

2• ГОДИНИ №1 В ВГ

**Auto
Bild**

БЪЛГАРИЯ

2022

RATE CARD

MAIN BODY

Full page	2 530 BGN
1/2 page	1 500 BGN
1/3 page	980 BGN
1/4 page	750 BGN
4-th cover	4 600 BGN
2-nd cover	3 800 BGN
3-th cover	2 900 BGN
Spread 2-nd cover	6 100 BGN
Spread	4 500 BGN

MARKET SECTION PRICES

1/4 page	450 BGN
1/8 page	230 BGN
1/16 page	120 BGN

BOOKLETS AND FLYERS

Free	0,18 BGN/item
Sticked	0,23 BGN/item
Foiling	0,28 BGN/item

All prices are in BGN, W/O 20% VAT

CALENDAR 2022

Issue	Materials&Orders	Publication Day
1&2	20.01.	26.01.
3	24.02.	02.03.
4	31.03	06.04.
5	28.04.	07.05.
6	26.05.	01.06.
7&8	14.07.	20.07.
9	25.08.	31.08.
10	29.09.	05.10.
11	27.10.	02.11.
Yearbook	24.11.	30.11.

CIRCULATION, PERIODICITY, VOLUME

Circulation	15 000 issues
Periodicity	monthly
Volume	100 pages

FIXED POSITIONS

Right position	+15%
Fixed position	+20%
Advertorial	+10%
For additional logo in advertisement	+30%
For two or more additional logos	+40%

TECHNICAL REQUIREMENTS

Unit	Trim size (mm)	Bleed area (mm)
Full page	210x290	215x300
Spread	420x290	430x300
1/2 page landscape	210x145	215x150
1/2 page portrait	105x290	110x300
1/3 page landscape	210x95	215x100
1/3 page portrait	70x290	75x300
1/4 page landscape	210x75	215x80

- file format EPS, PDF or TIF (PSD)
- min. 300 dpi, CMYK

DEADLINES

Day Release Wednesday

MARKET SECTION

Unit	Size
1/4 page landscape	207x61 mm
1/4 page portrait	102x126 mm
1/8 page landscape	102x61 mm
1/16 page landscape	102x29 mm
1/16 page portrait	49x61 mm