



VAT is not included

NOTE

The advertisers of STORY magazine should choose one of the discounts – for number of publications or for the 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.

STORY magazine is on the market every Tuesday.
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.

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

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 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

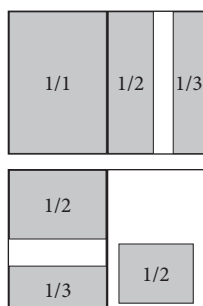
from 3 100 cm2 to 6 200 cm2	– 8%
from 6 201 cm2 to 8 950 cm2	– 12%
from 8 951 cm2 to 12 250 cm2	– 16%
from 12 251 cm2 to 18 350 cm2	– 18%
from 18 351 cm2 to 23 850 cm2	– 20%
from 23 851 cm2 to 29 500 cm2	– 22%
from 29 501 cm2 to 38 500 cm2	– 24%

multimagazine discounts for advertising:

in two magazines	– 2%
in three magazines	– 3%
in four magazines	– 4%
in five magazines	– 5%

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 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.