



Naxi
Radio
96.9fm

Naxi
Nacional

Naxi
Digital

Naxi
Portal

NaxiMediaMix

95.8 FM
RADIO IN

RADIO TRI

★ 105.2 FM
Nostalgija

TOP 106.8
BELGRADE **FM**



1.600.000

slušalaca nedeljno



20-55

godina

žena 35 god.

fokus

omiljen

među zaposlenima
i vozačima



EMISIJE

JUTRO uz
Svetu Stefanovića

06-10h

RADNIM DANIMA

A promotional graphic for the "JUTRO" program. It features a central portrait of Svetu Stefanovića, a man with long brown hair wearing a blue and white striped shirt. To his left, a smaller, semi-transparent image of another man with sunglasses is visible. The background is a vibrant red with a cyan circular graphic element. The text "JUTRO uz Svetu Stefanovića" is in white on a red rectangular background. The time slot "06-10h" is in large white font, and "RADNIM DANIMA" is written in small white letters at the bottom.

DAN sa
Danijelom Milošević

10-14h

RADNIM DANIMA

A promotional graphic for the "DAN" program. It features a central portrait of Danijelom Milošević, a woman with long dark hair wearing a patterned top. To her right, a smaller, semi-transparent image of another woman is visible. The background is a vibrant blue with a cyan circular graphic element. The text "DAN sa Danijelom Milošević" is in white on a blue rectangular background. The time slot "10-14h" is in large white font, and "RADNIM DANIMA" is written in small white letters at the bottom.

POPODNE sa
Milošem Lazićem

14-18h

RADNIM DANIMA

A promotional graphic for the "POPODNE" program. It features a central portrait of Milošem Lazićem, a man with short dark hair and a goatee, wearing a dark t-shirt and pointing towards the camera. To his right, a smaller, semi-transparent image of another man is visible. The background is a vibrant green with a cyan circular graphic element. The text "POPODNE sa Milošem Lazićem" is in white on a green rectangular background. The time slot "14-18h" is in large white font, and "RADNIM DANIMA" is written in small white letters at the bottom.

Mojih 50

18-19h

RADNIM DANIMA

A promotional graphic for the "Mojih 50" program. It features a large white "50" with a starburst effect and the word "Mojih" above it. The background is a vibrant blue with a cyan circular graphic element. The time slot "18-19h" is in large white font, and "RADNIM DANIMA" is written in small white letters at the bottom.

Dodir noći

21-00h

RADNIM DANIMA

A promotional graphic for the "Dodir noći" program. It features a central portrait of a man with glasses wearing a white shirt. To his right, a smaller, semi-transparent image of another man with glasses is visible. The background is a vibrant red with a cyan circular graphic element. The text "Dodir noći" is in white on a red rectangular background. The time slot "21-00h" is in large white font, and "RADNIM DANIMA" is written in small white letters at the bottom.



630.000

slušalaca nedeljno



35+

godina

'60 '70 '80

hitovi strane i
domaće muzike

samo muzika

bez priče

410.000

slušalaca nedeljno



15-35

godina

omiljen radio

millennials populacije i svih
koji se tako osećaju

no boring DJ's concept

vedre teme, kratke vesti,
gradska, ali i svetska dešavanja

350.000

slušalaca nedeljno



20-40 godina

milenijalci i svi koji se
tako osećaju

hitovi

najnoviji hitovi + hitovi koji
su obeležili novi milenijum

76.000

slušalaca nedeljno



30+ godina

AC HOT format

najveći hitovi strane muzike osamdesete, devedesete, muzika novog milenijuma i najnoviji hitovi

