

VAT is not included

THE CIRCULATIONS OF SBB Media MAGAZINES ARE OFFICIALLY AUDITED BY KPMG BULGARIA

prices & discounts

page / position	BGN
1/1 inside page	1 900
1/1 right inside page	2 300
2 nd or 3 rd cover	2 300
4 th cover	3 900
double page spread	3 800
1 st double page spread	4 200
1/2 inside page	1 200
1/2 right inside page	1 300
1/3 page	800
1/4 page	500

discounts for number of publications*	
from 2 to 4 publications	- 4%
from 5 to 8 publications	- 6%
from 9 to 16 publications	- 8%
from 17 to 24 publications	- 10%
from 25 to 32 publications	- 12%
from 33 to 40 publications	- 14%
from 41 to 48 publications	- 16%
from 49 to 52 publications	- 18%

discounts for volume *	
from 2 700 cm ² to 5 400 cm ²	- 8%
from 5 401 cm ² to 7 800 cm ²	- 12%
from 7 801 cm ² to 10 700 cm ²	- 16%
from 10 701 cm ² to 16 100 cm ²	- 18%
from 16 101 cm ² to 20 900 cm ²	- 20%
from 20 901 cm ² to 25 800 cm ²	- 22%
from 25 801 cm ² to 33 700 cm ²	- 24%

multimagazine discounts for advertising:	
in two magazines	- 2%
in three magazines	- 3%
in four magazines	- 4%
in five magazines	- 5%

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

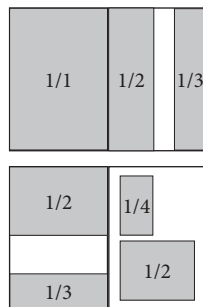
Fixed page/position: +10%
Any other logo except the advertiser's logo: +40%
Price for designing an ad: +10%

* All titles with the Journal brand are included

NOTE

The advertisers of JOURNAL magazine should choose one of the discounts – for number of publications or for volume of the ads. Discounts should be calculated one after another. The multimagazine discount is valid when the same ad is published in more than one magazine during the same period. If a weekly magazine is combined with another weekly or a monthly magazine, the ad should be booked for at least 3 issues of the weekly one in the same month when the ad is published in the monthly magazine, in order for the multimagazine discount to be valid.

JOURNAL magazine is on the market every Thursday.
Deadline for bookings: Monday of the previous week.
Deadline for materials: Tuesday of the previous week.
SBB Media reserves the right to change the date of issue of the magazine and the deadline for bookings and materials.



technical data (in mm)

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 ver.	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 ver.	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)

TECHNICAL REQUIREMENTS FOR AND SUBMISSION OF ADVERTISEMENTS PREPARATION

• **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. **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 ISO Coated v2 (ECI).** Because of roll printing, Total IncCoverage 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 i0ne 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 ISO Coated v2 (ECI).

In case no color proof has been supplied, no guarantee is given for the printing quality.



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prices & discounts

page / position	BGN
1/1 inside page	1 900
1/1 right inside page	2 300
2 nd or 3 rd cover	2 300
4 th cover	3 900
double page spread	3 800
1 st double page spread	4 200
1/2 inside page	1 200
1/2 right inside page	1 300
1/3 page	800
1/4 box	500

discounts for 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%
multimagazine discounts for advertising:	
in two magazines	- 2%
in three magazines	- 3%
in four magazines	- 4%
in five magazines	- 5%

inserts / per issue	0,14
Price for insertion of medical products and food supplements / per issue	0,30
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	
Fixed page/position: +10%	
Any other logo except the advertiser's logo: +40%	
Price for designing an ad: +10%	

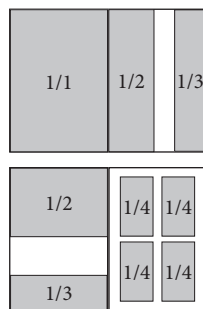
* All titles with the Journal brand are included

NOTE

Discounts should be calculated one after another.

