

NATIONAL  
GEOGRAPHIC  
БЪЛГАРИЯ



VAT is not included

THE CIRCULATIONS OF SBB Media MAGAZINES ARE OFFICIALLY AUDITED BY KPMG BULGARIA

## prices & discounts

page / position	BGN
1/1 inside page in 2 <sup>nd</sup> half	3 500
1/1 right inside page in 2 <sup>nd</sup> half	3 750
1/1 right inside page in 1 <sup>st</sup> half	4 900
page next to CONTENTS, Editor's page	5 100
3 <sup>rd</sup> cover	5 100
4 <sup>th</sup> cover	5 700
double page spread in 2 <sup>nd</sup> half	5 900
double page spread in 1 <sup>st</sup> half	6 200
3 <sup>rd</sup> – 6 <sup>th</sup> double page spread	6 700
2 <sup>nd</sup> double page spread	7 000
1 <sup>st</sup> double page spread	7 500
1/2 page	2 500
1/2 right page	2 700

discounts for number of issues	
from 2 to 3 issues	- 4%
from 4 to 5 issues	- 8%
from 6 to 7 issues	- 12%
from 8 to 9 issues	- 18%

discounts for number of publications	
from 2 to 3 publications	- 4%
from 4 to 6 publications	- 6%
from 7 to 9 publications	- 8%
from 10 to 11 publications	- 12%
from 12 to 13 publications	- 16%
from 14 to 16 publications	- 18%
from 17 to 20 publications	- 20%
from 21 to 24 publications	- 24%

multimagazine discounts for advertising:	
in two magazines	- 2%
in three magazines	- 3%
in four magazines	- 4%
in five magazines	- 5%

inserts / per issue	0,14
Price for insertion of medical products and food supplements / per issue	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.	

### NOTE

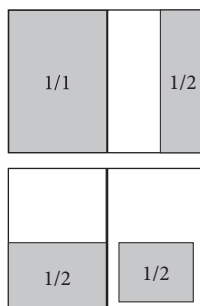
The advertisers of NATIONAL GEOGRAPHIC magazine should choose one of the discounts – for number of issues or for number of publications.

Discounts should be calculated one after another.

The multimagazine discount is valid when the same ad is published in more than one magazine during the same period. If a weekly magazine is combined with another weekly or a monthly magazine, the ad should be booked for at least 3 issues of the weekly one in the same month when the ad is published in the monthly magazine, in order for the multimagazine discount to be valid.

ADDITIONAL CHARGES	
Fixed page/position:	+10%
Any other logo except the advertiser's logo:	+40%
Price for designing an ad:	+10%

NATIONAL GEOGRAPHIC magazine is on the market on 5th of the month. **Deadline for bookings: not later than 14th of the previous month. Deadline for materials: not later than 20th of the previous month.** SBB Media reserves the right to change the date of issue of the magazine and the deadline for bookings and materials.



## technical data (in mm)

page	trim size	bleed size	text area
1/1 page	175 x 254	185 x 264	
spread	350 x 254	360 x 264	
1/2 page ver.	85 x 254	95 x 264	
1/2 page hor.	175 x 125	185 x 135	143 x 92
strip hor.	175 x 64	185 x 74	142 x 55

### TECHNICAL REQUIREMENTS FOR AND SUBMISSION OF ADVERTISEMENTS PREPARATION

• **Supported file formats:** Adobe Illustrator EPS (all text in outlines) or Adobe Photoshop TIFF. EPS files should be saved as not higher than Adobe Creative Cloud version. **We not accept PDF files.** • **Color mode:** CMYK (no additional defined spot colors). • **Resolution:** 300 dpi [120 dpcm]. • **Advertisement must be left with 5 mm on outer sides for bleed.** The file should not contain any marks for trimming, registration, color swatches or any other additional items. Advertisement should not be left to less than 5 mm inside from the crop area of any graphics and text elements that you don't want to be cut off. An area of 5 mm inside of crop is called safe area. • **Ready for publishing advertisements should not contain additional layers or channels.** When using effects such as gradients, meshes, transparency, drop shadows, etc. they must be rasterized in the final file submitted for publication in a publishing house. • **All raster images must be with embedded ICC profile ISO Coated v2 (ECI).** Because of roll printing, Total IncCoverage should not be greater than 300%. All ads have to be delivered together with digital color proof. • **Color proof is considered to be correct if:** - contains Ugra/Fogra CMYK-TIFF media wedge; its patches' color values correspond with the values of the embedded profile/simulated on the proof; color differences with the simulated values must correspond with ISO 12647 standard. This can be verified by us through i0ne colorimeter. • **The proof must be supplied with set of the following elements:** Advertisement name, Date, Profile containing in the file (proof) as well as the Profile simulated on the proof. It is relevant the simulated profile to be exactly the embedded one in the file ISO Coated v2 (ECI).

In case no color proof has been supplied, no guarantee is given for the printing quality.