



ADVERTISING RATES

page/position

| | EUR/VAT is not included | BGN/VAT is not included |
|--|-------------------------|-------------------------|
| 1/1 inside page | 2 550 € | 4 988 BGN |
| 1/1 right inside page | 2 650 € | 5 183 BGN |
| 1/1 page next to Contents, II cover, III cover | 3 600 € | 7 041 BGN |
| 4th cover | 3 950 € | 7 726 BGN |
| double page spread | 4 300 € | 8 410 BGN |
| 2nd double page spread | 4 850 € | 9 486 BGN |
| 1st double page spread | 5 200 € | 10 170 BGN |
| 1/2 page | 1 750 € | 3 423 BGN |
| 1/3 page | 1 380 € | 2 700 BGN |
| 1/4 page | 750 € | 1 467 BGN |

inserts/per copy

0,08 € 0,16 BGN

price for insertion of medical products and food supplements/per copy

0,18 € 0,35 BGN

Inserts are accepted only for the whole print run of the magazine.

When a customer has an insertion without participating with an ad in the same issue the insertion price is calculated with an additional amount for 1/2 advertising page.

ADDITIONAL CHARGES

additional logo 40%

DISCOUNTS

discounts for number of publications

| | |
|----------------------------|-------|
| from 2 to 5 publications | – 5% |
| from 6 to 10 publications | – 10% |
| from 11 to 15 publications | – 15% |
| 16 and more | – 20% |

TECHNICAL DATA

ELLE magazine is on the market at the end of the previous month.

Deadline for booking: 5th of the previous month.

Deadline for materials: 10th of the previous month.

SBB reserves the right to change the date of issue of the magazine and the deadline for booking and materials.

| format / mm | trim size | bleed size | text area |
|--------------------|-----------|------------|-----------|
| 1/1 page | 225 x 295 | 235 x 305 | |
| double page spread | 450 x 295 | 460 x 305 | |
| 1/2 page vert. | 107 x 295 | 117 x 305 | |
| 1/2 page hor. | 225 x 143 | 235 x 153 | 180 x 123 |
| 1/3 page vert. | 82 x 295 | 92 x 305 | |
| 1/3 page hor. | 225 x 97 | 235 x 107 | |
| 1/4 page | | | 86 x 123 |

TECHNICAL DATA

• Supported file formats: Adobe Illustrator EPS (all text in outlines) or Adobe Photoshop TIFF. EPS files should be saved as not higher than Adobe Creative Cloud version. • Color mode: CMYK (no additional defined spot colors). • Resolution: 300 dpi [120 dpcm]. • Advertisement must be left with 5 mm on outer sides for bleed. The file should not contain any marks for trimming, registration, color swatches or any other additional items. Advertisement should not be left to less than 10 mm inside from the crop area of any graphics and text elements that you don't want to be cut off. An area of 10 mm inside of crop is called safe area. • Ready for publishing advertisements should not contain additional layers or channels. When using effects such as gradients, meshes, transparency, drop shadows, etc. they must be rasterized in the final file submitted for publication. • All raster images must be with embedded ICC profile ISO Coated v2 (ECI). Because of roll printing, Total Inc coverage should not be greater than 300%.