

# Advertising Rate Card 2024



## ADVERTISING RATES

<b>page/position</b>	<b>BGN/VAT is not included</b>
1/1 inside page	1900
1/1 right inside page	2300
2nd or 3 rd cover	2300
4th cover	3900
double page spread	3800
1st double page spread	4200
1/2 page	1200
1/2 right page	1300
1/3 page	800
1/4 page	500

**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%
3 magazines	– 3%
4 magazines	– 4%
5 magazines	– 5%

## TECHNICAL DATA

Kulinaren Journal magazine is on the market on the 1st and 15th every month.

Deadline for booking: 15 days before the issue date.

Deadline for materials: 13 days before the issue date.

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	147 x 207	157 x 217	
double page spread	294 x 207	304 x 217	
1/2 page vert.	72 x 207	82 x 217	
1/2 page hor.	147 x 102	157 x 112	
1/3 page vert.	47 x 207	57 x 217	
1/3 page hor.	147 x 67	157 x 77	
1/4 page			61 x 92