

RATE CARD 2024

GRAZIA

ADVERTISING PAGES (BCN 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	6300
Inside spread	6000

COVER

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

SAMPLINGS AND FLYERS (BCN 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%

PACKAGE 5%

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 20-th of the previous month; receiving advertising materials - till the 29-th of the previous month

CIRCULATION: 8 000

DATE OF PUBLICATION

10-15-th of the month

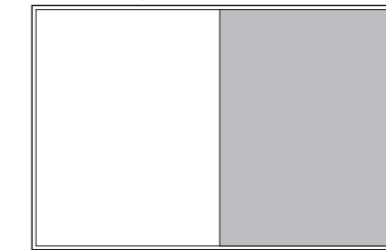
TECHNICAL REQUIREMENTS

spread



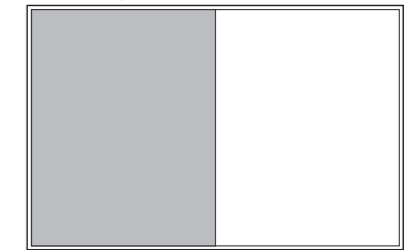
uncut - 426 x 293 mm
cut - 420 x 287 mm

1 right page



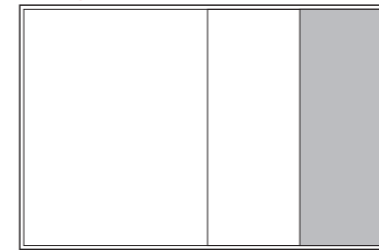
uncut - 213 x 293 mm
cut - 210 x 287 mm

1 left page



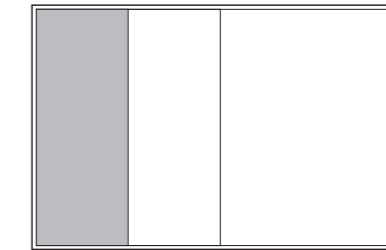
uncut - 213 x 293 mm
cut - 210 x 287 mm

1/2 right vertical page



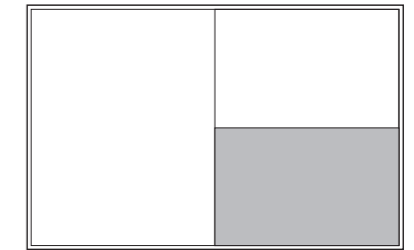
uncut - 106 x 293 mm
cut - 103 x 287 mm

1/2 left vertical page



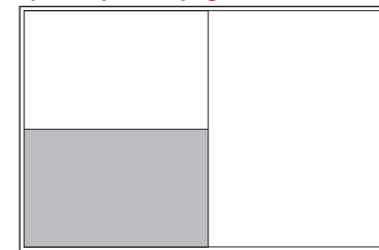
uncut - 106 x 293 mm
cut - 103 x 287 mm

1/2 right portrait page



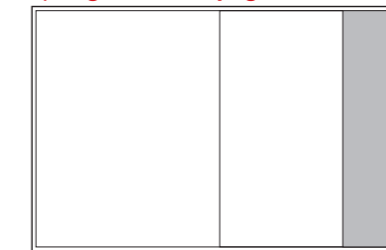
uncut - 213 x 147 mm
cut - 210 x 144 mm

1/2 left portrait page



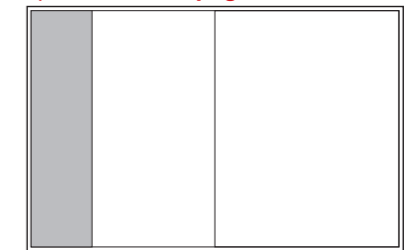
uncut - 213 x 147 mm
cut - 210 x 144 mm

1/3 right vertical page



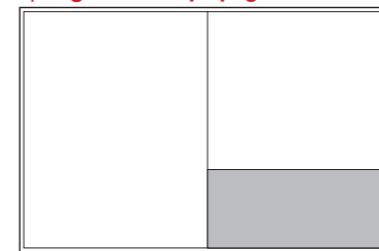
uncut - 73 x 293 mm
cut - 70 x 287 mm

1/3 left vertical page



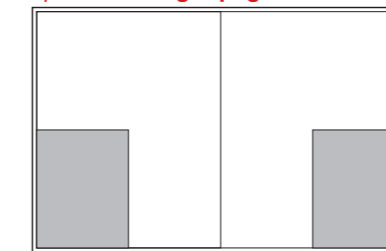
uncut - 73 x 293 mm
cut - 70 x 287 mm

1/3 right landscape page



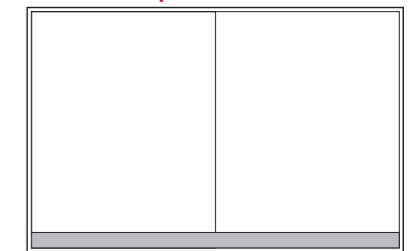
uncut - 213 x 95 mm
cut - 210 x 92 mm

1/4 left and right page



uncut - 106 x 148 mm
cut - 103 x 145 mm

branded stripe



uncut - 426 x 28 mm
cut - 420 x 25 mm