**\*Vrele Gume\* means \*Hot Tires\***

**Our media system includes:**

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

**2. Online edition** [**www.vrelegume.rs**](http://www.vrelegume.rs) **-** most visited web site in the field of automotive industry, road trips, cycling, in Western Balkan, with an average of almost half milion opened pages views and average number of unique visitors per month above 200K.

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

- **You Tube** - [**https://www.youtube.com/user/vrelegume**](https://www.youtube.com/user/vrelegume)**,** over 26K Subscribes, without boost;

**- Facebook** - over 75.000 fans and vergine, av. 300K organic reach and week engagement between 15 and 20K, without boost;

**- Instagram** - [**https://www.instagram.com/vrelegume/**](https://www.instagram.com/vrelegume/)**,** 19K followers;

- **Twitter -** [**https://twitter.com/Vrele\_Gume**](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 in consultation with the client.