The multimagazine discount is valid when the same ad is published in more than one magazine during the same period. If a weekly magazine is combined with another weekly or a monthly magazine, the ad should be booked for at least 3 issues of the weekly one in the same month when the ad is published in the monthly magazine, in order for the multimagazine discount to be valid.

Culinaren Journal magazine is on the market on 1st and 15th every month.
Deadline for bookings: not later than 15 days before the issue date.
Deadline for materials: not later than 13 days before the issue date.
SBB Media reserves the right to change the date of issue of the magazine and the deadline for bookings and materials.



technical data (in mm)

page	trim size	bleed size	text area
1/1 page	147 x 207	158 x 217	
spread	294x 207	304 x 217	
1/2 page ver.	72 x 207	82 x 217	
1/2 page hor.	147 x 102	157 x 112	
1/3 page ver.	47 x 207	57 x 217	
1/3 page ver.	147 x 67	157 x 77	
1/4 box			61 x 92

TECHNICAL REQUIREMENTS FOR AND SUBMISSION OF ADVERTISEMENTS PREPARATION

• **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. **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 ISO Coated v2 (ECI).** Because of roll printing, Total IncCoverage 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 i0ne 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 ISO Coated v2 (ECI).

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prices & discounts

page / position	BGN
1/1 inside page	1 600
1/1 right inside page	1 800
2 nd or 3 rd cover	2 000
4 th cover	3 300
double page spread	3 200
1 st double page spread	3 500
1/2 inside page	950
1/2 right inside page	1 000
1/3 page	650
1/4 box	500

discounts for number of issues*	
from 2 to 3 issues	- 4%
from 4 to 6 issues	- 8%
from 7 to 9 issues	- 12%

discounts for 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%

multimagazine discounts for advertising:	
in two magazines	- 2%
in three magazines	- 3%
in four magazines	- 4%
in five magazines	- 5%

inserts / per issue	0,14
Price for insertion of medical products and food supplements / per issue	0,30
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	
Fixed page/position:	+10%
Any other logo except the advertiser's logo:	+40%
Price for designing an ad:	+10%

* All titles with the Journal brand are included

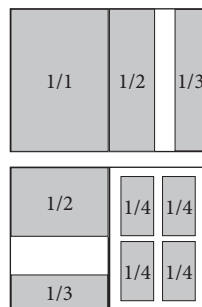
NOTE

The advertisers of ZDRAVEN JOURNAL magazine should choose one of the discounts – for number of issues or for number of publications.

Discounts should be calculated one after another.

The multimagazine discount is valid when the same ad is published in more than one magazine during the same period. If a weekly magazine is combined with another weekly or a monthly magazine, the ad should be booked for at least 3 issues of the weekly one in the same month when the ad is published in the monthly magazine, in order for the multimagazine discount to be valid.

Zdraven Journal magazine is on the market on 3rd every month.
Deadline for bookings: not later than 20th of the previous month.
Deadline for materials: not later than 22nd of the previous month.
SBB Media reserves the right to change the date of issue of the magazine and the deadline for bookings and materials.



technical data (in mm)

page	trim size	bleed size	text area
1/1 page	175 x 230	185 x 240	
spread	350 x 230	360 x 240	
1/2 page ver.	85 x 230	95 x 240	
1/2 page hor.	175 x 112.5	185 x 122.5	
1/3 page ver.	58 x 230	68 x 240	
1/3 page hor.	175 x 74	185 x 84	
1/4 box	74 x 100		

TECHNICAL REQUIREMENTS FOR AND SUBMISSION OF ADVERTISEMENTS PREPARATION

• **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. **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 ISO Coated v2 (ECI).** Because of roll printing, Total IncCoverage 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 i0ne 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 ISO Coated v2 (ECI).

