

The background of the entire page is a high-angle, wide shot of a massive concert crowd at night. The audience is densely packed, filling the frame from the foreground to the far distance. The scene is illuminated by a mix of warm, golden-yellow stage lights and cooler, blue-toned spotlights. The lights create a bokeh effect, with many out-of-focus points of light scattered across the crowd. In the upper right corner, the 'eventim' logo is displayed in white, lowercase letters, with a small, four-pointed starburst icon positioned above the letter 'm'.

eventim^{*}

advertising, that works
presentation, marketing packages and instructions

marketing guide 2025

your event in the spotlight!

Eventim is more than just a ticket provider – it's your ultimate partner for promoting your event. We design carefully crafted, tailor-made marketing packages to suit your needs. Our team offers optimal, customized solutions to ensure your event gets the attention it deserves. With a wide range of marketing activities, Eventim is your go-to destination for exceptional event promotion.

eventim[★]

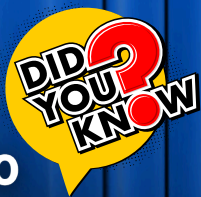


selected position

We record over 2 million visitors to our website annually, with nearly 25 million page views on eventim.si.

social networks

We have over 100,000 loyal followers on social media, where we regularly manage both organic and paid posts and run specialized advertising campaigns.



Our goal is not just to sell tickets for your event, but to **SELL IT OUT!**

marketing 360°

Our marketing approach seamlessly integrates all channels and tools into a cohesive system designed to achieve your marketing goals. This includes digital platforms like social media, websites, and email marketing, alongside traditional methods such as print ads, posters, TV, and radio campaigns. With robust analytics to monitor performance, our 360° Marketing strategy aims to deliver a consistent user experience, boost event visibility, and maximize conversions through a well-rounded, integrated approach.

targeted advertising

Through targeted advertising on digital channels, we attract even more visitors. We can create comprehensive promotional campaigns tailored specifically to your needs.



e-promotion

Our extensive database includes over 370,000 newsletter subscribers! We can create personalized newsletters for carefully selected recipient groups or feature your event in our regular weekly newsletters.



standard offer

Offer valid from 1. 1. 2025

eventim[★]

Event management and promotion

- Event graphic or description changes (2 substitutions are free) | **30,00 € per substitution**
- Creation/design of event promotion graphics* | **200,00 €**
- Graphic design for Google, Facebook and Instagram campaigns ** | **300,00 €**
- Google campaign setup and optimization | **100,00 € per month per campaign** (minimum 100 €)
- Facebook and Instagram campaign - setup and optimization | **100,00 € per month per campaign** (minimum 100 €)

*The organizer must provide the basic graphics with appropriate permissions or copyrights from the creator. Eventim will design graphics for publication on its channels, with up to two revisions included in the price.

Graphics included in this package: 960 x 360 px, 300 x 300 px, 420 x 560 px, 420 x 280 px, 1920 x 1080 px, 1080 x 1080 px, and 1080 x 1920 px.

**The organizer must also provide the basic graphics with appropriate permissions or copyrights from the creator for campaign purposes. Eventim will design graphics for use in Google, Facebook, and Instagram campaigns, with up to two revisions included in the price.

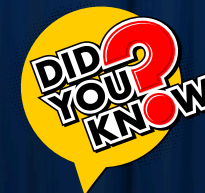
Graphics included in this package: 250 x 250 px – Square, 200 x 200 px – Small Square, 468 x 60 px – Banner, 728 x 90 px – Leaderboard, 300 x 250 px – Inline Rectangle, 336 x 280 px – Large Rectangle, 120 x 600 px – Skyscraper, 160 x 600 px – Wide Skyscraper, 1080 x 1080 px, and 1080 x 1920 px.

All prices listed do not include 22% VAT.



ADVERTISE!

ignoring online marketing is like
hosting an event and not telling anyone about it



social networks

We proudly boast a growing community of over 100,000 loyal followers across multiple social media platforms.



eventim.si instagram

followers: 12.700 | yearly reach: 2.538.584



eventim.si facebook

followers: 69.800 | yearly reach: 9.641.154



eventim.si tiktok

followers: 6.280 | yearly reach: 1.600.000



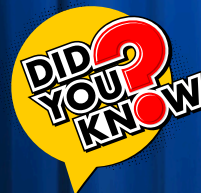
eventim.si youtube

videos: 32 | views: 40.488



eventim.si linkedin

followers: 351 | yearly reach: 8.374



series: #nakavču

already features 9 exclusive interviews on Eventim's Couch.

