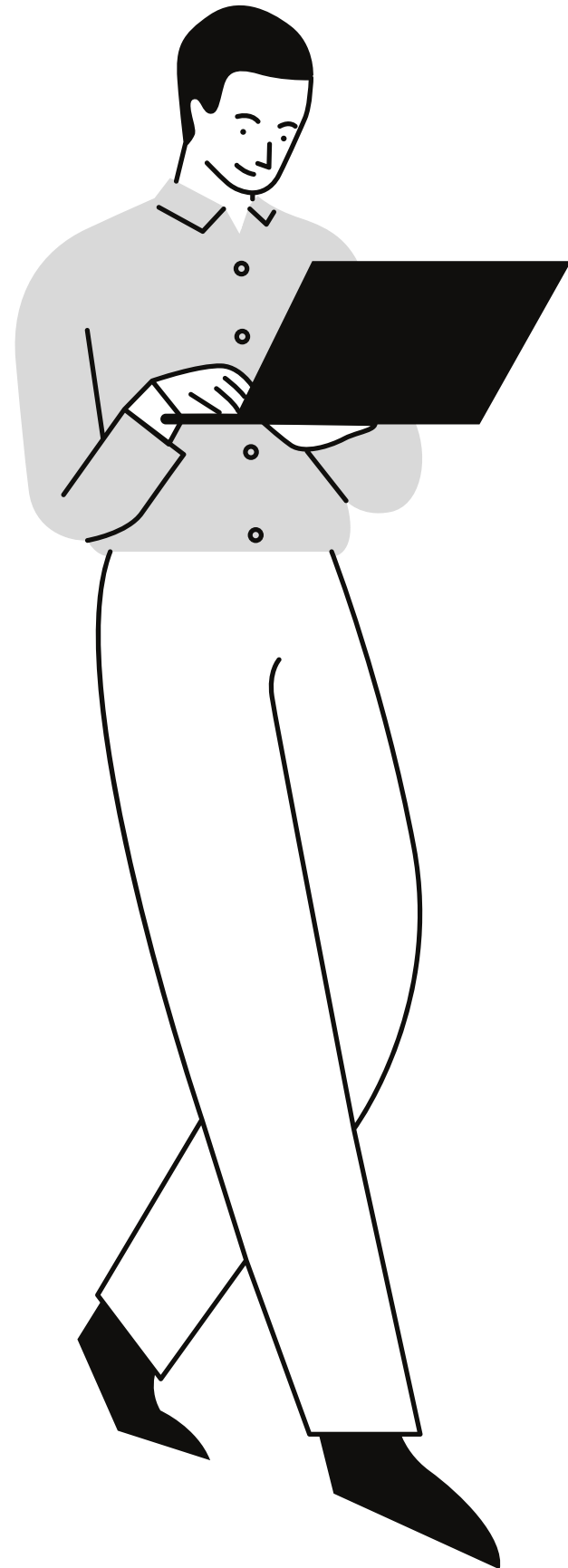
Monthly average: over 250,000 unique visitors

Page views: over 9,000,000

Monthly average: over 750,000 page views

According to Google Analytics / SATI

Year 2025



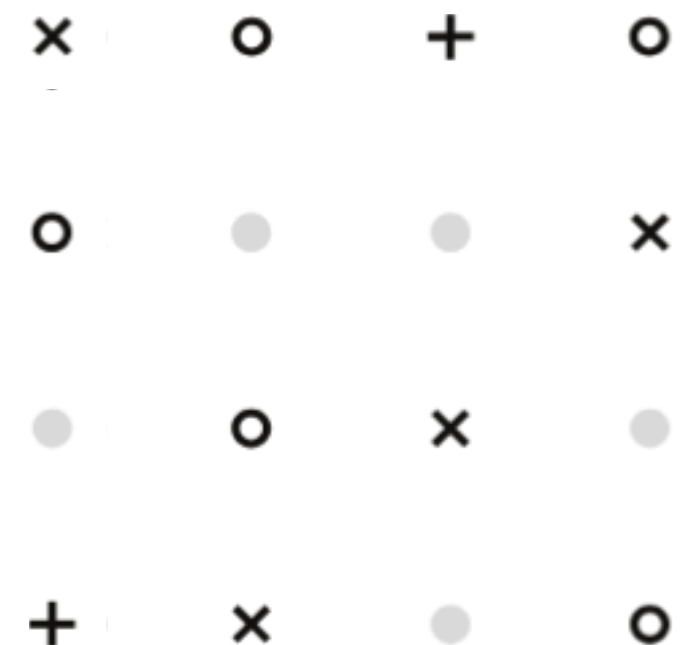
Important!

