



Nosečka

The internet is the go-to source of info for new mothers.

95% of Slovenian mothers visit Nosecka.net - daily.

Seize the opportunity to introduce yourself to them!

The most popular website among Slovenian mothers.

We are the first choice for Slovenian mothers in the realm of motherhood education, where they obtain essential expert information about pregnancy and a child's first five years of development.

For a decade, we've been building a strong community where our readers find expert knowledge and invaluable support.

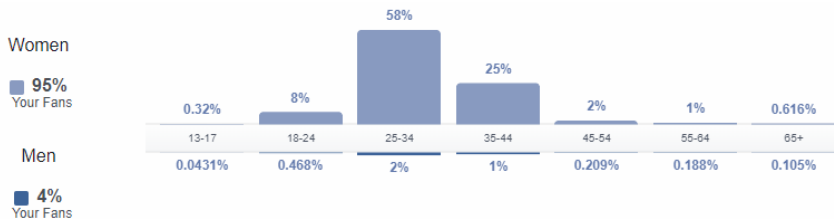
Danaja Oblak,
Founder and CEO



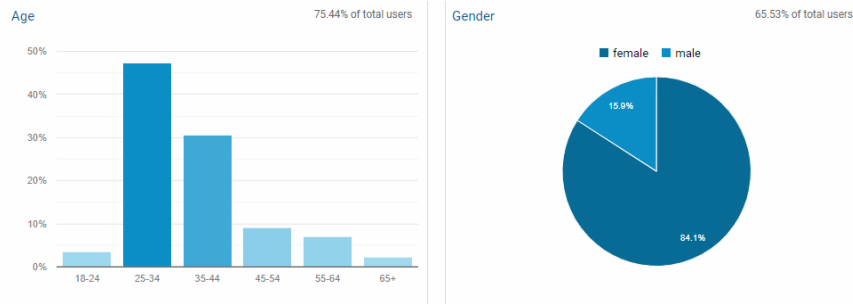
Who are our readers?

