

# Advertising Rate Card 2024

**COSMOPOLITAN**

## ADVERTISING RATES

page/position	BGN/VAT is not included
1/1 inside page in the 2nd half	4000
1/1 right inside page in the 2nd half	4600
1/1 right inside page in the 1st half	5900
1/1 page next to Contents/Editor's letter	6600
3rd cover	6600
4th cover	7400
double page spread in the 2nd half	6700
double page spread in the 1st half	7000
3rd - 6th double page spread	8400
2nd double page spread	8700
1st double page spread	9700
1/2 page	2600
1/2 right page	2800
1/3 page	2100
1/4 page	1200
1/8 page	650
1/16 page	350

**inserts/per copy** **0,14**

**price for insertion of medical products and food supplements/per copy** **0,30**

Inserts are accepted only for the whole print run of the magazine.  
When a customer has an insertion without participating with an ad in the same issue the insertion price is calculated with an additional amount for 1/2 advertising page.

## ADDITIONAL CHARGES

fixed page/position	10%
additional logo	40%
design of the ad page	10%

## DISCOUNTS

### discounts for number of publications

from 2 to 5 publications	- 5%
from 6 to 10 publications	- 10%
from 11 to 15 publications	- 15%
16 and more	- 20%

### multimagazine discount for advertising in

2 magazines	- 2%
3 magazines	- 3%
4 magazines	- 4%
5 magazines	- 5%

## TECHNICAL DATA

Cosmopolitan magazine is on the market in the middle of the previous month.  
Deadline for booking: 1st of the previous month.  
Deadline for materials: 3th of the previous month.  
SBB reserves the right to change the date of issue of the magazine and the deadline for booking and materials.

format / mm	trim size	bleed size	text area
1/1 page	205 x 276	215 x 286	
double page spread	410 x 276	420 x 286	
1/2 page vert.	100 x 276	110 x 286	
1/2 page hor.	205 x 135	215 x 145	175 x 120
1/3 page vert.	70 x 276	80 x 286	
1/3 page hor.	205 x 93	215 x 103	
1/4 page	100 x 135	110 x 145	85 x 120
1/8 page			85 x 58
1/16 page			41 x 58