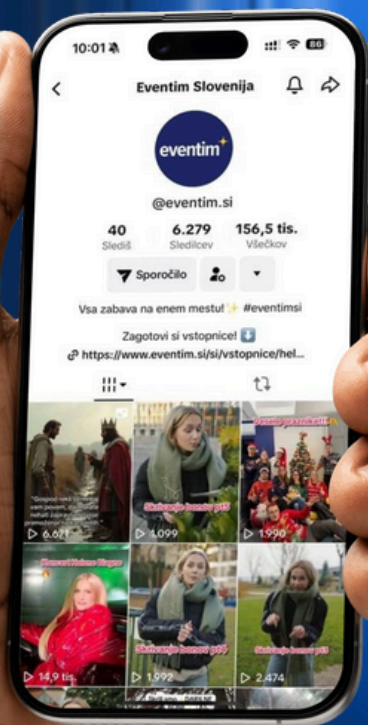
eventim[★]



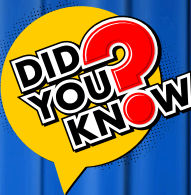
DISCOVER THE WORLD OF TIKTOK

"JOIN US IN A DIGITAL WORLD WHERE THE LOVE OF MUSIC AND A SENSE OF COMMUNITY BRING US TOGETHER!"

WITH EVENTIM!



VENUE PRESENTATIONS
TIPS, TRICKS AND HACKS
EVENTIM REACTS
EVENT ANNOUNCEMENTS
PERFORMERS UP CLOSE
FIND INFLUENCER
MEET THE FANDOM



follow @Eventim.si on TikTok!

tiktok package S

A | Creation of creative scripts | **2 SCRIPTS**

B | Preparation, production, and filming of vertical video content for event promotion (scripts, equipment rental, production, post-production, copywriting) | **2 POSTS**

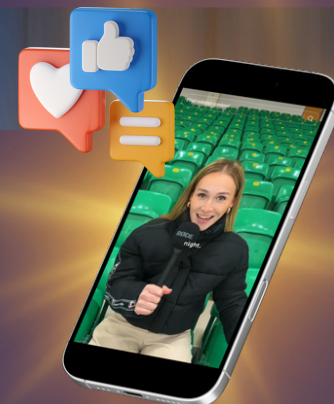


1 month of promotion

tiktok package M

A | Creation of creative scripts | **4 SCRIPTS**

B | Preparation, production, and filming of vertical video content for event promotion (scripts, equipment rental, production, post-production, copywriting) | **4 POSTS**



2 months of promotion

tiktok package L

A | Creation of creative scripts | **6 SCRIPTS**

B | Preparation, production, and filming of vertical video content for event promotion (scripts, equipment rental, production, post-production, copywriting) | **6 POSTS**



3 months of promotion

choose what you need

Simply choose tailored advertising options: the best position on the website, a social media post, a carefully crafted Google campaign, or custom-designed newsletters sent to a selected recipient list. If you want it all in one, we recommend turning the page and saving by choosing a bundled advertising package.



select your position

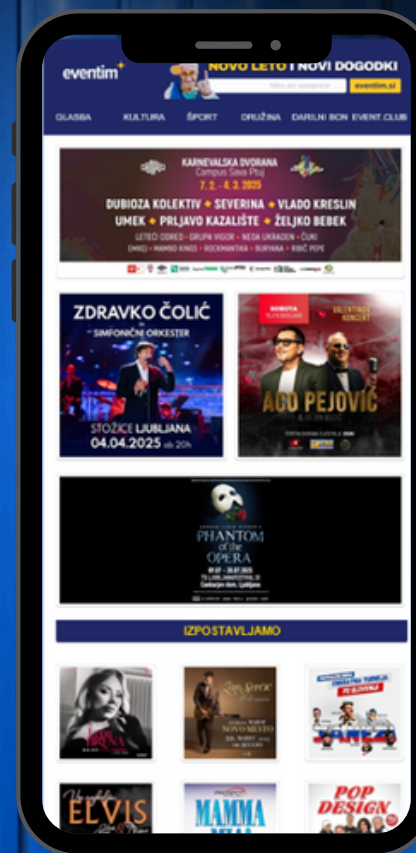
- A | title | 200 € / week
- B | event selection | 200 € / week
- C | new on sale/ticket alarm | 150 € / week
- D | we recommend | 100 € / week



digital channels | campaign

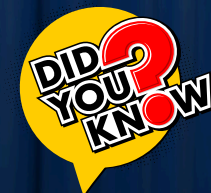
- A | Google campaign setup and optimization | 100 € | per month | per campaign
- B | Facebook and Instagram campaign setup and optimization | 100 € | per month | per campaign

eventim



e-news

- A | regular weekly newsletter | 50 €
- B | specially targeted newsletter | 250 €