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prices & discounts

page / position	BGN
1/1 inside page	2 400
1/1 right inside page	2 700
2 nd or 3 rd cover	2 800
4 th cover	4 300
double page spread	4 200
1 st double page spread	4 400
1/2 inside page	1 350
1/2 right inside page	1 500
1/3 page	1 000
1/4 page	700

inserts / per issue	0,14
Price for insertion of medical products and food supplements / per issue	0,30
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	
Fixed page/position: +10%	
Any other logo except the advertiser's logo: +40%	
Price for designing an ad: +10%	

discounts for 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%
discounts for 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%
multimagazine discounts for advertising:	
in two magazines	- 2%
in three magazines	- 3%
in four magazines	- 4%
in five magazines	- 5%

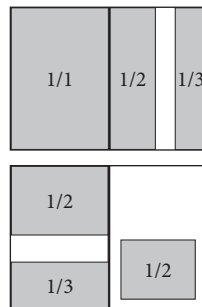
NOTE

The advertisers of STORY magazine should choose one of the discounts – for number of issues or for number of publications. Discounts should be calculated one after another.

The multimagazine discount is valid when the same ad is published in more than one magazine during the same period. If a weekly magazine is combined with another weekly or a monthly magazine, the ad should be booked for at least 3 issues of the weekly one in the same month when the ad is published in the monthly magazine, in order for the multimagazine discount to be valid.

STORY magazine is on the market on 26th of the previous month.
Deadline for bookings: not later than 9th of the previous month.
Deadline for materials: not later than 13th of the previous month.
SBB Media reserves the right to change the date of issue of the magazine and the deadline for bookings and materials.

technical data (in mm)



page	trim size	bleed size	text area
1/1 page	230x296	240x306	
spread	460x296	470x306	
1/2 page ver.	117x296	127x306	
1/2 page hor.	230x147	240x157	
1/3 page ver.	82x296	92x306	
1/3 page hor.	230x96	240x106	
1/4 box			99x127
1/8 box			99x62

TECHNICAL REQUIREMENTS FOR AND SUBMISSION OF ADVERTISEMENTS PREPARATION

• **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. **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 ISO Coated v2 (ECI).** Because of roll printing, Total IncCoverage 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 i0ne 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 ISO Coated v2 (ECI).

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NOTE

The advertisers of MOETO DETE magazine should choose one of the discounts – for number of issues or for number of publications.

Discounts should be calculated one after another.

The multimagazine discount is valid when the same ad is published in more than one magazine during the same period. If a weekly magazine is combined with another weekly or a monthly magazine, the ad should be booked for at least 3 issues of the weekly one in the same month when the ad is published in the monthly magazine, in order for the multimagazine discount to be valid.

MOETO DETE magazine is on the market on 22nd of the previous month.

Deadline for bookings: not later than 7th of the previous month.

Deadline for materials: not later than 11th of the previous month.

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

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prices & discounts

page / position	BGN
1/1 inside page in 2 nd half	1 600
1/1 right inside page in 2 nd half	1 800
1/1 right inside page in 1 st half	1 900
page next to CONTENTS, Editor's page	2 100
3 rd cover	2 100
4 th cover	2 900
double page spread	2 800
leading double page spread	3 100
1/2 page in 2 nd half	950
1/2 right page in 2 nd half	1 000

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

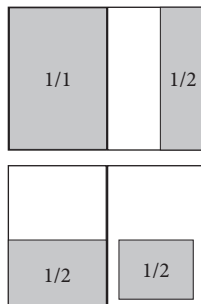
discounts for number of issues	
from 2 to 3 issues	- 4%
from 4 to 6 issues	- 8%
from 7 to 9 issues	- 12%
from 10 to 11 issues	- 18%
discounts for number of publications	
from 2 to 3 publications	- 4%
from 4 to 6 publications	- 6%
from 7 to 9 publications	- 8%
from 10 to 11 publications	- 12%
from 12 to 13 publications	- 16%
from 14 to 16 publications	- 18%
from 17 to 20 publications	- 20%
from 21 to 24 publications	- 24%
multimagazine discounts for advertising:	
in two magazines	- 2%
in three magazines	- 3%
in four magazines	- 4%
in five magazines	- 5%

