

Advertising Rate Card 2019



ADVERTISING RATES

page/position	BGN/VAT is not included
1/1 inside page	1600
1/1 right inside page	1800
2nd or 3 rd cover	2000
4th cover	3300
double page spread	3200
1st double page spread	3500
1/2 page	950
1/2 right page	1000
1/3 page	650
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

Zdraven Journal magazine is on the market on 3th of the month.

Deadline for booking: 20th of the previous month.

Deadline for materials: 22nd 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 230	185 x 240	
double page spread	350 x 230	360 x 240	
1/2 page vert.	85 x 230	95 x 240	
1/2 page hor.	175 x 112.5	185 x 122.5	
1/3 page vert.	58 x 230	68 x 240	
1/3 page hor.	175 x 74	185 x 84	
1/4 page			74 x 100