



SVATBA

magazine

www.svatbamagazine.com

PRESENTATION

SVATBA is the first and most popular magazine for wedding day in Bulgaria. Published in 1996 and since then recognized by many readers and partners.

PERIODICAL

Four issue per year, in the beginning of every season.

TARGET GROUP

People who are going to married and their parents, friends aged 18 - 60 years.
Print run - 5000 copies

DISTRIBUTION

Price 3 Euro. Each season the circulation from 6000 is realized at 75%.

RUBRICS AND TOPICS

Bridal shops - Participation takes Bridal House - Sincerity, Justin Alexander, Be Queen Boutique - La Sposa, White One, Romantica Fashion, Eddy K, Viktoria Bridal - Love Bridal London Demetrios, Venus , etc.

Famost bulgarian designers - Nevena, Mon Amour, Fede Fashion Studio, Jana Jekova, Prencess, Holiday, Lita, Odeta, BANDEROL, Paloma Fashion, Versai etc.

Editorials

A leading place in this rubric takes fashion editorials. They are usually realized with some of the best Bulgarian models, photographers and stylists. In this rubric you can see the fashion trends in bridal gowns fashion and accessories.

News

Fashion news from all over the world. Make-up, new fragrances, hairstyle.

Beauty

beauty news; cosmetics promotions - make-up, new fragrances, hairstyle. Participation takes Chanel, Dior, Givenchy, YSL, Estee Lauder, Max Factor, Deborah etc.

Wedding organization- hotels, restourants, hall, caterings, pastiseries, photographers, DJ, wedding agencies.

New Home

Furniture and gift shops

Honeymoon

Honeymoon destinations, airlines, travel agencies.

BALKANICA WEDDING EXPO

SVATBA magazine is a co-organizer and official media partner of BALKANICA WEDDING EXPO whose ninth issue will be at 2019 at the luxury halls of Sofia Hotel Balkan www.balkanicaexpo.com

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The online version of the magazine, which covers all the major topics, published in SVATBA gained very good popularity quite soon after its release.



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Colour: 4 + 4 (CMYK)
 Cut format: 205 x 285 mm.
 Paper: double hrom
 body - 130 gr., cover - 250 gr.

Advertising prices

Place in magazine	Price	Reduction of price for publications	
Inside page	600 €	For two publications	10%
Second and third cover	800 €	For three publications	15%
Fourth cover	1700 €	For four publications	20%
Cover folio	1300 €		
Body folio	900 €		
1/2 page	350 €		
1/4 page	150 €		
Single spot advertising	70 /45/25 €		
Cover	900 €		
PR text	200 €		
Fixed place in magazine	+20%		

Closing date for issue

Spring deadline - 20 February
 Summer deadline - 20 May
 Autumn deadline - 20 August
 Winter deadline - 20 November

Advertisin material

EPS, TIFF, AI, CDR, PDF

All vector formats must be converted in curves.

The files must be uploaded on our FTP.

Page	Cut format	Uncut format	composed margin
Full page	210x285 mm.	215x295 mm.	
Folio	420x285 mm.	430x295 mm.	
1/2 vertical	100x285 mm.	105x259 mm.	85x250 mm.
1/2 horizontal	210x140 mm.	215x145 mm.	170x120 mm.
1/4	100x140 mm.	105x145 mm.	85x120 mm.
Single spot			85x90 mm.
Single spot			85x50 mm.
Single spot			85x35 mm.