ADDITIONAL CHARGES

Fixed page/position: +10%
Any other logo except the advertiser's logo: +40%
Price for designing an ad: +10%

technical data (in mm)

page	trim size	bleed size	text area
1/1 page	170x230	180x240	
spread	340x230	350x240	
1/2 page ver.	83x230	93x240	
1/2 page hor.	170x112	180x122	
1/3 page ver.	58x230	68x240	
1/3 page hor.	170x77	180x87	
1/4 box			89x119
1/8 box			89x58
1/16 box			41x58



TECHNICAL REQUIREMENTS FOR AND SUBMISSION OF ADVERTISEMENTS PREPARATION

• **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. **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 ISO Coated v2 (ECI).** Because of roll printing, Total IncCoverage 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 ISO Coated v2 (ECI).

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COSMOPOLITAN

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prices & discounts

page / position	BGN
1/1 inside page in 2 nd half	4 000
1/1 right inside page in 2 nd half	4 600
1/1 right inside page in 1 st half	5 900
page next to CONTENTS, Editor's page	6 600
3 rd cover	6 600
4 th cover	7 400
double page spread in 2 nd half	6 700
double page spread in 1 st half	7 000
3 rd – 6 th double page spread	8 400
2 nd double page spread	8 700
1 st double page spread	9 700
1/2 page	2 600
1/2 right page	2 800

discounts for 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%

discounts for 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%

multimagazine discounts for advertising:	
in two magazines	- 2%
in three magazines	- 3%
in four magazines	- 4%
in five magazines	- 5%

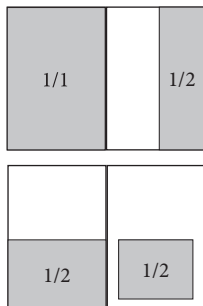
inserts / per issue	0,14
Price for insertion of medical products and food supplements / per issue	0,30
inserts are accepted only for the whole print run of the magazine	
When a customer has an insertion without participating with an ad in the same issue, the insertion price is calculated with an additional amount for 1/2 advertising page.	

NOTE

The advertisers of COSMOPOLITAN magazine should choose one of the discounts – for number of issues or for number of publications. Discounts should be calculated one after another. The multimagazine discount is valid when the same ad is published in more than one magazine during the same period. If a weekly magazine is combined with another weekly or a monthly magazine, the ad should be booked for at least 3 issues of the weekly one in the same month when the ad is published in the monthly magazine, in order for the multimagazine discount to be valid.

ADDITIONAL CHARGES Fixed page/position: +10%
Any other logo except the advertiser's logo: +40%
Price for designing an ad: +10%

COSMOPOLITAN magazine is on the market on 23rd of the previous month.
 Deadline for bookings: not later than 3rd of the previous month.
 Deadline for materials: not later than 9th of the previous month.
 SBB Media reserves the right to change the date of issue of the magazine and the deadline for bookings and materials.



technical data (in mm)

page	trim size	bleed size	text area
1/1 page	170 x 230	180 x 240	
spread	340 x 230	350 x 240	
1/2 page ver.	83 x 230	93 x 240	
1/2 page hor.	170 x 111	180 x 121	146 x 95

TECHNICAL REQUIREMENTS FOR AND SUBMISSION OF ADVERTISEMENTS PREPARATION

• **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. **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 ISO Coated v2 (ECI).** Because of roll printing, Total IncCoverage 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 i0ne 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 ISO Coated v2 (ECI).

In case no color proof has been supplied, no guarantee is given for the printing quality.



VAT is not included

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prices & discounts

page / position	BGN
1/1 inside page in 2 nd half	4 900
1/1 right inside page in 2 nd half	5 250
1/1 right inside page in 1 st half	6 800
page next to CONTENTS, Editor's page	7 000
3 rd cover	7 200
4 th cover	7 700
double page spread in 2 nd half	8 000
double page spread in 1 st half	8 400
3 rd – 6 th double page spread	9 100
2 nd double page spread	9 500
1 st double page spread	10 200
1/2 page	3 300
1/2 right page	3 500

discounts for 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%

discounts for 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%

multimagazine discounts for advertising:	
in two magazines	- 2%
in three magazines	- 3%
in four magazines	- 4%
in five magazines	- 5%

inserts / per issue	0,14
price for insertion of medical products and food supplements / per issue	0,30
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.	

