



2019

VLOGER'S

MEDIA KIT

@janmacarol

JAN MACAROL

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Jan Macarol is a multimedia enthusiast who has been involved in advertising triangle for more than 15 years. Last decade he specialized in social media and content creation for clients. His advertorials are always excellent storytelling. Currently, in a position of executive editor of one of the most prominent free sheet magazine in Slovenia - City Magazine - he is developing trending and viral content for topics all over the spectrum of lifestyle, connected with technologies, cars, fashion, and travel. He started vlogging at the end of 2017 and already gain excellent response and a large viewer base. His videos reach an average of 37.540 views and average 350 interactions (shares, likes, comments) on Facebook. Also using some other channels like LinkedIn, Youtube and Instagram - which he smartly combines with social media channels of his media outlets (City Magazine, Hedonizem) to multiply the reach of the content. His goal is to create a successful hybrid system between his role as executive editor of City Magazine and a personality which influences the masses. Because of that, he is one of a kind. And one of the essential content producers & influencers in Slovenia. In 2018, he decided that he will partly specialize in vlogging as a new chapter in his professional career. But in the year 2019, he will dedicate all his efforts to produce a successful vlog content - launching JMV Vlogs and new channels on 31.12.2018. The goal of the production team in to produce between 120 - 130 vlogs yearly / approx. 3 episodes per week.

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JAN MACAROL (JMV Vlogs):

is a part of MADE BY INFLUENCERS l.t.d.



SOCIAL MEDIA ACCOUNTS

@janmacarol social network

SOCIAL MEDIA		FOLLOWERS	AVERAGE VIDEO REACH
	FACEBOOK (MULTIPLE ACCOUNTS) (JANMACAROL, CITY MAGAZINE, HEDONIZEM ... OTHER FACEBOOK SITES)	85.352* (1.015.000 all users)	37.540
	INSTAGRAM (MULTIPLE ACCOUNTS) (JANMACAROL, CITYMAGAZINE, HEDONIZEM)	25.340* (315.000 all users)	4.500 (instastory)
	LINKEDIN (ALL STAR ACCOUNT)	12.900* (180.000 all users)	3.200
	TWITTER	1.068* (230.000 all users)	*
SUM FOLLOWERS:		124.560 FOLLOWERS	45.000 VIDEO VIEWS
* THE DATA WAS IDENTIFIED // OCTOBER 2018 ** ALL USERS (SI)			

VLOG

STANDARD VLOG FORMATS & POSIBILITIES
PRICEING 2018 / SEASON 2019

VLOG FORMAT	NOTES	SCENARIOS	PRICE
DEDICATED VLOG	Dedicated vlog contains up to 5 minutes of storytelling about the brand's new product or service. The vlog is in the usual style of the vlogger and is entirely editorially managed by the vlogger. Advertiser buys the attention of the vlogger and compensates for time and the production costs.	a dedicated part of the vlog - min. 3 minutes	1.990 €
		entirely dedicated vlog - min. 5 minutes	2.490 €
ADVERTORIAL VLOG	The brand controls the advertorial vlog in the usual style of the vlogger. Because there are payments and control by the brand, this is an advertorial and needs to be labeled upfront so that viewers are aware and understand that it is an advertorial before engaging.	advertorial vlog - min. 5 minutes	3.490 €
OPENING CREDITS PLACEMENT	Before every vlog, there are opening credits. Placement of a product or service is possible for a period. The opening credits change periodically.	opening credit placement - 15 vlogs - 3 seconds	3.000 €
		opening credits placement - 30 vlogs - 3 seconds	5.000 €
PRODUCT PLACEMENT	In this scenario, product or service is featured in the vlog as the vlog is entirely editorial. For example, a computer game is played on a branded computer. The vlogger consumes a beverage. Product placement can also be a »service« placement. Going to SPA, enjoying a dinner. ectr.	product placement - one time	450 €
		product placement - in 3 vlogs	990 €
		product placement - in 5 vlogs	1.500 €
EVENT VLOGS	The vlog features an event visit by a vlogger. Usually an organized media event with the presentation of a product or a service. A part of a vlog features happening on this event and are possible combinations of announcing an event in front. There are also possible press trips to international press events.	event visit - 3 hours, min 2 minutes placement in the vlog	990 €
		international press event visit - 2 days, entire vlog dedicated to the press trip	1.299 €
INTERVIEW OR APPEARANCE VLOGS	The vlog features an appearance of a brand representative or a brand ambassador and contains content podcast about the brand, and it's product/services in a subtle way. The brand/advertiser is listed in credits as this content was sponsored by "Brand name."	intervju - up to 5 minutes	1.100 €

* Evry vlog format is customizable for maximum satisfaction of the client, according to project needs and aspirations. The prices above serve as a guideline for initial project calculations.

VLOG

STANDARD VLOG FORMATS & POSIBILITIES
PRICEING 2018 / SEASON 2

VIDEO REACH GUARANTY

+ BOOST PACKAGES

The vlogger guarantees 20.000 video views as natural video reach. Facebook is changing algorithms daily, so the reach for the future is very unpredictable. And all video content creators who crate mainly on Facebook experience fluctuation of video reach from the beginning of November 2017. Nevertheless, the vlogger guarantees that in the price of the promotion there will be at least 20.000 views...

REACH	AVERAGE	PRICE
NATURAL VIDEO REACH	20.000 VIEWS TO 45.000 REACH	INCLUDED
BOOST 1	50.000 VIEWS / 80.000 REACH	200 €
BOOST 2	100.000 VIEWS / 140.000 REACH	350 €

* Evry vlog is published in several social media networks. Primary at Facebook, LinkedIn, Youtube and as a vlog teaser at Instagram - instastories! All numbers are just mere estimations according to expseriance.

INSTAGRAM

STANDARD INSTAGRAM PRICELIST &
OPTIONAL PACKAGES PRICEING 2018

INSTATYPE	NOTES	SCENARIOS	PRICE
INSTAGRAM PICTURE POST	The most classic way of the Instagram. Influencer uses a creative team to create appealing content. All included. * professional photography * stylist	single picture post	450 €
		3 picture posts on instagram	650 €
INSTASTORY VLOG	The brand controls the advertorial vlog in the usual style of the vlogger. Predicted reach: 6.000 users - possible repeats of posts ... at 30% costs of the initial posts.	advertorial instastory vlog - min 1 minute / 4 parts vlog served as instastory	from - 450 € - 880 €
		advertorial instastory vlog - min 2 minute / 8 parts vlog served as instastory	
INSTA PIC & VIDEO COMBO PACKAGE	DEDICATED VLOG + INSTAGRAM Dedicated vlog contains up to 5 minutes of storytelling about the brand's new product or service. The vlog is in the usual style of the vlogger and is entirely editorially managed by the vlogger. As a add-on, an Instagram Vlog is prepared for a short story of the vlog ... featuring links to the advertiser or the vlog.	4x Instastory + 1 picture post + dedicated vlog package	3.200€
		8x Instastory + 1 picture post + dedicated vlog package	4.200 €

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