



Rate card 2016

advertising pages (BGN, without VAT)

PAGES

Whole right page	3700
1/2 right page	2000
1/3 right page	1400
1/4 right page	800

- 10% for left page

SPREADS

First spread	7000
Leading spread	5200
Inside spread	5200

COVERS

4-th cover	7000
3-rd cover	4100
2-nd cover	5000
Folded first cover	10000

samplings and fliers (BGN, without VAT)

SAMPLES*

National circulation	0,15 lv. per copy
Partly circulation**	0,20 lv. per copy
Sticking with silicon	+0,05 lv. per copy

*the prices are for advertising materials with volume up to 12 pages A5 format

**minimum part circulation for sampling - 30% from the national circulation

discounts

For advertising agency 10%

FOR VOLUME

2-5	14%
6-10	16%
11-16	20%
17-26	28%
27-36	34%
37-46	36%
47-60	38%

FOR FLYERS

-20% when the client participates with advertising page

SURCHARGE

+20% for fixed page, column

deadlines

Advertising publications order -
till the 5-th of the month
receiving advertising materials -
till the 10-th of the month

DATE OF PUBLICATION

25-th of the month

CIRCULATION - 16 000