5.000.000

slušačaca

91% teritorije

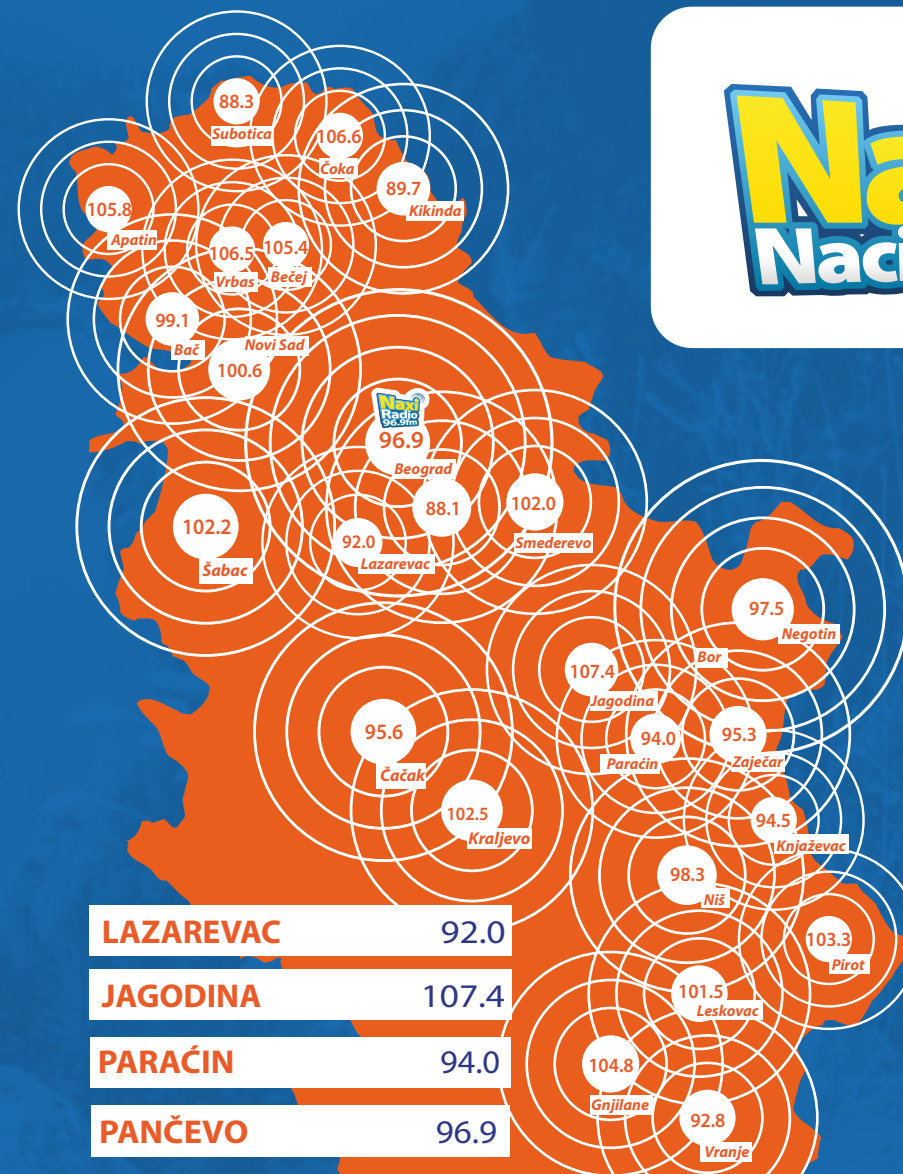
pokrivenost

BEOGRAD	96.9
NIŠ	98.3
SOMBOR	105.8
ČOKA	106.6
KIKINDA	89.7
ZRENJANIN	100.6
BAČKA PALANKA	100.6
OBRENOVAC	96.9
GNJILANE	104.8
ZAJEČAR	95.3
BOR	97.5
PIROT	103.3

NOVI SAD	100.6
SUBOTICA	88.3
APATIN	105.8
VRBAS	106.5
BEČEJ	105.4
SR. MITROVICA	100.6
INĐIJA	100.6
LAZAREVAC	96.9
KRALJEVO	102.5
ČAČAK	95.6
NEGOTIN	97.5
LESKOVAC	101.5

LAZAREVAC	92.0
JAGODINA	107.4
PARAĆIN	94.0
PANČEVO	96.9
SMEDEREVO	102.0
POŽAREVAC	102.0
GROCKA	88.1
VRANJE	92.8

ŠABAC	102.2
BAČ	99.1
KNJAŽEVAC	94.5
GNJILANE	102.4





emitovanje spota
u reklamnom bloku



sponsorstva emisija



sponsorstva kamera,
vremenske prognoze



sponsorstva
nagradnih kvizova



mogućnost
emitovanja
različitih spotova
po gradovima
ili regionima



emitovanje spota
u reklamnom bloku



sponsorstva emisija



sponsorstva emisija



emitovanje spota
u reklamnom bloku



emitovanje spota
u reklamnom bloku



emitovanje spota
u reklamnom bloku



sponsorstva emisija



sponsorstva
kratkih formi



4.100.000

impresija mesečno

1.600.000

poseta mesečno

ZABAVA

NAGRADE

ZANIMLJIVOSTI

POZNATI



www.naxi.rs

prosečni mesečni izveštaj 2023.