95 %
female readers

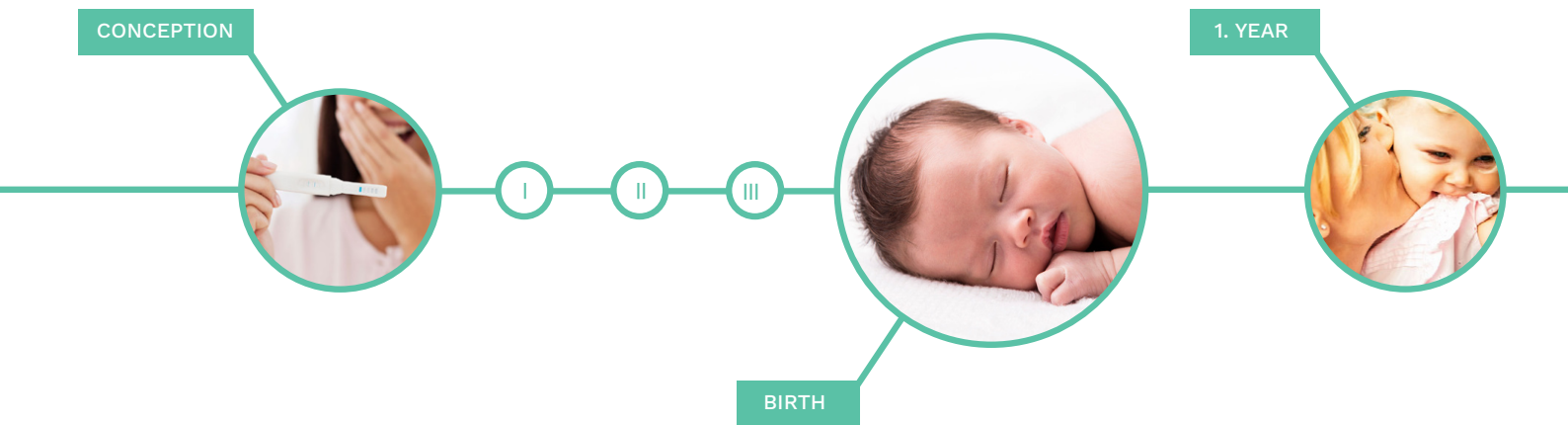
25–34
years of age



Source: Facebook insights, 26. 9. 2023



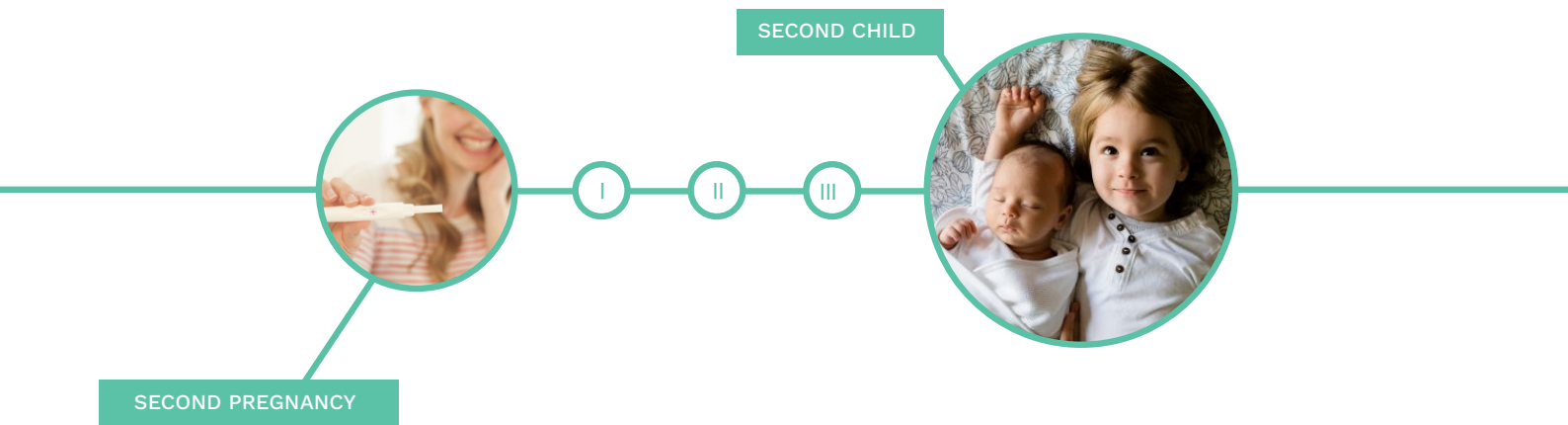
Source: Google Analytics, 26. 9. 2023



**By your side during
most beautiful moments.**

We consistently acquire new members.

We attract 28,000 new readers monthly (approximately 95% of the entire pregnant population in Slovenia). We profile them based on phase, region, and selected content categories. On average, we add 400 new expectant mothers to our email list each month.



We understand our members well.

We maintain continuous two-way communication with our members. We understand how they feel, what they need, and what they desire at each stage.

A long-term relationship is established.

We stay with them at least 5 more years.

In Slovenia, the average number of children per woman is 1.6. Analytics of our target audience indicate that a woman has her second child within three years after the birth of the first - she stays with us for an average of 5 years.

And, as a mother, she never leaves.



**A robust network
of digital and print
media.**

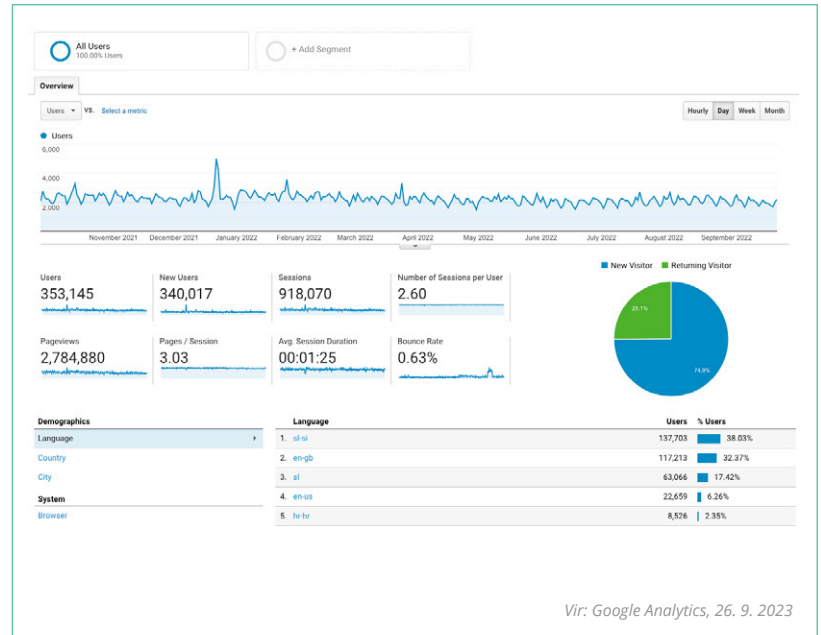


The top destination
for expectant
mothers online.



