

**NATIONAL
GEOGRAPHIC
БЪЛГАРИЯ**



VAT is not included

**THE CIRCULATIONS OF SANOMA BIASAK BULGARIA MAGAZINES
ARE OFFICIALLY AUDITED BY KPMG BULGARIA**

PRICES & DISCOUNTS

page / position	BGN
1/1 inside page in 2 nd half	6 800
1/1 right inside page in 2 nd half	7 350
1/1 left inside page in 1 st half	7 900
1/1 right inside page in 1 st half	8 400
page next to CONTENTS, Editor's page	8 900
2 nd cover	9 500
3 rd cover	8 900
4 th cover	11 600
double page spread in 2 nd half	12 600
double page spread in 1 st half	13 100
3 rd double page spread	13 600
2 nd double page spread	14 200
1 st double page spread	14 700
1/2 page	4 100
1/2 right page	4 500

discounts	
based on number of issues	
from 2 to 3 issues	- 4%
from 4 to 6 issues	- 8%
from 7 to 9 issues	- 12%
from 10 to 11 issues	- 18%
based on number of publications	
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%
from 14 to 16 publications	- 18%
from 17 to 20 publications	- 20%
from 21 to 24 publications	- 24%
for advertising one brand in 2,3,4,5 of our magazines at the same time	
in two magazines	- 2%
in three magazines	- 3%
in four magazines	- 4%
in five magazines	- 5%

NOTE

The advertisers of NATIONAL GEOGRAPHIC magazine should choose one of the discounts – for number of issues or for number of publications. The discounts have to be calculated one after another.

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.

NATIONAL GEOGRAPHIC magazine is on the market on the 4th of the month.
Deadline for bookings: not later than the 14th of the previous month.
Deadline for materials: not later than the 19th of the previous month.

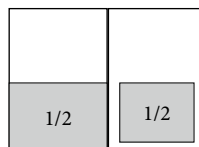
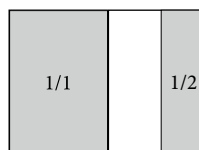
inserts / per issues	0,14
Price for insertion of medical products and food supplements / per issues	0,30

inserts are accepted only for the whole print run of the magazine

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

ADDITIONAL CHARGES	Fixed page/position: +10%
	Any other logo except the advertiser's logo: +40%

TECHNICAL DATA
(in mm)



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 64	185 x 74	142 x 55

TECHNICAL REQUIREMENTS for preparation and submission of advertisements

- **Supported file formats:** Adobe Illustrator EPS (all text in outlines) or Adobe Photoshop TIFF. EPS files should be saved as not higher than Adobe CS3 version. **We not accept PDF files.**
- **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 5 mm inside from the crop area of any graphics and text elements that you don't want to be cut off. An area of 5 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 in a publishing house.
- **All raster images must be with embedded ICC profile Fogra 39.** Because of roll printing, Total Inc Coverage should not be greater than 300%. 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.