

## PRICES & DISCOUNTS

page / position	BGN
1/1 inside page	1 900
1/1 right inside page	2 100
2 <sup>nd</sup> or 3 <sup>rd</sup> cover	2 250
back cover	2 850
1/2 inside page	1 200
1/2 right inside page	1 300
1/3 page	950
1/4 page	750

discounts	
<b>based on number of issues</b>	
from 2 to 3 issues	- 4%
from 4 to 5 issues	- 8%
from 6 to 7 issues	- 12%
from 8 to 9 issues	- 18%
<b>based on number of publications</b>	
from 2 to 3 publications	- 4%
from 4 to 6 publications	- 6%
from 7 to 9 publications	- 8%
from 10 to 11 publications	- 12%
from 12 to 13 publications	- 16%
<b>for advertising one brand in 2, 3, 4, 5 of our magazines at the same time</b>	
in two magazines	- 2%
in three magazines	- 3%
in four magazines	- 4%
in five magazines	- 5%
<b>IMPORTANT</b>	
The combined advertisement discounts are valid only for SPECIAL ISSUES	

<b>ADDITIONAL CHARGES</b>	Fixed page/position: +10% Any other logo except the advertiser's logo: +40%
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### NOTE

The additional discount for advertising in several of our magazines is given when one and the same ad is published in more than one of our magazines during one and the same period. If a weekly magazine is combined with a monthly magazine the ad should be booked for at least 3 issues of the weekly in the month when the ad is published in the other magazine.

<b>SPONSORSHIP PRICE FOR ONE ISSUE</b>	12 000 BGN
The sponsor receives	
	Logo on the 1st cover
	Leading spread
	4th cover
	Product placement

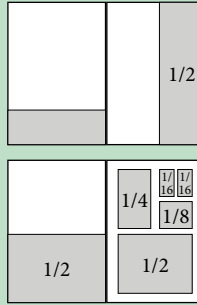
VAT is not included

### IMPORTANT

Supported file formats: EPS (all text in outlines) or TIFF. 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. All raster images must be with embedded ICC profile Fogra 39. All ads have to be delivered together with digital color proof. Color proof is considered to be correct if: -contains Ugra/Fogra CMYK-TIFF media wedge; -its patches' color values correspond with the values of the embedded profile/simulated on the proof; -color differences with the simulated values must correspond with ISO 12647 standard. This can be verified by us through iOne colorimeter. The proof must be supplied with set of the following elements: Advertisement name, Date, Profile containing in the file (proof) as well as the Profile simulated on the proof. It is relevant the simulated profile to be exactly the embedded one in the file Fogra 39. In case of no proof supplied, no guarantee is given for the quality in the printing.

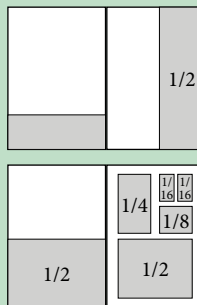
Специални  
**КЪЛП**  
 SPECIAL ISSUES

**TECHNICAL DATA**  
(in mm)



**For Astro and Health series**

page	trim size	bleed size	text area
1/1 page	213 x 278	223 x 288	
spread	426 x 278	436 x 288	
1/2 page vert.	105 x 278	115 x 288	96 x 258
1/2 page hor.	213 x 137	223 x 147	196 x 127
1/3 page vert.	73 x 278	83 x 288	63 x 258
1/3 page hor.	213 x 91	223 x 101	196 x 84
1/4 box			96 x 127
1/8 box			96 x 62
1/16 box			47 x 62 (96 x 30)



**For Home and Beauty series**

page	trim size	bleed size	text area
1/1 page	175 x 254	185 x 264	
spread	350 x 254	360 x 264	
1/2 page ver.	82 x 254	92 x 264	
1/2 page hor.	175 x 123	185 x 133	142 x 104
strip hor.	175 x 60	185 x 70	142 x 22
1/4 box			69 x 107
1/8 box			69 x 52

VAT is not included

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