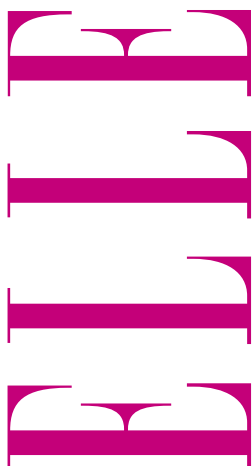


# Advertising Rate Card 2024



## ADVERTISING RATES

### page/position

BGN/VAT is not included

1/1 inside page in the 2nd half	4 900
1/1 right inside page in the 2nd half	5 250
1/1 right inside page in the 1st half	6 800
1/1 page next to Contents/Editor's letter	7 000
3rd cover	7 200
4th cover	7 700
double page spread in the 2nd half	8 000
double page spread in the 1st half	8 400
3rd - 6th double page spread	9 100
2nd double page spread	9 500
1st double page spread	10 200
1/2 page	3 300
1/2 right page	3 500
1/3 page	2 700
1/4 page	1 400
1/8 page	750
1/16 page	400

### 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%
in 3 magazines	– 3%
in 4 magazines	– 4%
in 5 magazines	– 5%

## TECHNICAL DATA

ELLE magazine is on the market at the end of the previous month.

Deadline for booking: 5th of the previous month.

Deadline for materials: 10th 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	225 x 295	235 x 305	
double page spread	450 x 295	460 x 305	
1/2 page vert.	107 x 295	117 x 305	
1/2 page hor.	225 x 143	235 x 153	180 x 123
1/3 page vert.	82 x 295	92 x 305	
1/3 page hor.	225 x 97	235 x 107	
1/4 page			86 x 123
1/8 page			86 x 59
1/16 page			41 x 59