Digital marketing, especially on Google and Meta, allows you to reach anyone, anywhere, at any time.

pay less with packaged advertising!

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The most cost-effective and definitely the most efficient option is bundled advertising. You can choose from carefully designed packages that provide complete promotion for your event. Plus, we can always enhance, optimize, and tailor any package to suit your needs. The goal is not just to sell tickets, but to sell out your event!

STARTER package

Time period: up to 1 month

Package suitable for smaller events, targeted promotion in the local area.

A | website | position: **RECOMMENDED**

B | social media | fb & ig | **1 POST**

C | newsletter | exposure | **1 POST**

MEDIUM package

Time period: up to 1 month

Package suitable for all events with a smaller advertising budget.

A | website | position: **NEW**

B | social media | fb & ig | **1 PAID POST: 40€**

C | newsletter | exposure | **1 POST**

PROFI package

Time period: up to 1 month

Top position, top exposure. A package designed for those who are bold and determined.

A | website | position: **TITLE or EVENT SELECTION**

B | social media | fb & ig | **1 PAID POST: 80€**

C | newsletter | exposure | **1 POST**

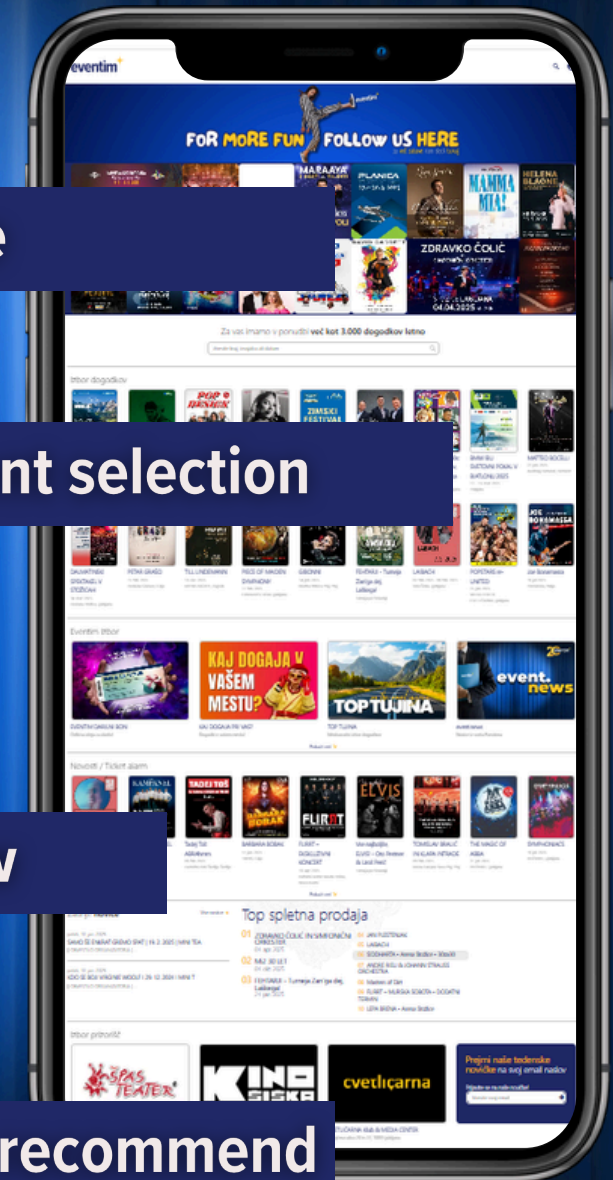
D | newsletter | specially targeted newsletter | **SELECTED CUSTOMER BASE**

title

event selection

new

we recommend



pay less with packaged advertising!



Package advertising is not only the most convenient but also the most effective solution for you. We offer carefully crafted packages that provide full promotion for your event. And of course, we can always enhance any package to create the optimal solution for your event's promotion. Because, as you know, our goal isn't just to sell your event – it's to sell it out!

