

# Rate Card 2021

## ADVERTISING PAGES (BGN WITHOUT VAT)

### PAGES

Whole right page	4000
1/2 right page	2800
1/3 right page	2000
1/4 right page	1000

10% for left page

### SPREADS

First spread	8000
Leading spread	6000
Inside spread	6000

### COVER

4-th cover	8000
3-rd cover	6000
2-nd cover	6000
Folded first cover	10 000

## SAMPLINGS AND FLYERS (BGN WITHOUT VAT)

### SAMPLES\*

National circulation	0,18 lv. per copy
Partly circulation**	0,24 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	12%
6-10	13%
11-16	17%
17-26	24%
27-36	28%
37-46	30%
47-60	32%

**FOR FLYERS** -20% when the client participates with advertising page

**SURCHARGE** +20% for fixed page, column + 20% for PR page

## DEADLINES

Advertising publications order - till the 10-th of the previous month;  
receiving advertising materials - till the 15-th of the previous month;

### CIRCULATION

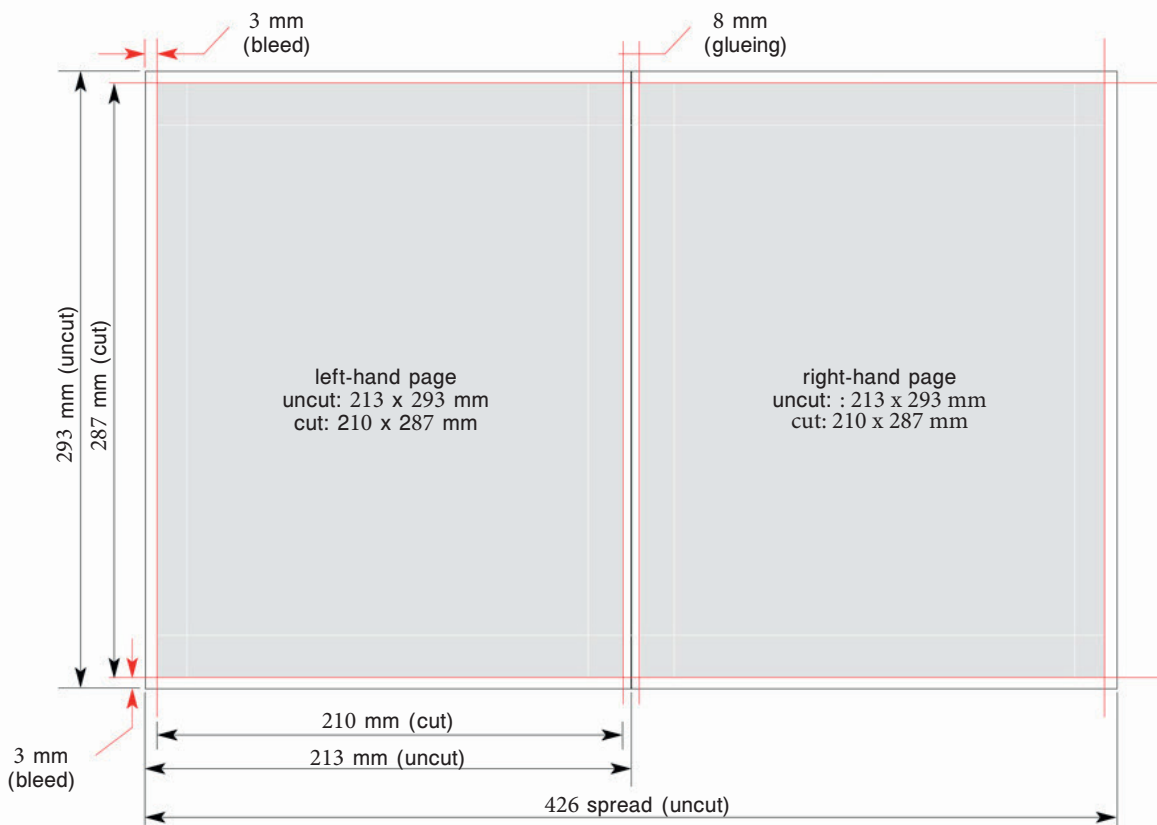
16 000

### DATE OF PUBLICATION

26-th of the month



# Technical Requirements



1/2 page uncut: 108 x 293 mm cut: 105 x 287 mm	1/2 page uncut: 213 x 147 mm cut: 210 x 144 mm	1/3 page uncut: 70 x 293 mm cut: 67 x 287 mm	1/4 page uncut: 55 x 293 mm cut: 52 x 287 mm	1/4 page uncut: 108 x 147 mm cut: 105 x 144 mm
--	--	--	--	--