

RATE CARD 2020

СПРИНТ

/Valid from 01.01.2020/

ADVERTISING PAGES NEW PRICE

Inside page	2500 BGN
1/2 page	1500 BGN
1 page PR	3000 BGN
2 nd cover	4000 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	225x290 mm	220x280 mm
Spread	450x290 mm	440x280 mm
1/2 pages landsc.	225x145mm	220x140 mm
1/2 page portrait	115x290 mm	110x280 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	10 000
Audience	76 000
Periodicity	bimonthly
Number of pages	140+ pages
Size	220x280 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