Annual website statistics

- ✓ 2.8 mio page views
- ✓ 353.000 users
- ✓ 3 sessions per user
- ✓ 28.300 new users monthly



Printed publications



The most-read motherhood guide

Expectant and new mothers have stated that they miss more information on baby care, mother's care, and motherhood in general.

The results of surveys we have conducted over the past five years within the largest community of expectant mothers and young moms in Slovenia show that women aged 25-34 desire more quality and practical advice. They want to be informed about tried-and-true products and services that would assist them during such significant times as pregnancy and motherhood.

As an advertiser, you get extensive and unique access to your target audience – directly into the hands of every Slovenian expectant mother through our guide.

We are pleased to announce that our guide has also been awarded the prestigious title of “The most-read motherhood guide in Slovenia.”

140+ pages of expert content

Written by pediatricians, gynecologists, visiting nurses, midwives, physiotherapists, psychologists, and other certified experts in the field of mother and baby care.

More than 1,200 locations

The guide is available at over 1,200 healthcare locations throughout the year - for the fifth consecutive year.

20,000 copies in circulation

The aim is for every Slovenian expectant mother to receive a copy of the guide, which is why the circulation usually exceeds 20,000 copies annually.

 Nosečka



Pravilna nega novorojenčka

Prvi pediatrični posveti

Vse o cepljenju

Dojenje in uvajanje goste hrane

Skrb za mamico po porodu

vodnik za mamice

NAJINO PRVO LETO

V sodelovanju s slovenskimi pediatri, ginekologi in priznanimi strokovnjaki.

WWW.NOSECKA.NET

PRINTED PUBLICATION

Najino prvo leto

140 pages of expert content. The most-read motherhood guide in Slovenia. It's designed for expectant mothers during pregnancy and childbirth, and accompanies them throughout their entire maternity leave period.

First days in the maternity hospital

Pediatric examinations for the newborn, all check-ups for the mother.

Everything about the newborn

Care for the newborn, sleep, breastfeeding, visits from the visiting nurse, maternal nutrition, colic, and other health issues.

Baby up to 12 months old

First visits to the pediatrician, vaccinations, baby care, baby product checklist, selection of baby medicines, baby's development by months, baby massage, aromatherapy, nutrition.

Chapter for Mom

Postpartum check-up, 6 weeks postpartum, care for maternal postpartum wounds, breast ultrasound, contraceptive choices, home exercises.

*“The publication **Najino prvo leto** has been of tremendous help to us in our work at the women’s clinic. In our clinic, every expectant mother receives this publication upon confirmation of pregnancy. For first-time mothers, the publication serves as excellent support, allowing them to mentally prepare for the arrival of their child and become acquainted with all important topics during pregnancy. It also serves as one of the tools for creating a birth plan. For mothers expecting multiple births, it provides assistance, knowledge reinforcement, and new guidelines. In our parent education classes, the publication proves valuable to our instructors when addressing specific topics during workshops.”*



Sandra Topić, registered midwife



✓ **200 gynecological clinics**

The guide is provided to every expectant mother in clinics where mandatory examinations are conducted, including ultrasound rooms and gynecological clinics.

✓ **300 pediatric clinics**

The guides are also available in 300 pediatric clinics, covering mandatory pediatric check-ups, vaccinations, and expectant mothers anticipating a second child.

✓ **At least 600 visiting nurses**

The guides are distributed to over 600 visiting nurses who visit new mothers at home during the first month after childbirth..

✓ **30 parent education schools**

All prospective parents receive a copy at parent education schools from the professional staff.

✓ **Pharmacies and baby stores**

Distribution also takes place in pharmacies and baby stores when purchasing certain pregnancy and baby products.

✓ **Vitamedia stands in all Health Centers**

The guide is also accessible on all VitaMedia stands, changing tables, and small tables in waiting areas of Health Centers throughout Slovenia.

“As an advertiser, you gain extensive and unique access to your target audience – directly into the hands of every Slovenian expectant mother through our handbook.”



Why participate in the handbook?

