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НАРЪЧНИК ЗА СЪВРЕМЕННИ РОДИТЕЛИ

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✱ Kangaroo magazine

"Kangaroo" magazine is issued for 6 years. The manual for modern parents helps young mothers and fathers to raise happy children in an environment full of harmony. The magazine provides useful information and many ideas for a smooth pregnancy, unforgettable birth and education of children. "Kenuguru" is distinguished by its excellence, supported by a competent opinion on a wide range of specialists in medicine.

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MOM

The section "mom" covers all issues that arise during pregnancy, childbirth , postpartum process and health of women and their most practical and readily achievable solution. For quick and easy orientation and more precise, the columns are grouped into three themes - "Pregnancy," Birth "and" Health ".

From 0 to 3 years

0 to 3 years are two separated subsections – "Lifestyle" and " Health". The first offers a classic and alternative solutions to any problems that may occur in the the early years of the child's life. The second covers even the smallest aspects of the health of the children, opinions of experts in relevant areas and answers to questions asked to prominent professionals.
Special attention is paid to educating children over 3 years old - their development in the intellectual and emotional aspect , also characteristics of child psychology.

In "Kenguru" magazine the are special sections for the whole family.

Of particular importance is the Family Health and feeding method, supported by extensive articles on various products and elegantly presented recipes for home cooking. Do not forget that beauty takes an important place in our lives - as well as striving for perfection of the human body and harmony in our home. And because parents are fans of bulgarian and foreign destinations every month "Kenguru" magazine devoted several pages of tourism and leisure.

THE NEWEST SECTION IN THE "KENGURU" MAGAZINE IS DEDICATED TO MAN - THE BULGARIAN FATHER AND HIS PERSPECTIVE ABOUT THE LIFE OF THE YOUNG FAMILY.

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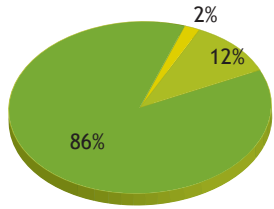
INFO

Luxurious monthly edition
Content - 160 стр.
Size - 215x286 мм

Paper
body – 100 gr. gloss
Cover- 250 gr. gloss + UV polish
Print - 16 000 copies
Cover price- 2 EURO

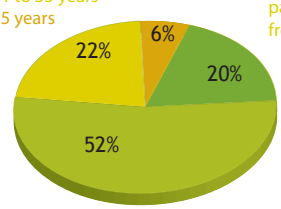
Distribution of the circulation in Bulgaria

In Sofia and cities, with population over 100 thousand people.
In cities with a population of 10 to 100 thousand people.
In cities with a population less than 10 thousand people



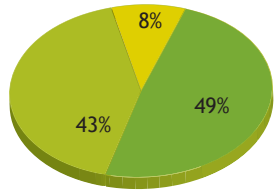
Average age of readers

to 25 years
from 26 to 30 years
from 31 to 35 years
Over 35 years



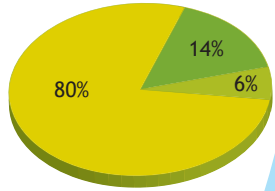
Audience Profile

expectant parents and parents with children under 2 years old
parents with children from 2 to 5 years old
parents with children from 5 to 8 years old

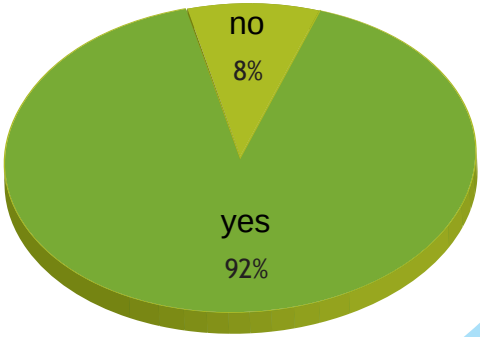


Readers education

average
incomplete higher education
higher education



Percentage of readers who have used advertising information published in the journal "Kenguru"



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The file extensions must be EPS, TIFF or PDF. Size of images to be not less than 300 dpi and in CMYK, text in curves.