TOP package

Time period: up to 1 month

A comprehensive package that includes everything for a complete promotion, with the added boost of automatic promotion in Croatia for even greater exposure.

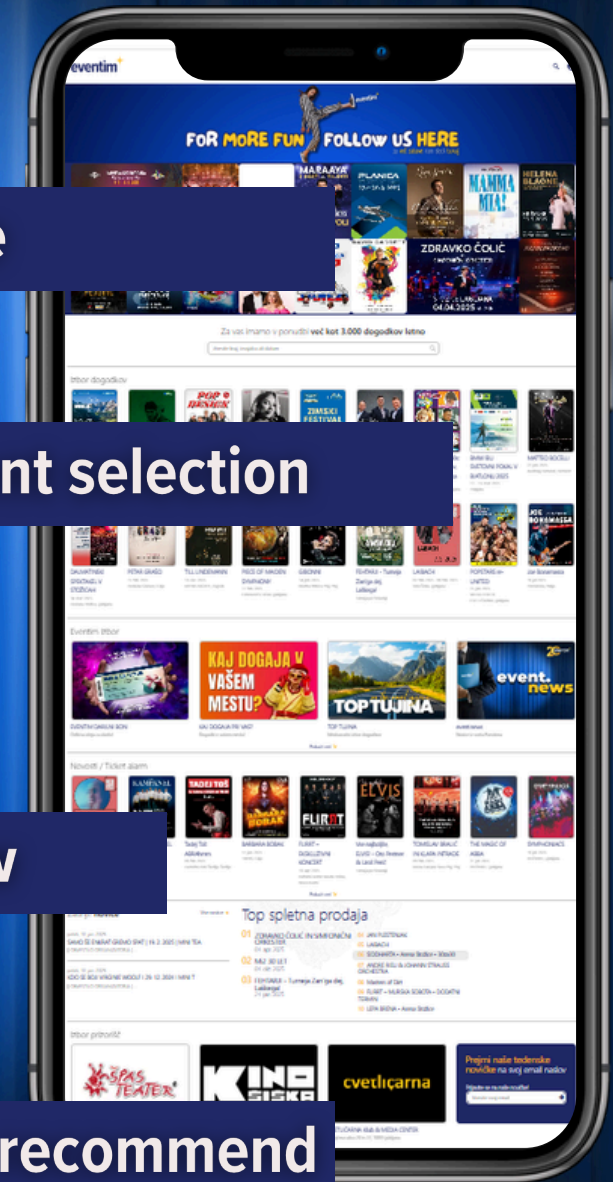
- A | website | position: **TITLE** or **EVENT SELECTION**
- B | social media | fb & ig | **2 POSTS** | **1 PAID POST: 100€**
- C | newsletter | exposure | **1 POST**
- D | newsletter | specially targeted newsletter | **SELECTED CUSTOMER BASE**
- E | website | eventim.hr | position: **EVENT SELECTION**
- F | social medial eventim.hr | fb & ig | **1 POST**
- G | newsletter | eventim.hr | exposure | **1 POST**

MAXI package

Time period: up to 1 month

A package that includes everything offered by a complete promotion, with the added benefit of automatic promotion in Croatia and additional promotion on TikTok. For complete visibility and impact.

- A | website | position: **TITLE** or **EVENT SELECTION**
- B | social media | fb & ig | **2 POSTS** | **1 PAID POST: 100€**
- C | tiktok | exposure | tiktok package S included | **2 POSTS**
- D | newsletter | exposure | **2 POSTS**
- E | newsletter | specially targeted newsletter | **1 POST, SELECTED CUSTOMER BASE**
- F | website | eventim.hr | position: **EVENT SELECTION**
- G | social media | eventim.hr | fb & ig | **1 POST**
- H | newsletter | eventim.hr | exposure | **1 POST**



title

event selection

new

we recommend

we can't make something
out of nothing.

eventim[★]

send us your promo materials!

for a minimal investment, we can preapre them for you!

we can't make something out of nothing.

advertising materials preparation guide



RECOMMENDATIONS FOR A SUCCESSFUL EVENT PRESENTATION

To ensure the successful promotion of your event, which will ultimately contribute to increased sales, please provide us with promotional materials that we will showcase on the event page of our website.

