

## RATE CARD

### Pages

	SIZE PRICE
Whole page	2600
Whole page next to editorial	3100
Whole page in the first 30 pages	2900
1/2 page	1700
1/3 of a page by the contents	1500
1/3 of a page	1000

### Double page spreads (DPS)

Leading DPS (2nd cover + 1st page)	5500
Second DPS	4900
DPS (2 pages within the body of the magazine)	4400
Threefolded folio	6900
Leading DPS with unfolding and second back	8300

### Covers

2nd cover	3600
3rd cover	2700
4th cover	5100
Inner cover (double sided)	5900
2nd cover with unfolding and second back	7100

Advertising space (minimum 40 cm<sup>2</sup>) 7 lv./sm<sup>2</sup>

### Leaflets and foiling (for the whole print run)

Free leaflets	2300
Sticky leaflets	3400

### Special positions

Fixed position	+ 30 %
Paid publication	+ 20 %
<i>The "Paid publication" caption is obligatory</i>	

### Volume discounts

3 000 – 7 000 leva	3%
up to 12 000 leva	6%
up to 18 000 leva	9%
up to 28 000 leva	13%

up to 38 000 leva	17%
up to 50 000 leva	21%
above 50 000 leva	24%

### Additional discounts

Advertising agency discount	15%
For any additional media	5%
<i>(Discount is applicable for the whole volume of the period)</i>	
An advance payment	on agreement

*All prices are in BGN (without VAT).*

### Ad sizes

	circumcised (uncircumcised)
1 page	205/283 mm (208,5/290 mm)
1/2 page horizontal	205/142 mm (208,5/145,5 mm)
1/2 page vertical	100/283 mm (103,5/290 mm)
1/3 page horizontal	205/95 mm (208,5/98,5 mm)
1/3 page vertical	71/283 mm (74,5/290 mm)
double page spread	410/283 mm (417/290 mm)

### Technical requirements

Format: Adobe Illustrator EPS, TIFF, PDF.  
Colours: CMYK, without additionally defined colours.  
Resolution: Recommended resolution is 300 dpi for picture and 600 dpi for bitmap images.  
All texts have to be outlined.

The margin for composition have to be disposed at least 7 mm from the circumcised format

The margin for DPS have to be disposed at least 8 mm into the place for sticking.

When preparing a single right page, minimum 15 mm to the left must have no information because 6 mm of them go into the sticking the magazine.

### Dead-lines

For request/orders: 20 days before printing  
For ads: 14 days before printing