19 kamera

na najfrekventnijim
saobraćajnicama
u gradu

1.000.000

pregleda mesečno

300.000

preuzimanja Android
aplikacije

Web Kamere
BeogradUŽIVO!

www.naxi.rs/kamere

33

digitalne radio stanice

Smart Radio koncept

Ja biram šta slušam!



2.700.000

online slušalaca mesečno



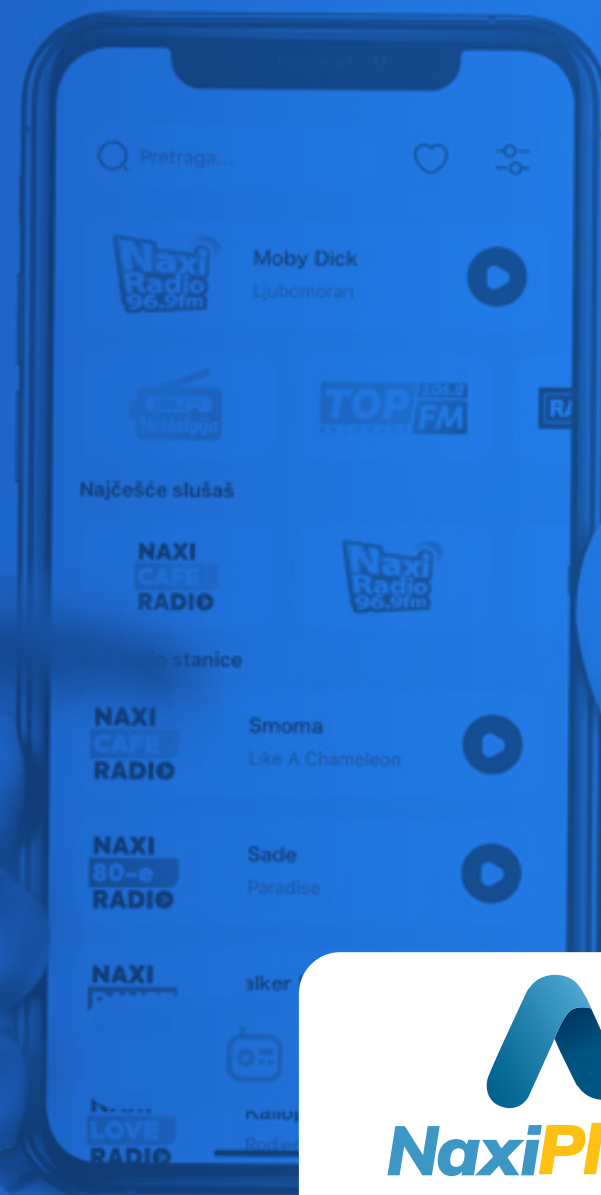
NaxiPlayer

www.naxi.rs/digital

Naxi Player: Podcast

Najslušanije podcast emisije

Od bajke do istorije,
od zabave do inspiracije...
Sve je na Naxi Player-u



NaxiPlayer
www.naxi.rs/digital

1.170.000

Facebook fanova

12.000.000

nedeljni reach

Broj 1 u Srbiji

po interakciji sa
fanovima

66.000

Instagram pratilaca



Personalizovane digitalne radio stanice u Shopping centrima, retail parkovima, ugostiteljskim objektima

Direktno obraćanje ciljnoj grupi - potrošačima

Čuje vas 1.000.000 posetilaca nedeljno

Kupovina u ritmu muzike za ples



mi imamo

sve

na jednom mestu

mi

mi to

brže

povoljnije

kvalitetnije

možemo

radimo

30 godina

eksperti za radio

telekomunikacije

planiranje

promociju

marketing

kreativu

tačno

precizno

zabavno

drugačije od drugih



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