EVENT AND ARTIST PAGE

- 960 x 360 px (image in JPG or PNG format)

BASIC KIT FOR EVENT/OFFER PROMOTION

- 300 x 300 px (image in JPG or PNG format) / event exposure on sub pages
- 420 x 560 px (image in JPG or PNG format) / event exposure on main page
- 420 x 280 px (image in JPG or PNG format) / event exposure on main page

SOCIAL MEDIA

- 1080 x 1080 px (image in JPG or PNG format)
- 1080 x 1920 px (image in JPG or PNG format or a video ad max. 4 seconds)

DIGITAL ADVERTISING | GOOGLE ADS, FACEBOOK AND INSTAGRAM

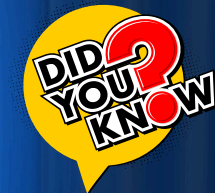
The graphic file size must not exceed 150 KB.

- 300 x 200 px (image in JPG or PNG format)
- 300 x 50 px (image in JPG or PNG format)
- 300 x 100 px (image in JPG or PNG format)
- 250 x 250 px (image in JPG or PNG format)
- 200 x 200 px (image in JPG or PNG format)
- 300 x 250 px (image in JPG or PNG format)
- 336 x 280 px (image in JPG or PNG format)
- 728 x 90 px (image in JPG or PNG format)
- 970 x 70 px (image in JPG or PNG format)
- 468 x 60 px (image in JPG or PNG format)
- 300 x 600 px (image in JPG or PNG format)
- 160 x 600 px (image in JPG or PNG format)



advertisement should include

- event image
- event venue
- event location
- event date



HOW TO MAKE YOU EVENT POP OUT?

SHORT EVENT DESCRIPTION

The text should include basic event details such as the duration, any supporting acts, special instructions for entrances and access, parking options, special pricing, and/or free entry for people with disabilities and children.

We recommend including descriptions of special offers, discounts, and VIP options.

The press release should also outline any restrictions (e.g., age limits, prohibited substances, etc.). Additionally, the text can be translated into English, Croatian, and German, especially if you expect international sales or attendance.

EVENT GALLERY AND VIDEO MATERIALS You can include various photos, such as those from previous events or event previews, group photos, as well as video content, including links to YouTube or other platforms.

EVENT VENUE LAYOUT

The graphic can be used to illustrate the event venue, entrances, bar setups, restroom areas, and more.

Please note: The organizer is responsible for all submitted and published material.

where and what?

a short guide to our graphic formats

main page



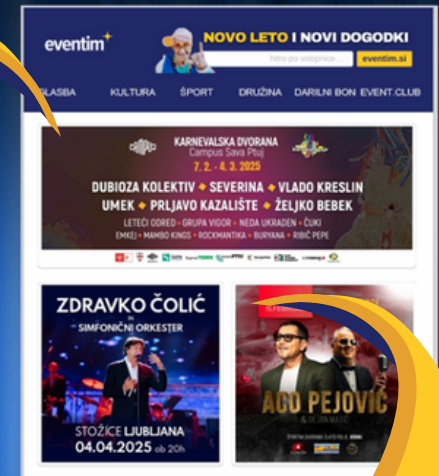
poster graphic: 420 x 560
landscape graphic: 450 x 280

subpage



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newsletter



event page



event description,
additional information

we can't make something
out of nothing.

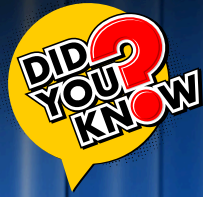
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how to sell out an event?

a short guide

for a quick and successful start to sales



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1. think it through

- A | consult us | we are here to help
- B | fill out the documentation | contract, event registration...
- C | provide information and marketing materials for event setup
- D | together, we'll set the schedule for announcements and sales start

2. time for action

- A | we'll set up the announcement, including an optional "ticket alarm"
- B | opportunity to create a special promotion for our customer base
- C | set up of pricing categories - "early bird ..."
- D | create a Facebook event, and add us!
- E | joint sales launch, with announcements across all channels

3. coordinated promotion

- A | event exposure on our website
- B | social media posts
- C | exposure in newsletter
- D | digital campaign set up and optimization
- E | external coordinated event advertising



and don't forget

CONSULT US!

we are here to help

PROFESSIONAL.
ADAPTABLE.
AVAILABLE.
PROMPT.
EXPERIENCED.
SAFE.
RELIABLE.

CONTACT US:

marketing@eventim.si

WE WILL GET BACK TO YOU AS SOON AS POSSIBLE.



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