- ✓ In the hands of every Slovenian expectant mother
- ✓ The most recognized motherhood guide in Slovenia
- ✓ Our guide is the first choice of professionals
- ✓ Credible content and aesthetic excellence
- ✓ Exceptional reach through a direct professional channel



Why collaborate with us?



Premium Niche Audience

Our audience consists of 95% women aged 25-34. We've grown our audience organically through intensive work over the past six years. Online, we reach 80% of all Slovenian expectant mothers.



Endorsed by Medical Experts

The content of our guides and website is written by renowned Slovenian doctors and healthcare professionals. Nosečka is increasingly recognized as the most professional online platform in Slovenia.



10 Years of Presence in Slovenia

For a decade, we have brought together Slovenian doctors and educated Slovenian expectant mothers and mothers. Our audience trusts us because we provide a wealth of credible, free content and have been standing by their side for 10 years.



Technical Excellence and Aesthetics

Nosečka is a secure website protected by Comodo SSL and Let's Encrypt certificates. We are fully GDPR compliant. Aesthetic design is a top priority in all our materials.



Advertising Packages

DIGI PACKAGE

- ✓ 4x advertorial articles
- ✓ 1x product testing
- ✓ FB and IG presence
- ✓ 4x ads in newsletters
- ✓ Advertising banners on Nosecka.net
- ✓ Option to include backlinks

200,000 guaranteed ad impressions in one year - to a premium audience.

COMBO PACKAGE

- ✓ Full-page ad in the guide
- ✓ 4x advertorial articles
- ✓ 1x product testing
- ✓ FB and IG presence
- ✓ 4x ads in newsletters
- ✓ Advertising banners on Nosecka.net
- ✓ Option to include backlinks

300,000 guaranteed ad impressions in one year - to a premium audience.

PARTNER PACKAGE

- ✓ Full-page ad in the guide
- ✓ **PREMIUM** Your article in the guide
- ✓ 6x advertorial articles
- ✓ 2x product testing
- ✓ FB and IG presence
- ✓ 3x Giveaway
- ✓ 6x ads in newsletters
- ✓ Advertising banners on Nosecka.net
- ✓ **PREMIUM** Video and Podcast presence
- ✓ Year-round marketing consultancy

850,000 guaranteed ad impressions in one year - to a premium audience.

CUSTOMIZED PACKAGE: We tailor the package to your preferences based on your set goals.

Advertisers' Recommendations



"We started collaborating with Nosečka seven years ago, and I can honestly say that we are very satisfied. The portal is known as a rich source of expert information for young mothers in Slovenia, and we are aware that this also builds trust in our brands. In addition, Danaja is professionally responsive and reliable, while personally warm and communicative, making collaboration with her as beneficial as it is pleasant."

Niko Popović, Business Unit Manager
CHC at Ewopharma d.o.o.,
BioGaia, Lactil, and Antimetil



"If ever, you seek knowledge, opinions, and recommendations precisely when you are pregnant. You can find all of this on Nosečka. Danaja, the head of Nosečka, invited me to collaborate as a representative for marketing and nutrition for HIPP baby food. Danaja is a lively mom and businesswoman who understands both motherhood and business. She is open to different ideas and is willing to do more to bring them to fruition. If a project is going well, she gladly provides additional marketing support (and let's be honest, the costs) on her own. With Danaja's Nosečka, I have conducted 5 excellent campaigns for HIPP, which have yielded very good results, and my principal was thrilled with the entire package. Danaja calls, responds quickly, and it's easy to arrange a meeting with her because business is always best sealed over a good coffee and in person. We will continue to collaborate with Nosečka in the future."

Marjana Kopač Farkaš, Brand Manager for
HIPP baby food, Atlantic trade d.o.o.



"We have successfully collaborated with Nosečka several times over the course of eight years. I am a very analytical person, and I like to know exactly what every euro I invest in advertising brings back. Advertising on Nosečka has been worth every euro. You truly notice the difference when we run a promotional campaign on Nosečka. Danaja ensures that our product is always presented in a different way - through beautiful photos she takes herself or through product testing, which more than 30 moms conduct for her. Danaja has great ideas, and it's a lot of fun to be creatively involved with her. I recommend it to everyone!"

Nataša Maček, CEO at Pharmazine d.o.o.