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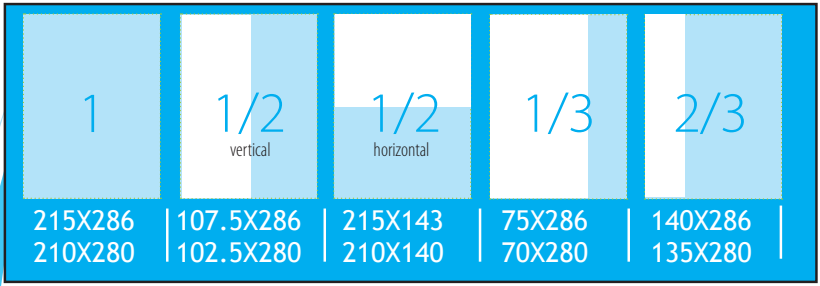
SIZES



Visions of the advertising materials must be submitted in the redaction not later than the 15th day of each month.

ADVERTISING RATES

advertising space, form and placement	price for one participation
1 inside page	1175 euro
½ inside page	670 euro
2/3 inside page	820 euro
1/3 inside page	540 euro
¼ inside page	405 euro
Second cover	1755 euro
Third cover	1485 euro
Fourth cover	2295 euro
Inside cover(one page)	3375 euro
Leading folio(second cover + first page)	2565 euro
First folio(first and second page)	2025 euro
Inside folio	1755 euro
½ next to the content	900 euro
Hidden first cover	4100 euro
Opening cover	4900 euro
Logo first cover (branding 50x50 mm)	880 euro
Advertising inserts (customer's own)	0.12 euro per piece
PR material	940 euro
Yellow Box(50x50 mm)	50 euro

Prices do not iclude VAT

DISCOUNTS

Number of publication	Discount
3	3 %
6	6 %
9	9 %
12	12 %

MORE SUGGESTIONS FOR ADVERTISING

Tipe	Price
Competition	50 euro
Fashion	800 euro
Branding	360 euro

Prices do not iclude VAT

ADS MAKING

Tipe	Price
Vision	150 euro
PR	100 euro
Competition	50 euro

Prices do not iclude VAT

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НАРЪЧНИК ЗА СЪВРЕМЕННИ РОДИТЕЛИ

ПРИЛОЖЕНИЯ

BOOKS

4 issues per year

Advertising space, form and placement	Price	Page size
1 inside page	350 euro	148x210
Second cover	500 euro	
Third cover	450 euro	
Fourth cover	550 euro	
Leading folio (second cover and first page)	800 euro	296x210
Logo first cover(branding 215x30 mm)	900 euro	148x30

Prices do not iclude VAT

Parameters of applications

Content - 80 pages
Size – 148x210 mm
Paper
Body – 80 mat
Cover- 150 g mat + UV polish
Print - 25 000
Cover price - FREE

3 in 1

4 issues per year

Advertising space, form and placement	Price	Page size
Second cover	1000 euro	210x280
Third cover	800 euro	
Fourth cover	1200 euro	

Prices do not iclude VAT

WEB KENGURU.BG

banner size	leading page price	inside page price
468x60 px	7 692 euro	5 128 euro
300x250 px	10 256 euro	7 692 euro
160x600px	12 820 euro	10 256 euro

Prices do not iclude VAT

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25 000

2 issues per year
CIRCULATION

The magazine's circulation is **25 000** copies . It is distributed free in party centers, children's playgrounds, hair studios and other places, which are made for children and their parents. 5000 copies are applied to "Kenguru" magazine.

FASHION

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SERVICE PACK

PHOTO SESSION - 1538 EURO

include a presentation of fashion line on 8 pages. As a bonus you get a PR interview, also a presentation in section "Accent" and "Shopping".

FASHION SHOW - 359 EURO

Capture reviews. As a bonus u get two pages and media coverage.

GENERAL SPONSOR - 5640 EURO
SPONSOR - 2565 EURO

PHOTO SESSION

- SHOES - 4 pages – 1110 euro
- ACCESSIORIES – 2 pages - 820 euro
- COSMETICS – 2 pages - 1300 euro
- FURNISHING – 2 pages - 1500 euro

BONUS - presence in sections "Accent" and "Shopping".

ADVERTISING IN FASHION KIDS

1 page – 1200 euro
2 covers – 3200 euro
3 cover – 2600 euro
4 cover – 4000 euro

PR PAGE

- Without photos from collections – 369 euro
- With photoes – 559 euro

Prices do not iclude VAT