

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%

VOLUME DISCOUNTS

2 - 5	16%
6 - 10	18%
11 - 16	24%
17 - 26	30%
27 - 36	36%
37 - 46	38%
47 - 60	40%

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

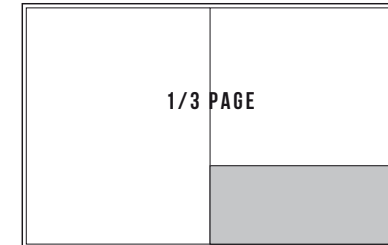
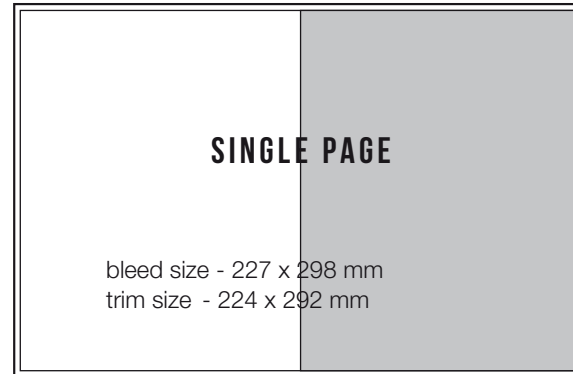
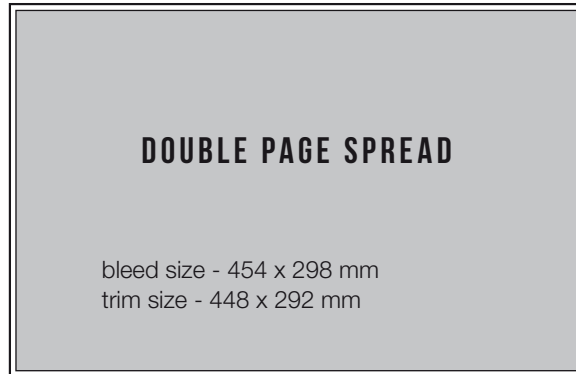
additional info

number of pages of each issue - 144-320
monthly print run - 12 000
date of release - 1st date of each month
number of issues per year - 12

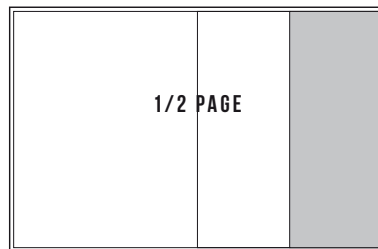
EVA

TECHNICAL REQUIREMENTS

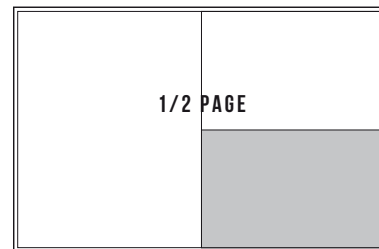
advertising formats



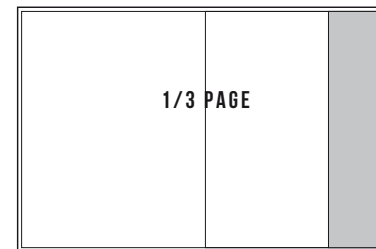
bleed size - 227 x 100 mm
trim size - 224 x 97 mm



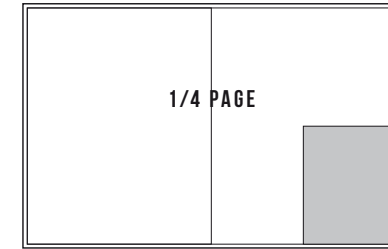
bleed size - 115 x 298 mm
trim size - 112 x 292 mm



bleed size - 227 x 149 mm
trim size - 224 x 146 mm



bleed size - 78 x 298 mm
trim size - 75 x 292 mm



bleed size - 115 x 149 mm
trim size - 112 x 146 mm

production requirements

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