

# Advertising Rate Card 2022



## ADVERTISING RATES

<b>page/position</b>	<b>BGN/VAT is not included</b>
1/1 inside page	1900
1/1 right inside page	2300
2nd or 3rd cover	2300
4th cover	3900
double page spread	3800
1st double page spread	4200
1/2 page	1200
1/2 right page	1300
1/3 page	800
1/4 page	500
1/8 page	300

**inserts/per copy** **0,14**

**price for insertion of medical products and food supplements/per copy** **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%
additional logo	40%
design of the ad page	10%

## DISCOUNTS

### discounts for number of publications

from 2 to 5 publications	- 5%
from 6 to 10 publications	- 10%
from 11 to 15 publications	- 15%
16 and more	- 20%

### multimagazine discount for advertising in

2 magazines	- 2%
3 magazines	- 3%
4 magazines	- 4%
5 magazines	- 5%

## TECHNICAL DATA

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

<b>format / mm</b>	<b>trim size</b>	<b>bleed size</b>	<b>text area</b>
1/1 page	213 x 278	223 x 288	
double page spread	426 x 278	436 x 288	
1/2 page vert.	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 vert.	73 x 278	83 x 288	63 x 258
1/3 page hor.	213 x 91	223 x 101	196 x 84
1/4 page			96 x 127
1/8 page			96 x 62