

RATE CARD 2020

moda

/Valid from 01.01.2020/

ADVERTISING PAGES NEW PRICE

Inside page.....	3000 BGN
1/2 page	1700 BGN
1 page PR.....	3600 BGN
2 nd cover	4500 BGN
3 rd cover	3500 BGN
4 th cover	5000 BGN

INSERTS

Basic insert.....	0,15 BGN/Item
Attached insert	0,19 BGN/Item
Foiled insert.....	0,21 BGN/Item

If desired the inserts may be partially.

All prices do not include VAT.

TECHNICAL REQUIREMENTS

Type of advertising	Uncropped format	Cropped format
Full page	231x305 mm	226x295 mm
Spread	462x305 mm	452x295 mm
1/2 pages landsc.	231x153 mm	226x148 mm
1/2 page portrait	118x305 mm	113x295 mm

■ File format PDF EPS or TIF (PSD) at least 300 dpi CMYK.

For spreads to be minded 4 mm for glue on the inner side

for first spread – by 6 mm on the two pages.

DISCOUNTS

3 – 5 publications	5%
Over 6 publications	10%

Discounts for advertising agencies is per number and negotiation.

COMBINED ADVERTISING DISCOUNTS*

In two magazines	5%
In three magazines	10%
Over three magazines.....	15%
Total discount not more than.....	20%

* The combined advertising discount is available when the same ad is published at the same period in more than one magazines of S MEDIA.

CIRCULATION PERIODICITY NUMBER OF PAGES AND AUDIENCE

Circulation.....	9000
Audience	31 000
Periodicity	monthly
Number of pages	100+ pages
Size.....	226x295 mm
Magazine price.....	5,99 BGN

S MEDIA

S Media AD is partner of IMMEDIATE MEDIA® (BBC Worldwide Magazines) for Bulgaria

ИКОНОМИСТ

СПРИНТ

moda

ЗНАНИЕ

goodfood

TopGear



BGSPRINT.COM

BGfootball.COM

BGbasket.COM

BGvolleyball.COM

VIA SPORT.BG

SPORT MEDIA.TV

BGathletic.COM

BGswim.COM

Tennis24.BG

www.piero97.com