

Advertising areas:

Forth cover	2 700 EUR
Second cover	2 500 EUR
Third cover	2 300 EUR
Double page spread (before Contents)	3 320 EUR
Double page spread	2 900 EUR
Inner cover (face and back, cardboard)	2 650 EUR
Whole left page (before Contents)	1 800 EUR
Whole right page	1 760 EUR
Whole left page	1 530 EUR
1/2 right page	885 EUR
1/2 left page	770 EUR
1/3 right page	590 EUR
1/3 left page	510 EUR
1/4 right page	470 EUR
1/4 left page	410 EUR
Branding of page or rubric (per page)	360 EUR
Participation in section "Review"	280 EUR

Prices are in EURO and without vat included

Booklets:

Tucking in of advertising matters - flyers, samples, brochures	1 000 EUR (for all the print run)
--	--------------------------------------

* The advertising matters are produced and supplied by the client. The price for tucking in the magazine is not a subject of additional discounts and the discount for the agencies is not provided.

Prices are in EURO and without vat included

Additions:

For fixed position (page or rubric)	+25% (over the price of the respective advertising area)
PR and Paid publications (made under established by the editorial template)	+40% (over the price of the respective advertising area)

Volume discounts:

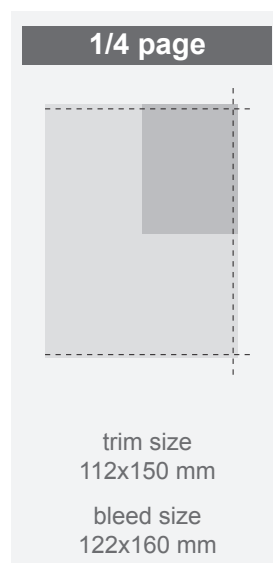
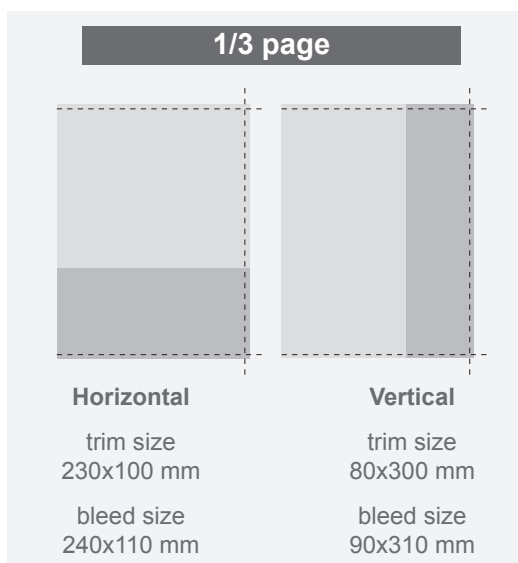
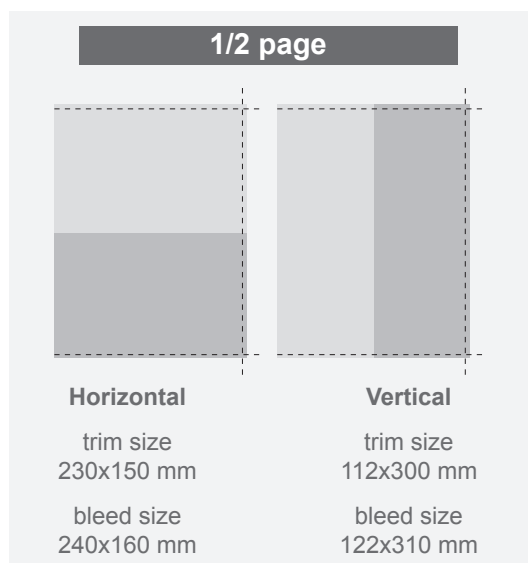
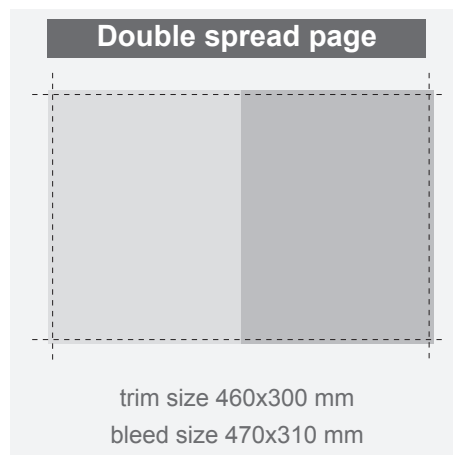
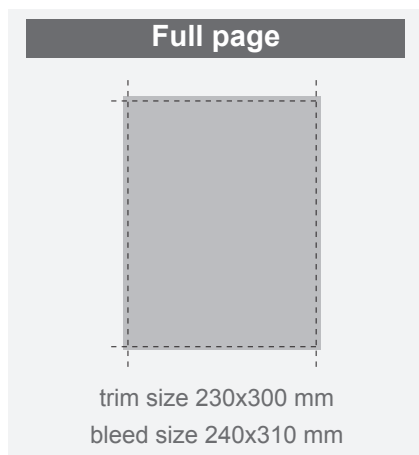
2 runs	9%
3 runs	11%
4 runs	13%
5 runs	15%
6 runs	20%
7 runs	22%
8 runs	24%
9 runs	26%
10 runs	30%
11 runs	32%
12 runs	34%
Over 12 runs	negotiable

Deadlines:

- **Request for advertising publication** - till 5th day of the month preceding the issuing of the magazine;
- **Supplying the advertising matters** - till 10th day of the month preceding the issuing of the magazine.

For the magazine in short:

- **Print run:** 10,000 copies;
- **Issue:** at the beginning of each month (since 2003 on board of Bulgaria air);
- **Content:** 128 full color pages;
- **Distribution:** 24 destinations on board of Bulgaria Air in Europe and the Middle Eas;
- **Audience:** about 100,000 on average per month;
- **Audience:** bulgarians and foreigners;
- **Language:** Bulgarian and English.

Size:**Technical requirement for the supplied files:**

- **advertising visions must be submitted in the following file formats:** *.tif, *.psd, *.eps, *.pdf като:
 - raster image to be in CMYK color mode, from 254 to 381dpi;
 - vector image to be in CMYK color mode, press quality, fonts in curves;
- **advertising to be bleed size**, all important elements (text, logos) to be with:
 - minimum 5 mm indentation of trim size;
 - minimum 10 mm indented side gluing.
- **It is recommended the files to be accompanied with colour proof** (included color scale) in 100% size. In other case the editorial doesn't have responsibility for the quality of the printer matters;
- Files, design with Microsoft Word, Publisher, Power Point or other text editorial program, **will not be accepted.**