

Vrele Gume* translated to English *Hot Tires

Our Media System includes:

1. TV Production - TV show *Vrele Gume* is broadcasted on Serbian television NOVA S (part of the UNITED MEDIA GROUP)

2. Online edition www.vrelegume.rs - most visited web site in the field of automotive industry, road trips, cycling, biking, Recreational Vehicles, and nautics in Western Balkans. We proudly deliver an average of half million opened pages views and number of unique visitors per month above 100K.

3. Social media *Vrele Gume* is in constant growth:

- **You Tube** - <https://www.youtube.com/user/vrelegume>, over 18K Subscribes, about 100.000 views monthly, and 5-50K views per clip

- **Facebook** - over 65.000 fans vergine, av. 80K organic reach and week engagement between 5 and 7K, not boosted

- **Instagram** - <https://www.instagram.com/vrelegume/>, 17K followers;

- **Twitter** - https://twitter.com/Vrele_Gume, 2K followers.

Vrele Gume Media System can provide client a very high level of promotion:

1. Advertisements in the advertising block and/or **special content in the TV show** *Vrele Gume* on TV NOVA S – UNITED MEDIA.

2. Banners and PR texts on the site www.vrelegume.rs;

3. Promotion on the Vrele Gume YouTube, Facebook, Twitter and **special Instagram campaigns;**

4. Other creative forms of promotion and story telling in consultation with the client.