

VAT is not included

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



# NATIONAL GEOGRAPHIC БЪЛГАРИЯ

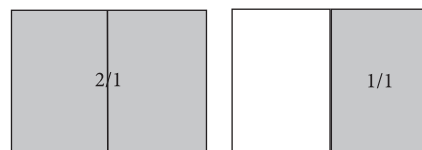
## special issues

THE CIRCULATIONS OF SANOMA BLIASAK BULGARIA MAGAZINES  
ARE OFFICIALLY AUDITED BY KPMG BULGARIA

### PRICES & DISCOUNTS

page / position	BGN
1/1 inside page in 2 <sup>nd</sup> half	3 600
1/1 right inside page in 2 <sup>nd</sup> half	3 900
1/1 left inside page in 1 <sup>st</sup> half	4 200
page next to CONTENTS, Editor's page	4 800
3 <sup>rd</sup> cover	5 200
4 <sup>th</sup> cover	8 000
double page spread in 2 <sup>nd</sup> half	6 600
2 <sup>nd</sup> double page spread	7 500
1 <sup>st</sup> double page spread	7 800

discounts	
based on number of issues	
in 2 issues	4%
in 3 issues	8%



### TECHNICAL DATA (in mm)

page	trim size	bleed size
1/1 page	216 x 276	226 x 286
spread	432 x 276	442 x 286

### 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.