

# Р е к л а м н а   т а р и ф а

# НАШ ДОМ



Format of the pictures: PDF, EPS, TIF 300 dpi. Text should be converted to curves.

Size of 1 page:

uncut format: 220x290 mm,  
cut format: 215x280 mm

The Magazine comes out between the 1st and the 5th day of the month. Advertisement requests are accepted until the 5th day of the previous month. Giving ready materials is accepted until the 13th day of the previous month.

The prices are excluding VAT. The payment is taken in advance according to the exchange rate of the BNB (Bulgarian National Bank) for the day.

**Duration: 12 issues per year**

The biggest Bulgarian magazine for architecture, design and furnishing on the market. It has been published since 1967. Its regular readership is more than 25,000 people, almost 70% of which are women. In the professional environment of architects, designers, producers of furniture and builders, the magazine has a very high reputation and enjoys the status of an institution in the industry.

## за публикации на реклама в списанието

ADVERTISEMENT PRICES	IN EURO (EUR)
Left-hand page	1450
Right-hand page	1500
Right-hand page up to the middle of the magazine	1550
Front cover gate-fold spread	3900
Spread (2nd cover and 1st page)	3600
First spread	3100
Spread	2800
A half on and inner page	790
A quarter of an inner page	420
Second cover, first page	2200
Third cover, last page	2000
Logo on the first cover	450
Fourth cover (Back of the magazine)	3000
Fixed place	+15%
PR text and materials	+20%
Putting of folders (Fold-outs)	0.12/per one piece
-when sticking	0.17/per one piece

## FOR PUBLICATIONS OF ADVERTISEMENT IN THE APPLICATION FOR FURNISHING WHAT, WHERE, HOW MUCH

1. Publication of a single slot (1/8)	55
2. Publication of a double slot (1/4)	110
3. Publication of one page with slots with logos	550
5. Section "Offers of the issue" on one page with a talon and "New collections" on one page	620
6. Section "New shops" - 1/4 of a page (For 3 issues)	200
7. Section "New shops" - 1/2 of a page (For 3 issues)	370
8. 1/4 page	270
9. 1/2 page	470
10. Cover	750

## CONDITIONS FOR PARTICIPATION

The designer of the magazine should do the layout of the applications.

In the publications of whole pages it is allowed to print out the logo.

Giving the prices of the products is mandatory.

Countrywide distribution network and subscription.