

## Advertising Rate Card 2019

**NATIONAL  
GEOGRAPHIC**



### ADVERTISING RATES

#### page/position

	<b>BGN/VAT is not included</b>
1/1 inside page in the 2nd half	3 500 лв.
1/1 right inside page in the 2nd half	3 750 лв.
1/1 right inside page in the 1st half	4 900 лв.
1/1 page next to Contents/Editor's letter	5 100 лв.
3rd cover	5 100 лв.
4th cover	5 700 лв.
double page spread in the 2nd half	5 900 лв.
double page spread in the 1st half	6 200 лв.
3rd - 6th double page spread	6 700 лв.
2nd double page spread	7 000 лв.
1st double page spread	7 500 лв.
1/2 page	2 500 лв.
1/2 right page	2 700 лв.
1/3 page	2 000 лв.
1/4 page	1 100 лв.
1/8 page	600 лв.

#### 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

National Geographic magazine is on the market on 5th of the month.

Deadline for booking: 14th of the previous month.

Deadline for materials: 20th 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	175 x 254	185 x 264	
double page spread	350 x 254	360 x 264	
1/2 page vert.	85 x 254	95 x 264	
1/2 page hor.	175 x 125	185 x 135	143 x 92
1/3 page vert.	56 x 254	66 x 264	
1/3 page hor.			143 x 58
1/4 page			66,5 x 92
1/8 page			65 x 46