

## Advertising Rate Card 2021



### ADVERTISING RATES

| page/position          | BGN/VAT is not included |
|------------------------|-------------------------|
| 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.

| format / mm        | trim size | bleed size | text area |
|--------------------|-----------|------------|-----------|
| 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   |