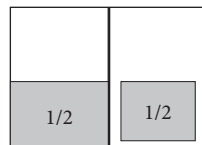
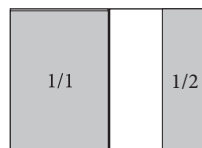
ADDITIONAL CHARGES	
Fixed page/position:	+10%
Any other logo except the advertiser's logo:	+40%
Price for designing an ad:	+10%

NOTE

The advertisers of ELLE magazine should choose one of the discounts – for number of issues or for number of publications. Discounts should be calculated one after another.

The multimagazine discount is valid when the same ad is published in more than one magazine during the same period. If a weekly magazine is combined with another weekly or a monthly magazine, the ad should be booked for at least 3 issues of the weekly one in the same month when the ad is published in the monthly magazine, in order for the multimagazine discount to be valid.

ELLE magazine is on the market on 20th of the previous month.
Deadline for bookings: not later than 1st of the previous month.
Deadline for materials: not later than 6th of the previous month.
SBB Media reserves the right to change the date of issue of the magazine and the deadline for bookings and materials.



technical data (in mm)

page	trim size	bleed size	text area
1/1 page	225 x 295	235 x 305	
spread	450 x 295	460 x 305	
1/2 page ver.	107 x 295	117 x 305	
1/2 page hor.	225 x 143	235 x 153	180 x 123

TECHNICAL REQUIREMENTS FOR AND SUBMISSION OF ADVERTISEMENTS PREPARATION

• **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. **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 ISO Coated v2 (ECI).** Because of roll printing, Total IncCoverage 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 i0ne 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 ISO Coated v2 (ECI).

In case no color proof has been supplied, no guarantee is given for the printing quality.

VAT is not included

THE CIRCULATIONS OF SBB Media MAGAZINES ARE OFFICIALLY AUDITED BY KPMG BULGARIA

prices & discounts

page / position	BGN
1/1 inside page in 2 nd half	3 500
1/1 right inside page in 2 nd half	3 750
1/1 right inside page in 1 st half	4 900
page next to CONTENTS, Editor's page	5 100
3 rd cover	5 100
4 th cover	5 700
double page spread in 2 nd half	5 900
double page spread in 1 st half	6 200
3 rd – 6 th double page spread	6 700
2 nd double page spread	7 000
1 st double page spread	7 500
1/2 page	2 500
1/2 right page	2 700

discounts for number of issues	
from 2 to 3 issues	- 4%
from 4 to 5 issues	- 8%
from 6 to 7 issues	- 12%
from 8 to 9 issues	- 18%

discounts for 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%

multimagazine discounts for advertising:	
in two magazines	- 2%
in three magazines	- 3%
in four magazines	- 4%
in five magazines	- 5%

NOTE

The advertisers of Harper's BAZAAR magazine should choose one of the discounts – for number of issues or for number of publications. Discounts should be calculated one after another.

The multimagazine discount is valid when the same ad is published in more than one magazine during the same period. If a weekly magazine is combined with another weekly or a monthly magazine, the ad should be booked for at least 3 issues of the weekly one in the same month when the ad is published in the monthly magazine, in order for the multimagazine discount to be valid.

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

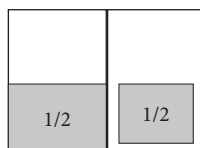
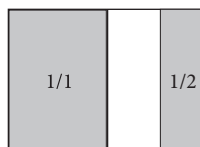
ADDITIONAL CHARGES	
Fixed page/position:	+10%
Any other logo except the advertiser's logo:	+40%
Price for designing an ad:	+10%

Harper's BAZAAR magazine is on the market on 25th of the previous month.

