

RATE CARD 2011



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INSIDE ADVERTISEMENT	PRICE (EUR)
1/1 inside left page	1.950
1/1 inside right page	2.050
2/1 page (double inside page)	2.950

INSIDE ADVERTISEMENT - FOR EVERY BUSINESS	NEW SMALLER PRICE (EUR)
1/2 inside left page	890
1/2 inside right page	990
1/3 inside left page	590
1/3 inside right page	690
1/4 inside left page	390
1/4 inside right page	490
1/6 page (new product)	290
1/6 teaser	350

SPECIAL POSITIONS	PRICE (EUR)
Front cover page	4.000
Front cover with additional opening 1/1 A4 page	4.900
First double page (2 and 3 page)	3.500
First double page with	4.300
1/1 Page next to editorial	2.150
Last cover page	2.390
Back inside cover	2.000
Middle double page	3.300
Back inside double page	3.000
Insert (up to 20gr.)	2.300

SPONSORED ARTICLES	PRICE (EUR)
Merchandising (1/1)	1.500
Brand history presentation (1/1)	1.500
Company history presentation (1/1)	1.500
1/2 Page PR article	850

DISCOUNT PLUS	PRICE (EUR)
2/1 page (double inside page)	1.350
1/1 inside page	790
1/2 inside page	550
1/6 page (new product)	145

DESIGN AND PRE - PRESS	PRICE (EUR)
proportional resizing of an advert (for example, A4 to A5)	20
level 1* - 1/1 A4 page	40
level 1* - 1/2 A4 page	40
level 2* - 1/1 A4 page	80
level 2* - 1/2 A4 page	80

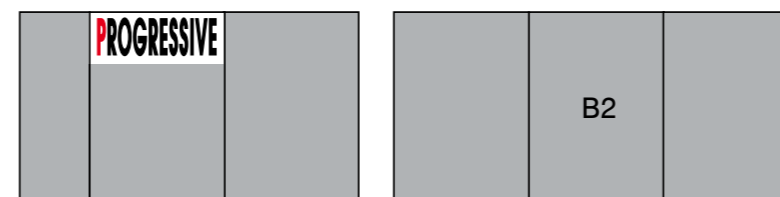
level 1* - text, up to 3 photos and up to 2 logos, provided by the customer, are laid out with no special effects and the advert is prepared for printing according to printing house standards

level 2* - text, up to 10 photos and up to 10 logos, provided by the customer, are laid out creatively, with some special effects, background, decorative graphic elements, etc., and the advert is prepared for printing according to printing house standards

DISCOUNTS	
4 advertisements	5%
7 advertisements	10%
10 advertisements	15%

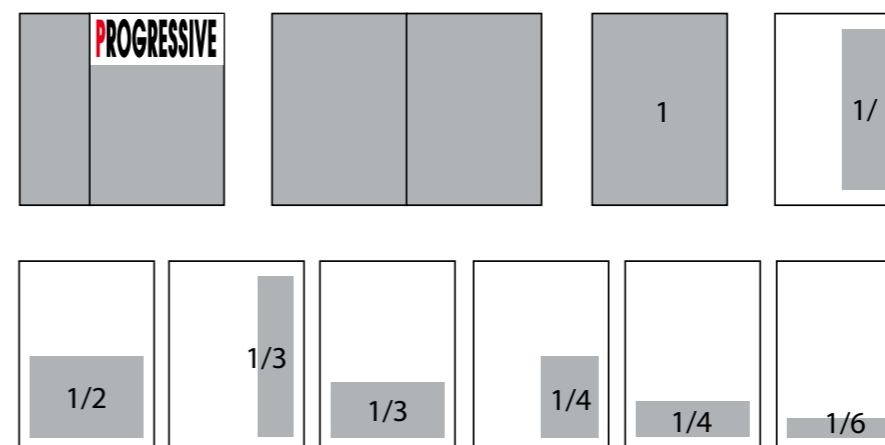
CLASSIFIED 1/6 PAGE	290
fixed position	+10 %

This offer is valid as of 1 January 2011. 20% VAT is not included in the prices and will be billed in your invoice. Prices are negotiable based on the amount and frequency of advertising requested. The publisher reserves the right to revoke the publication of an advert (before payment) without giving a specific reason.



PAGE	SIZE (mm)
Front cover with additional opening 1/1 A4 page	110 x 297/210 x 220/210 x 297
First double page with opening 1/1 A4 page	208 x 297/210 x 297/210 x 297

TECHNICAL SPECIFICATIONS AND SIZES



PAGE	SIZE (mm)
Front cover*	210 x 220
Flip*	110 x 297
Full page*	210 x 297
Dobule-page spread*	420 x 297
1/2 vertical	88 x 247
1/2 horizontal	175 x 125
1/3 vertical	55 x 247
1/3 horizontal	175 x 85
1/4 vertical	88 x 125
1/4 horizontal	175 x 55
1/6 horizontal	175 x 30

File formats: TIFF or EPS (all text has to be converted to curves/outlines). Colour mode: CMYK (no spot colours please). Resolution: 300 dpi. All full page and spread ads should bleed 3 mm off all edges. Please do not put any crop marks, registration marks, colour bars or other additional information in your file. Calibrated digital colour proofs should accompany the ads, otherwise the quality of printing cannot be guaranteed. If no colour proof is provided, we do not accept claims regarding the print

*These are the cut sizes of the advertisements. Please add a 3 mm bleed at each edge.