SBB MEDIA Advertising Rate Card 2018

print

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НАЙ-ПОЛЕЗНОТО СПИСАНИЕ ЗА МАМА

Моето дете

VAT is not included

prices & discounts

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

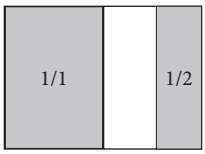
discounts for number of issues	
from 2 to 3 issues	– 4%
from 4 to 6 issues	– 8%
from 7 to 9 issues	– 12%
from 10 to 11 issues	– 18%
discounts for number of publications	
from 2 to 3 publications	– 4%
from 4 to 6 publications	– 6%
from 7 to 9 publications	– 8%
from 10 to 11 publications	– 12%
from 12 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%

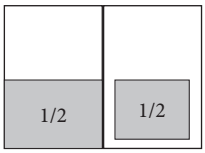
ADDITIONAL CHARGES Fixed page/position: +10%
Any other logo except the advertiser's logo: +40%
Price for designing an ad: +10%

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.





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. Anarea of 5 mm inside of crop is called safe area. • Ready for publishing advertisments 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.