

**Spoštovani,**

Z veseljem vam predstavljamo priljubljen materinski priročnik **Najino prvo leto**. Ta priročnik, prepoznan kot najbolj bran v Sloveniji, je v nakladi 20.000 izvodov in ga vsaka slovenska nosečnica prejme neposredno od svojega ginekologa med pregledom.

Že desetletje je **Nosečka®** vodilni medij za mlade mamice, tako na spletu kot v tiskanih izdajah. Nedavno smo zagnali tudi **Šolo za starše®**, inovativno spletno platformo za izobraževanje staršev, ki hitro pridobiva na priljubljenosti.

Decembra 2023 bomo ponovno natisnili novo naklado - 20.000 priročnikov in vas vabimo k prisotnosti vašega oglasa. **Prijave sprejamo do konca novembra 2023!**

### **Prednosti oglaševanja v priročniku**

- ✓ Neposreden dostop do vsake slovenske nosečnice
- ✓ Prisotnost vašega oglasa ob željeni strokovni vsebini
- ✓ Priročnik z vašim oglasom bo nosečnici predala iz roke ginekologinja
- ✓ Vaš oglas bo bralka videla večkrat skozi leto - ob strokovni vsebini
- ✓ Najboljše razmerje med učinkom in ceno (cenik v priloženi predstavitvi)

### **Oglašujte na vodilnem materinskem digitalnem mediju**

- ✓ Nišna publika: 85% ženske v rodni starosti (25-40 let)
- ✓ Garantiran dostop do 95% vseh slovenskih nosečnic
- ✓ Letno 2.9 milijona ogledov strani
- ✓ Družbeni mediji: 48.000 nosečnic in mamic
- ✓ Prevladujoč položaj na iskalniku Google - odlično tudi za vašo SEO pozicijo

Nosečnice in mlade mamice so izrazile željo po več informacijah o negi dojenčkov, skrbi za mamico in o materinstvu na splošno. Te dragocene informacije so sedaj že peto leto na voljo v obliki priročnika, ki ga lahko prejmejo pri svojem ginekologu, na spletni strani Nosecka.net in v spletni Šoli za starše.

**Kot naš oglaševalski partner imate neposreden dostop do vaše ciljne publike.**

Predstavite svoj izdelek ali storitev v najboljši možni luči - ciljni skupini, ki ji lahko zaupate. Nagovorite bodočo mamico že v času nosečnosti.

**Prijave sprejamo na spodnje kontakte do konca novembra 2023!**



**Danaja Oblak**

ustanoviteljica medija Nosečka® in Šola za starše®

**danaja@nosecka.net**

**040 831 798**

**Dear Sir/Madam,**

We are delighted to introduce you to the popular maternity handbook. Recognized as the most-read in Slovenia, handbook has a circulation of 20.000 copies, and every Slovenian expectant mother receives it directly from her OB-GYN during her regular check-ups.

For a decade, **Nosečka®** has been the leading media for young mothers, both online and in print editions. Recently, we also launched the **Šola za starše®** (School for Parents), an innovative online platform for parent education, which is rapidly gaining popularity.

In December 2023, we will be printing a new edition with a circulation of 20,000 guidebooks. We invite you to feature your advertisement with us. **Submissions will be accepted until the end of November 2023!**

### **Advantages of advertising in handbook**

- ✓ Direct access to every Slovenian expectant mother
- ✓ Your advertisement placed alongside desired expert content
- ✓ The handbook with your advertisement will be handed to her by her OB-GYN
- ✓ Your advertisement will be seen by the reader multiple times throughout the year
- ✓ Best value for impact and price (pricing in the attached presentation)

### **Advertise on the leading maternity digital medium**

- ✓ Niche audience: 85% women of childbearing age (25-40 years)
- ✓ Guaranteed access to 95% of all Slovenian expectant mothers
- ✓ Annually 2.9 million page views
- ✓ Social media: 48,000 expectant mothers and moms
- ✓ Dominant position on Google search - excellent for your SEO ranking as well

Expectant mothers and young moms have expressed a desire for more information about baby care, self-care for mothers, and motherhood in general. These invaluable insights have been available for five years now in the form of a guide, which they can receive from their gynecologist, on the Nosecka.net website, and in our online School for Parents.

**As our advertising partner, you have direct access to your target audience.**

Present your product or service in the best possible light - to a trusted target group. Reach out to the future mom during her pregnancy.

**We are accepting applications at the contacts below until the end of November 2023!**



**Danaja Oblak**

Founder/CEO at Nosečka® in Šola za starše®

**danaja@nosecka.net**

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