Medical Experts Endorsements



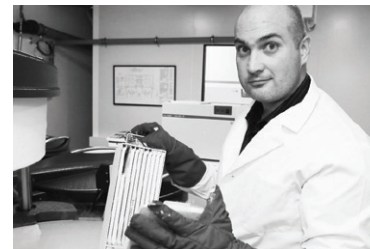
"In the flood of websites and blogs offering advice to expectant mothers and mothers on everything imaginable, Nosečka is the only one that maintains a level of professionalism. I have been collaborating with the founder, Danaja Oblak, from the very beginning, and she is always open to innovations and keeps up with the times. Her goal is clear - to maintain a professional level, educate expectant mothers and mothers, and provide credible information. I warmly recommend collaborating with Nosečka."

**Polona Podnar MD,
Obstetrics and Gynecology Specialist,
Director of the Kranj Maternity Hospital**




"The Slovenian portal Nosečka, trusted by more and more young mothers, expectant parents, new families with offspring, and women, has been a credible medium for many years. I am often unpleasantly surprised by the content available on the internet without any professional basis, which confuses people when they are seeking solutions to difficulties or reliable information. Danaja Oblak, as the responsible editor, makes an effort in all issues, articles, compendiums, and guides to gather content with experts that is interesting to a wide range of people and faithfully adheres to professionalism and credibility in her writing. Nosečka is the result of hard work with the awareness that the only true measure of success is the publication of the truth, professionally supported content, and raising awareness among people about new medical methods or examinations. This brings recognition, value, and lasting success."

**Prim. Darija Strah MD,
Obstetrics and Gynecology Specialist
Strah Diagnostic Center**



"We have been collaborating with Nosečka since the very beginning - for 10 years now - as Nosečka is the only professionally polished website with credible information for expectant parents. Founder Danaja Oblak always has creative approaches to presenting our highly professional content. After analyzing the traffic to our site, it is evident that the majority of our customers come from her source - the Nosečka website. I highly recommend collaboration."

**Dr. Marko Strbad,
Univ. Dipl. Microbiologist
Director of Biobanka d.o.o.**



My mission is to empower expectant mothers with all the knowledge they need when their baby arrives – in a professional and pleasant way. I am driven by a strong desire to introduce Slovenian maternity care, which ranks among the best in the world, to Slovenian expectant mothers and create a place for all expectant mothers and mothers where they can find all the information and become part of a strong community dedicated to connecting and improving the experience of pregnancy and early motherhood.

Danaja Oblak,
Founder of Nosečka

Mediji o Nosečki

“Danaja Oblak is a mother of two and an entrepreneur. She is a passionate reader, and she utilizes every free moment for learning and making new acquaintances. She loves self-improvement, which helps her grow both personally and professionally. In her career, she has built several successful businesses that have provided her with invaluable experiences, but her heart has been captured by Nosečka, which is now the leading educational media for young parents and the largest community of moms in Slovenia. Here, information, support, and love come together, providing every mother with what she needs on her journey.”

SiolNET.

“Danaja Oblak is a serial entrepreneur who, at the age of 40, has 7 successful business stories behind her. Danaja is an embodiment of how to combine family and business life into a successful business story. Through her work, she has indirectly and directly contributed to bringing approximately 160,000 Slovenian children into the world in the last 10 years through the education of expectant mothers and young parents.”

Kapital

“If you are pregnant or a mother, you have probably already heard of the website nosecka.net - the most read website for pregnant women and mothers in Slovenia. Founder Danaja Oblak has been connecting gynecologists, pediatricians, educators, and other experts for ten years, who write useful content for pregnant women and parents. The mission of the Nosečka media is to empower future mothers with all the knowledge they need when their child arrives - in a professional and pleasant way.”



“While design is her great love, Danaja Oblak may be even more in love with Nosečka. The portal, which is a true treasure trove of quality content for future parents, was founded a decade ago, and there seems to be no end to ideas for the future.”

GRAZIA



Šola za starše



100% OFFICIALLY RECOGNIZED

www.solazastarse.com

The Fastest-Growing Platform for Parents

Šola za starše®, founded this year, is an innovative online educational platform that offers expectant parents a comprehensive and professionally recognized program.

Šola za starše® is the brainchild of the Nosečka brand, the most visited portal for young mothers in Slovenia, which currently educates over 480,000 Slovenian moms.

Now, your brand can also be featured on this platform.

Premium Audience

Our subscribers are well-informed and knowledge-seeking prospective parents with above-average incomes.





Engage with the prospective mother throughout her pregnancy, and establish an irreplaceable presence in her family.



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