

EVA

RATE CARD

advertising formats (BGN before VAT)

PAGES

single right page	4200
1/2 right page	3200
1/3 right page	2200
1/4 right page	
(placed in index pages)	1200

- 10% for left pages

SPREADS

1st spread page	8200
leading spread page	6500
spread page	6100

COVERS

back cover	8200
3th cover	5000
2nd cover	6000
gatefold	12000

discounts and overcharges

for advertising agencies	10%
for combination of titles	5%

VOLUME DISCOUNTS

2 - 5	13%
6 - 10	15%
11 - 16	20%
17 - 26	25%
27 - 36	30%
37 - 46	32%
47 - 60	34%

FOR INSERTS

-20% when combined with an ad page

OVERCHARGES

+20% for fixed page/rubric

inserts and samples (BGN before VAT)

INSERTS*

whole print run	0.20 lv./per copy
partly print run**	0.30 lv./per copy
sticked samples	+ 0.05 lv./per copy

* leaflets and catalogues - up to 12 pages 12, size A5

** minimum print run for insertion - 30% of the whole

deadlines

booking -
up to 10th of the previous month
receiving ad materials -
up to 15th of the previous month

additional info

MONTHLY PRINT RUN - 12 000

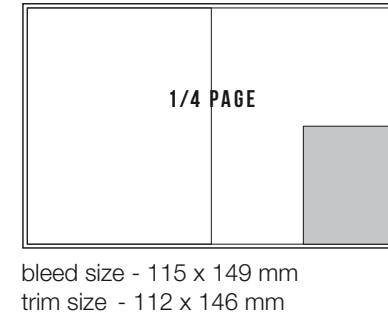
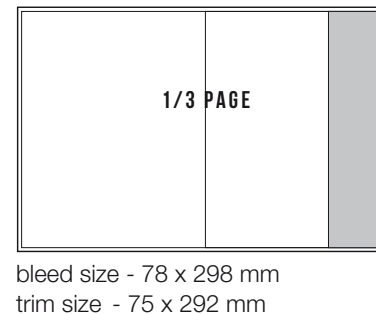
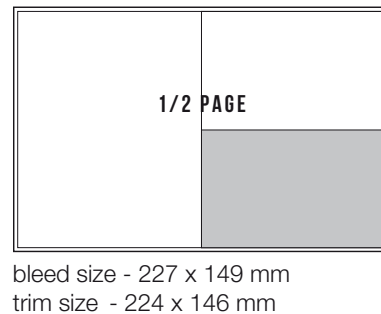
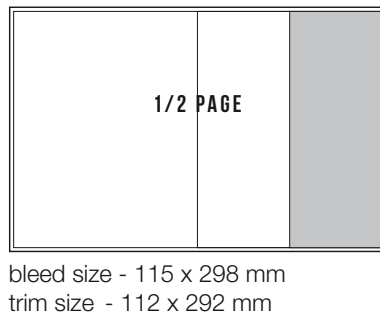
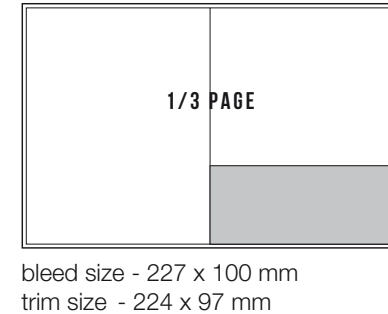
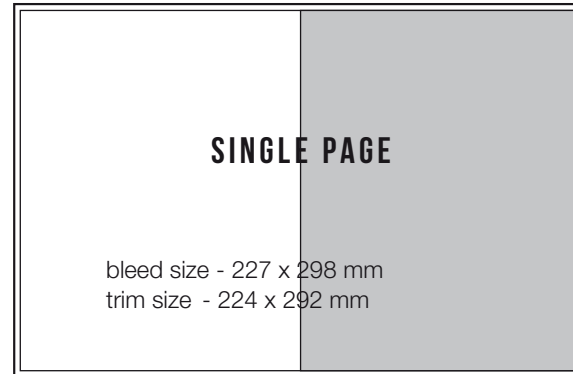
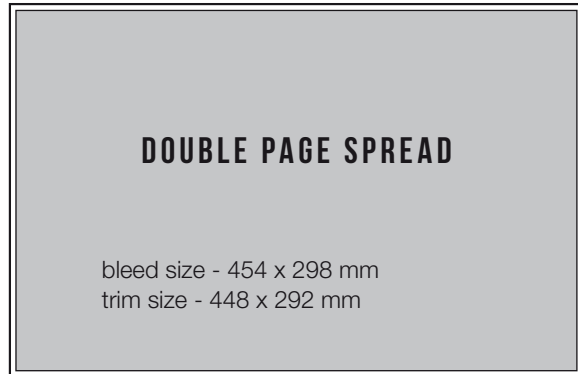
DATE OF RELEASE - 1st date of each month

NUMBER OF ISSUES PER YEAR - 12

EVA

TECHNICAL REQUIREMENTS

advertising formats



production requirements

PDF - Press optimized, curves, CMYK
EPS - curves, CMYK
TIFF - 300 dpi, CMYK