



Standard Display

Format	Desktop	Mobile	Size	File Format	CPM
Square	300x250	300x250	60kb	.JPG, .GIF, .PNG, HTML5	12,00 BGN
Half Page	300x600	300x600	60kb	.JPG, .GIF, .PNG, HTML5	18,00 BGN
Wallpaper	1920x800	360x100	Desktop 500kb Mobile 50kb	.JPG, .PNG	27,00 BGN

* all prices are in BGN excluding VAT



Rich Media

Format	Desktop	Mobile	Size	File Format	CPM
Interstitial	980x620	320x480	500kb / 200kb	.JPG, .PNG, .HTML5	35,00 BGN
Take Over Banner	Standard display	Standard display	-	.JPG, .GIF, .PNG, HTML5	30,00 BGN
Mobile Sticky Ad	-	450x225	100kb	.JPG, .PNG	25,00 BGN
Parallax	1140x800	320x480	500kb/ 120kb	.JPG, .PNG	18,00 BGN
Expandable	300x250, 300x600, 970x250	320x50	200kb/50kb	.JPG, .PNG, .HTML5	18,00 BGN

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Video

Обща ротация	Desktop	Mobile	CPM
Unskippable Pre-Roll, Mid-Roll, Post-Roll	Unskippable 6 сек.	Unskippable 6 сек.	20,00 BGN
Skippable Pre-Roll, Mid-Roll, Post-Roll	Unskippable 6 сек. Skippable до 60 сек.	Unskippable 6 сек. Skippable до 60 сек.	28,00 BGN
Inread Video	InRead Video	InRead Video	18,00 BGN
Video Banner	Standard Display	Standard Display	18,00 BGN

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PR & Branded Content

Format	Single Price
PR Publication [post]	500,00 BGN
PR Publication [writing, edit, post]	900,00 BGN
Interview	1 000,00 BGN
2 000+ guaranteed readings for 5 days	2 000,00 BGN
5 000+ guaranteed readings for 10 days	3 000,00 BGN
Facebook post	500,00 BGN
Article branding	150,00 BGN

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MECEЦA



Print Prices

Format	Single Price
Right Page	900,00 BGN
Half Page	600,00 BGN
PR publication (right page)	1 200,00 BGN
Leading Foil (2 nd cover + 1 st page)	1 900,00 BGN
1 st Foil (2 nd + 3 rd page)	1 700,00 BGN
Inside Foil	1 500,00 BGN
1 st Cover Logo	1 100,00 BGN
2 nd Cover	1 400,00 BGN
3 rd Cover	1 200,00 BGN
4 th Cover	1 600,00 BGN
Samples placement - fixed	0,21 BGN
Samples placement - free	0,13 BGN
Product review (shopping category)	170,00 BGN

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Print Details

Print	Details
Edition	6 000
Format	165 x 235 mm
Period	2 months
Body	80 pages
Paper	115 gr/m2 gloss chrome
Print	4 / 4 (CMYK/CMYK)
Coverage	UV gloss polish
PR Publication	3 000 signs + 3 images

Foil

Uncut Format - 340 x 490 mm
Cropped Format - 330 x 470 mm

1st Right Page

Uncut Format - 170 x 245 mm
Cropped Format - 165x 235 mm

1/2 Vertical Page

Uncut Format - 85 x 245 mm
Cropped Format – 80 x 235 mm

1/2 Horizontal Page

Uncut Format - 170 x 122 mm
Cropped Format – 165 x 117 mm



Online School & Social

Format	*The prices are negotiable
Advertising Lecture/Interview (30 minutes)	*
Facebook Post – short branded part of a past interview	*
Online school - Visual Branding	*
Advertising Spot (up to 60sec)	*
Prize Game – Online School	*
Facebook Prize Game	*
Monthly GIFT BOX	*

*the price of the activity depends on the campaign, the product, the service and the personal needs of the client