

## Advertising Rate Card 2019



### ADVERTISING RATES

<b>page/position</b>	<b>BGN/VAT is not included</b>
1/1 inside page	2400
1/1 right inside page	2700
2nd or 3 rd cover	2800
4th cover	4300
double page spread	4200
1st double page spread	4400
1/2 page	1350
1/2 right page	1500
1/3 page	1000
1/4 page	700
1/8 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

Story magazine is on the market on 26th of the previous month.

Deadline for booking: 9th of the previous month.

Deadline for materials: 13th of the previous month.

SBB reserves the right to change the date of issue of the magazine and the deadline for booking and materials.

<b>format / mm</b>	<b>trim size</b>	<b>bleed size</b>	<b>text area</b>
1/1 page	230 x 296	240 x 306	
double page spread	460 x 296	470 x 306	
1/2 page vert.	117 x 296	127 x 306	
1/2 page hor.	230 x 147	240 x 157	
1/3 page vert.	82 x 296	92 x 306	
1/3 page hor.	230 x 96	240 x 106	
1/4 page			99 x 127
1/8 page			99 x 62