

# Advertising Rate Card 2024



## ADVERTISING RATES

<b>page/position</b>	<b>BGN/VAT is not included</b>
1/1 inside page	2 900
1/1 right inside page	3 100
2nd or 3rd cover	3 700
4th cover	5 700
double page spread	5 600
1st double page spread	6 000
1/2 page	1 800
1/2 right page	2 000

**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

National Geographic Kids Bulgaria magazine is on the market first week of the month.

Deadline for booking: 10th of the previous month.

Deadline for materials: 15th of the previous month.

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

format / mm	trim size	bleed size
1/1 page	203 x 266	213 x 276
double page spread	406 x 266	416 x 276
1/2 page vert.	99 x 266	109 x 276
1/2 page hor.	203 x 133	213 x 143