Deadline for bookings: not later than 6th of the previous month.

Deadline for materials: not later than 11th of the previous month.

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



technical data (in mm)

page	trim size	bleed size	text area
1/1 page	205 x 276	215 x 286	
spread	410 x 276	420 x 286	
1/2 page ver.	100 x 276	110 x 286	
1/2 page hor.	205 x 135	215 x 145	175 x 120

TECHNICAL REQUIREMENTS FOR AND SUBMISSION OF ADVERTISEMENTS PREPARATION

• **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. **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 ISO Coated v2 (ECI).** Because of roll printing, Total IncCoverage 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 i0ne 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 ISO Coated v2 (ECI).

In case no color proof has been supplied, no guarantee is given for the printing quality.

**NATIONAL
GEOGRAPHIC
БЪЛГАРИЯ**



VAT is not included

THE CIRCULATIONS OF SBB Media MAGAZINES ARE OFFICIALLY AUDITED BY KPMG BULGARIA

prices & discounts

page / position	BGN
1/1 inside page in 2 nd half	3 500
1/1 right inside page in 2 nd half	3 750
1/1 right inside page in 1 st half	4 900
page next to CONTENTS, Editor's page	5 100
3 rd cover	5 100
4 th cover	5 700
double page spread in 2 nd half	5 900
double page spread in 1 st half	6 200
3 rd – 6 th double page spread	6 700
2 nd double page spread	7 000
1 st double page spread	7 500
1/2 page	2 500
1/2 right page	2 700

discounts for number of issues	
from 2 to 3 issues	- 4%
from 4 to 5 issues	- 8%
from 6 to 7 issues	- 12%
from 8 to 9 issues	- 18%

discounts for 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%

multimagazine discounts for advertising:	
in two magazines	- 2%
in three magazines	- 3%
in four magazines	- 4%
in five magazines	- 5%

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

NOTE

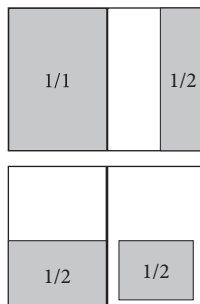
The advertisers of NATIONAL GEOGRAPHIC magazine should choose one of the discounts – for number of issues or for number of publications.

Discounts should be calculated one after another.

The multimagazine discount is valid when the same ad is published in more than one magazine during the same period. If a weekly magazine is combined with another weekly or a monthly magazine, the ad should be booked for at least 3 issues of the weekly one in the same month when the ad is published in the monthly magazine, in order for the multimagazine discount to be valid.

ADDITIONAL CHARGES	
Fixed page/position:	+10%
Any other logo except the advertiser's logo:	+40%
Price for designing an ad:	+10%

NATIONAL GEOGRAPHIC magazine is on the market on 5th of the month. Deadline for bookings: not later than 14th of the previous month. Deadline for materials: not later than 20th of the previous month. SBB Media reserves the right to change the date of issue of the magazine and the deadline for bookings and materials.



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.	85 x 254	95 x 264	
1/2 page hor.	175 x 125	185 x 135	143 x 92
strip hor.	175 x 64	185 x 74	142 x 55

TECHNICAL REQUIREMENTS FOR AND SUBMISSION OF ADVERTISEMENTS PREPARATION

• **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. **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 ISO Coated v2 (ECI).** Because of roll printing, Total IncCoverage 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 i0ne 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 ISO Coated v2 (ECI).

In case no color proof has been supplied, no guarantee is given for the printing quality.



VAT is not included

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prices & discounts

page / position	BGN
1/1 inside page	2 900
1/1 right inside page	3 100
2 nd or 3 rd cover	3 700
4 th cover	5 700
double page spread	5 600
1 st double page spread	6 000
1/2 page	1 800
1/2 right page	2 000

discounts for number of issues	
from 2 to 3 issues	- 4%
from 4 to 5 issues	- 8%
from 6 to 7 issues	- 12%
from 8 to 9 issues	- 18%

discounts for 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%

multimagazine discounts for advertising:	
in two magazines	- 2%
in three magazines	- 3%
in four magazines	- 4%
in five magazines	- 5%

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

NOTE

The advertisers of NATIONAL GEOGRAPHIC KIDS magazine should choose one of the discounts – for number of issues or for number of publications.