According to Google Analytics / SATI

Year 2025

BOUNCE RATE: 44%

Average session duration:
1 minute and 57 seconds



Statistics

- **Devices**

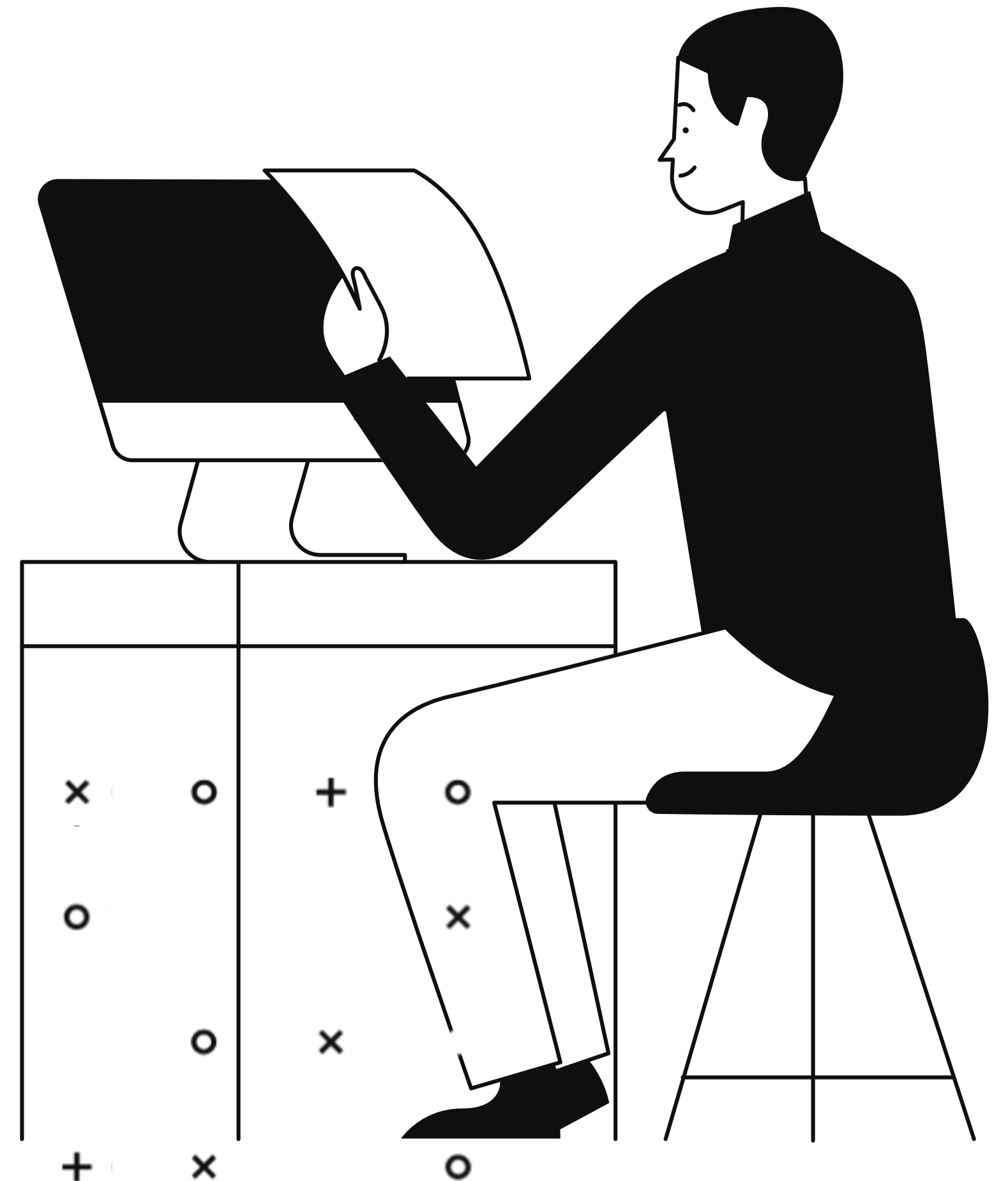
Traffic comes 80% from mobile devices and 20% from desktop.

