

Client: REGIONMARKETING CARINTHIA (Amt der Kärnten Landesregierung)

City: Klagenfurt, Carinthia

Date: 20. 7. 2025

Agency: PM, poslovni mediji



PM

content. creative. code. consulting.

Slovenia

Advertising activities 2025

Name of the media service provider or online platform	Campaign period 20025	Net advertising expenditure per media service provider or platform	Campaign reference/name	Total campaign expenditure
Meta (FB/IG)				
Student campaign	December	10.242,60	Student campaign	15.000,00
Always on campaign	May - December	6.299,72	Always on campaign	10.600,00
Google (GDN, search)				
Student campaign	December	8.711,40	Student campaign	10.000,00
Always on campaign	May - December	2.419,19	Always on campaign	4.000,00
LinkedIn				
Student campaign	December	1.874,80	Student campaign	3.000,00
Always on campaigns	May - December	7.080,68	Always on campaigns	12.400,00
Media outlets				
Delo (print + online)	May - December	25.182,00	Native advertising Carinthia	34.500,00
Finance (print + online)	May - December	15.444,00	Native advertising Carinthia	16.000,00
Večer (print + online)	May - December	10.300,00	Native advertising Carinthia	16.000,00
GG (print + online)	May - December	10.000,00	Native advertising Carinthia	10.000,00
Podjetna Slovenija (print + online)	October	1.300,00	Native advertising Carinthia	2.500,00
Siol (online)	November	1.050,00	Native advertising Carinthia	1.500,00
Avtofokus (print + online)	November	1.260,00	Native advertising Carinthia	1.500,00