Discounts should be calculated one after another.

The multimagazine discount is valid when the same ad is published in more than one magazine during the same period. If a weekly magazine is combined with another weekly or a monthly magazine, the ad should be booked for at least 3 issues of the weekly one in the same month when the ad is published in the monthly magazine, in order for the multimagazine discount to be valid.

NATIONAL GEOGRAPHIC Kids magazine is on the market on 3th of the month.

Deadline for bookings: not later than 19th of the previous month.

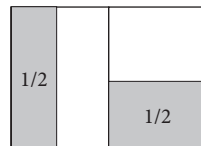
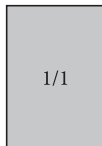
Deadline for materials: not later than 22nd of the previous month.

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

ADDITIONAL CHARGES Fixed page/position: +10%
Any other logo except the advertiser's logo: +40%
Price for designing an ad: +10%

technical data (in mm)

page	trim size	bleed size
1/1 page	203 x 266	213 x 276
spread	406 x 266	416 x 276
1/2 page vert.	98 x 266	108 x 276
1/2 page hor.	203 x 133	213 x 143



TECHNICAL REQUIREMENTS FOR AND SUBMISSION OF ADVERTISEMENTS PREPARATION

• **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. **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 ISO Coated v2 (ECI).** Because of roll printing, Total IncCoverage 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 i0ne 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 ISO Coated v2 (ECI).

In case no color proof has been supplied, no guarantee is given for the printing quality.



special issues

VAT is not included

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PRICES & DISCOUNTS

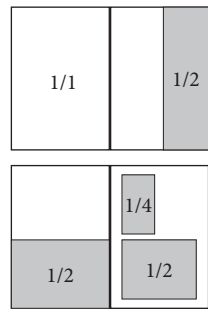
page / position	BGN
1/1 inside page	1 900
1/1 right inside page	2 100
2 nd or 3 rd cover	2 250
4 th cover	2 850
1/2 inside page	1 200
1/2 right inside page	1 300
1/3 page	950
1/4 page	750

inserts / per issue	0,14
Price for insertion of medical products and food supplements / per issue	
0,30	
<i>inserts are accepted only for the whole print run of the magazine</i>	
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%

NOTE

The advertisers of the special issues of JOURNAL magazine/ CULINARY JOURNAL/ ZDRAVEN JOURNAL should choose one of the discounts – for number of publications or for the volume of the ads. 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.



for number of publications	
**	
from 2 to 4 publications	- 4%
from 5 to 8 publications	- 6%
from 9 to 16 publications	- 8%
from 17 to 24 publications	- 10%
from 25 to 32 publications	- 12%
from 33 to 40 publications	- 14%
from 41 to 48 publications	- 16%
from 49 to 52 publications	- 18%

discounts for volume	
**	
from 2 700 cm ² to 5 400 cm ²	- 8%
from 5 401 cm ² to 7 800 cm ²	- 12%
from 7 801 cm ² to 10 700 cm ²	- 16%
from 10 701 cm ² to 16 100 cm ²	- 18%
from 16 101 cm ² to 20 900 cm ²	- 20%
from 20 901 cm ² to 25 800 cm ²	- 22%
from 25 801 cm ² to 33 700 cm ²	- 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%
** All titles with brand Journal are included	

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

TECHNICAL REQUIREMENTS FOR AND SUBMISSION OF ADVERTISEMENTS PREPARATION

• **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. **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 ISO Coated v2 (ECI).** Because of roll printing, Total IncCoverage 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 ISO Coated v2 (ECI).

In case no color proof has been supplied, no guarantee is given for the printing quality.