

Advertising Rate Card 2019

COSMOPOLITAN

ADVERTISING RATES

page/position	BGN/VAT is not included
1/1 inside page in the 2nd half	4000
1/1 right inside page in the 2nd half	4600
1/1 right inside page in the 1st half	5900
1/1 page next to Contents/Editor's letter	6600
3rd cover	6600
4th cover	7400
double page spread in the 2nd half	6700
double page spread in the 1st half	7000
3rd - 6th double page spread	8400
2nd double page spread	8700
1st double page spread	9700
1/2 page	2600
1/2 right page	2800
1/3 page	2100
1/4 page	1200
1/8 page	650
1/16 page	350

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

Cosmopolitan magazine is on the market on 23rd of the previous month.

Deadline for booking: 3rd of the previous month.

Deadline for materials: 9th of the previous month.

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	170 x 230	180 x 240	
double page spread	340 x 230	350 x 240	
1/2 page vert.	83 x 230	93 x 240	
1/2 page hor.	170 x 111	180 x 121	146 x 95
1/3 page vert.	58 x 230	68 x 240	
1/3 page hor.	170 x 77	180 x 87	
1/4 page	83 x 111	93 x 121	71 x 95
1/8 page			71 x 47
1/16 page			33 x 47