

Журнал за Цветята

PRICES & DISCOUNTS

page / position	BGN
1/1 inside page	1 900
1/1 right inside page	2 100
2 nd or 3 rd 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	
based on number of issues	
2 issues	- 4%
3 issues	- 8%
4 issues	- 12%
based on number of publications	
from 2 to 3 publications	- 4%
from 4 to 6 publications	- 6%
from 7 to 9 publications	- 8%
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%

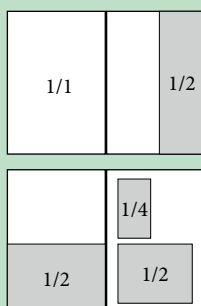
inserts * / per issues	0,14
* inserts are accepted only for the whole printrun of the magazine	
When a customer has an insertion with a catalogue without participating with advertisement in the same issue, the insertion price is calculated with additional amount as follows:	
* For a catalogue with parameters A5/A6 not more than 16 pages it is calculated with additional amount - 1 advertising page.	
* For a catalogue with parameters A5 more than 16 pages it is calculated with additional amount - 2 advertising pages.	

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

NOTE

The advertisers of Journal za tsvetyata 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.

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
1/4 box			65 x 104

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.