Esquire

Bulgaria 2017

ATTICA EVA
MEDIA GROUP

www.piero97.com

ADVERTISING RATES

Folded first cover	11000 BGN
Whole right page	3900 BGN
4th cover	6500 BGN
2nd cover	5400 BGN
3rd cover	4250 BGN
Double Spread	6300 BGN
Leading spread	7550 BGN
1/2 page	2200 BGN
1/3 page	1600 BGN
1/4 page	1300 BGN

Samplings and flyers (BGN without VAT)
SAMPLES*
National circulation 0,20 lv. per copy
Partly circulation** 0,30 lv. per copy
Sticking with silicon +0,05 lv. per copy

*the prices are for advertising materials with volume up to 12 pages A5 format **minimum part circulation for sampling - 30% from the national circulation

DISCOUNTS:

2 issues - 2%
3 issues - 3%
4 issues - 4%
5 issues - 5%
6 issues - 6%
7 issues - 7%
8 issues - 8%
9 issues - 9%
10 issues - 10%
11 issues - 11%
12 issues - 12%
Agencies discount – 8%

ADDITIONAL CHARGES:

20% for a fixed position
PR texts and advertorials – 20% extra.

DEADLINES:

Placement of ad orders:
12th of the previous month
Sending of ready made visuals:
15th of the previous month
Magazine on the news stands: *25th of the previous month.*

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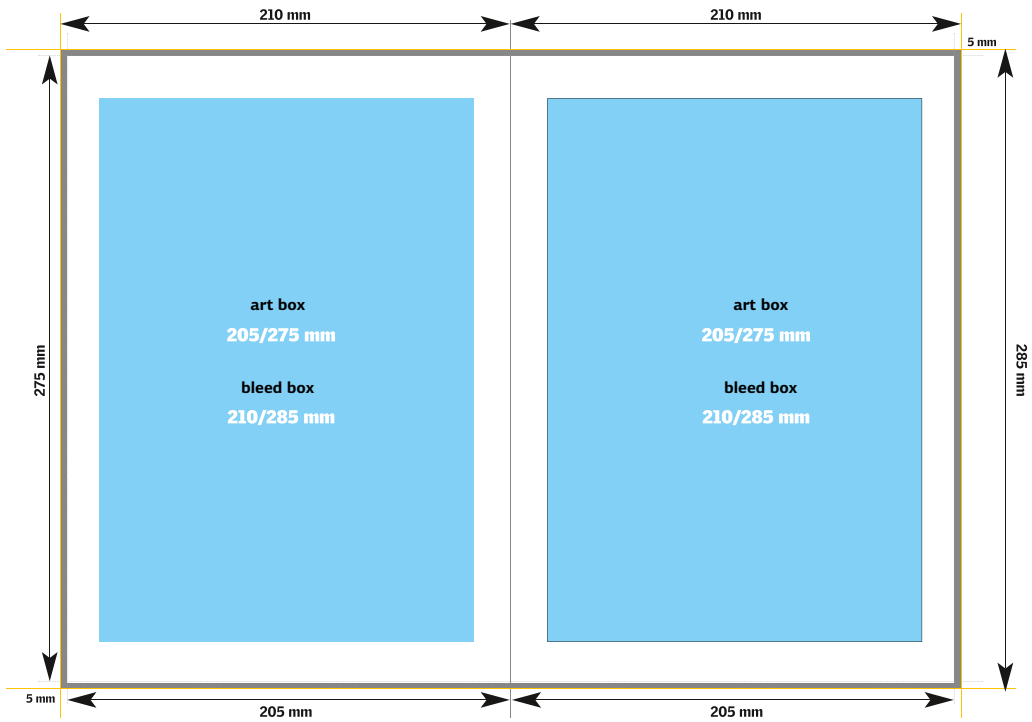
TECHNICAL REQUIREMENTS

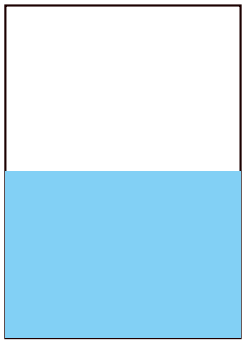


File formats: /PC, MAC/
EPS, TIF, PDF with font embeded
Color space: CMYK
All additionally defined color must be turned into CMYK

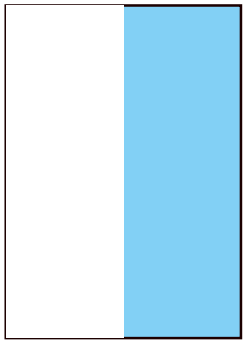
Resolution: 300 dpi
For half-tone images (CMYK, Grayscale) – not smaller than 254 dpi and not bigger than 381 dpi. For line images (Bitmap) – 1270 dpi

Additional requirements:

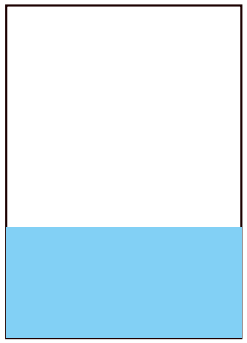
- The pages will be prepared in bleed size with addition of 5 mm from all outsides to the real size of the edition (see page with technical requirements)
- The Total ink must not be more than 300%
- The advertising vision must be accompanied by a color sample. Any print-out which was worked out in compliance with the requirements of the printing standard with included color scale in conformity with Ugra/Forgra and does not deviate by more than dE 10 during spectrophotometric measurement will be accepted as color sample
- Except the vision of the advertisement, do not put additionally any stamps for cutting, passers, scales or other elements, which change the end size of the advertisement.
- No files other than the indicated hereinabove shall be accepted – for instance, .cdr, pdf, .ai, .pm, .indd, .qxd, because this may result in undesired final outcome.
- All the elements used (photos, logos, fonts and so forth) must be embedded into the file when EPS is supplied.
- It is recommendable not to place important elements as logos or texts at not less than 5 mm from the blade unless this is a designer's solution.
- For intensification of black (in big inscriptions, pads or background), the following color combination – 40-30-30-100 in conformity with CMYK may be used.
- It is recommendable that the texts in black should with included overprint, to avoid the eventual "fading" to color background.
- It is recommendable that sites colored in white should not be with included overprint.



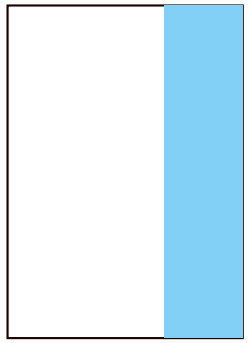
1/2 page
art box
205/137,5 mm
bleed box
210/142,5 mm



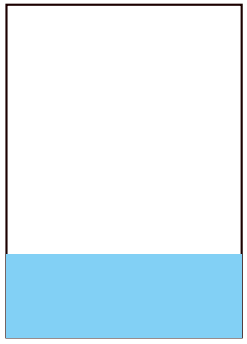
1/2 page
art box
100/275 mm
bleed box
105/285 mm



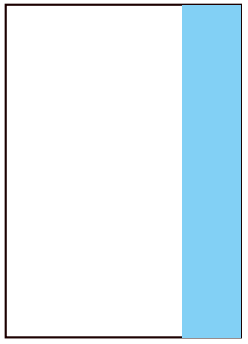
1/3 page
art box
205/85 mm
bleed box
210/90 mm



1/3 page
art box
62,5/275 mm
bleed box
67,5/285 mm



1/4 page
art box
205/66,5 mm
bleed box
210/71,5 mm



1/4 page
art box
50/275 mm
bleed box
55/285 mm