- **Audience breakdown by gender**

60% women, 40% men

- **Age groups**

19% aged 18-24
 37% aged 25-34
 32% aged 35-44
 8% aged 45-54
 4% other age groups



According to Google Analytics / SATI
 Year 2025



Editorial Rate Card

Advertorial

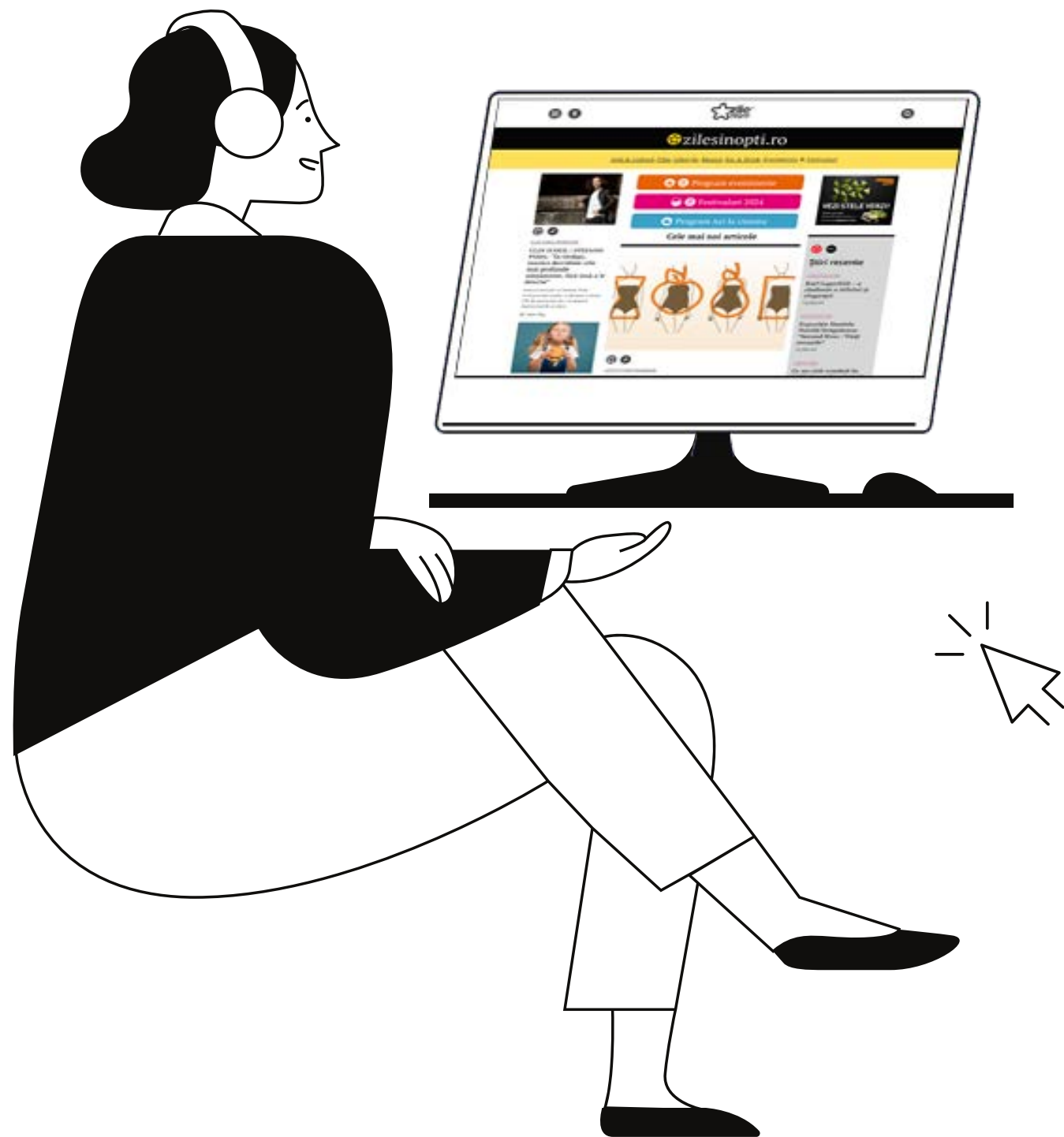
Advertorials or press release publication:

€500 + VAT (content provided by the client)

€900 + VAT (content written by the Zile și Nopti editorial team)

Facebook - bonus

All advertorials and press releases are also shared on the Zile și Nopti Facebook pages, reaching over 100,000 followers across all city pages.



