SBB MEDIA
www.sbb.bg sales@sbb.bg

Advertising Rate Card 2021

ADVERTISING RATES

page/position	BGN/VAT is not included
1/1 inside page	2400
1/1 right inside page	2700
2nd or 3 rd cover	2800
4th cover	4300
double page spread	4200
1st double page spread	4400
1/2 page	1350
1/2 right page	1500
1/3 page	1000
1/4 page	700
1/8 page	350

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

Story magazine is on the market on 26th of the previous month.
Deadline for booking: 9th of the previous month.
Deadline for materials: 13th 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	text area
1/1 page	230 x 296	240 x 306	
double page spread	460 x 296	470 x 306	
1/2 page vert.	117 x 296	127 x 306	
1/2 page hor.	230 x 147	240 x 157	
1/3 page vert.	82 x 296	92 x 306	
1/3 page hor.	230 x 96	240 x 106	
1/4 page			99 x 127
1/8 page			99 x 62