Banner Rate Card

Rate card price:

€20 + VAT / CPM (1,000 impressions)

Recommended display advertising campaign:

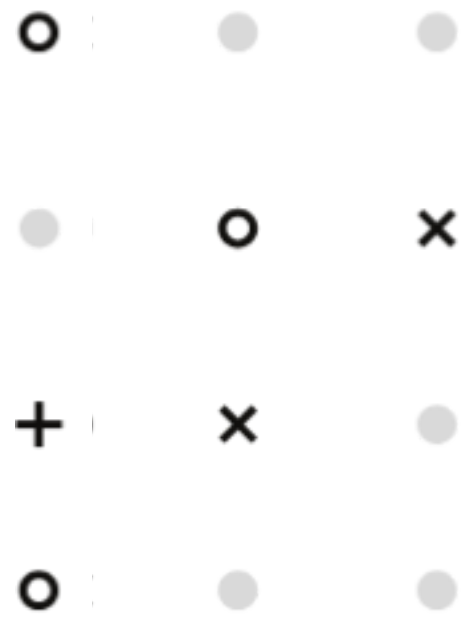
500,000 impressions per month = €10,000 + VAT

Sizes

Recommended banner formats:

300 × 250 px, 300 × 600 px, 970 × 250 px.

Special formats, custom sizes, in-article banners, video ads, or other advertising formats are subject to separate negotiation.



Special Projects

Category Branding

The website includes multiple categories: Events Calendar, News, Music, Art, Film, Food & Drink, Lifestyle, Architecture.

All these categories can be branded with the sponsor's name. Category branding comes with exclusivity.

For additional special projects, please contact us.



Online Supplements

For more information, please contact us.

Below are a few examples of online supplements. Click on the text to open each online supplement.

[25 Years of Zile și Nopti](#)

[Red Bull Flugtag](#)

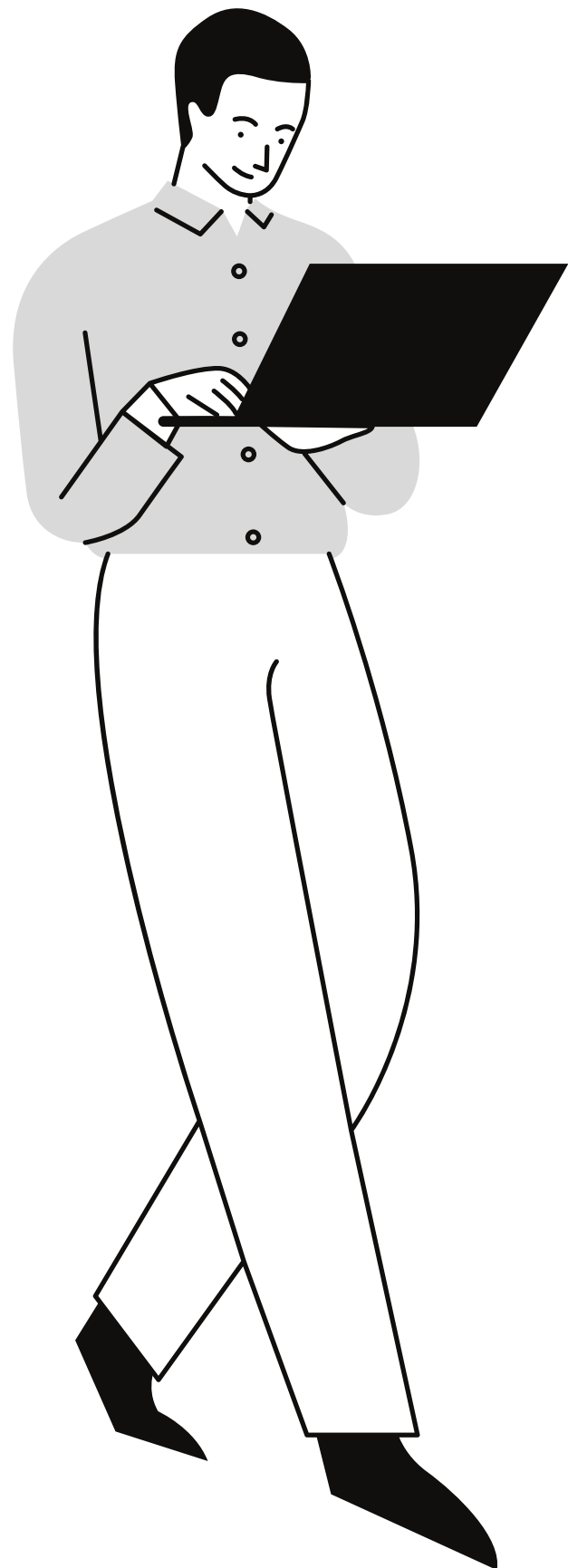
[National Theatre Festival](#)

[The Romanian Seaside](#)

[Festivals](#)

[Christmas Gift Guide](#)

[Female Personalities](#)



Thank you

WWW.ZILESINOPTI.RO

