



BASIC DATA

Launched in: 2017.
Editor-in-Chief: Zala Grilc
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Target audience: male and female population 30 - 70
Frequency: monthly (12 issues)
Number of pages: 48+4
Circulation: 9.000

DISCOUNT SCALE OTHER ADV. OPTIONS

- 5% for 2-5 ads
- 10% for 6-10 ads
- 15% for 11-19 ads
- 20% for 20 ads or more
- Section sponsorship

NOTES

- All price is in KUNA, prices do not include VAT.
- The price list of extra services (insertation, packing, inserting additives, sticking samples, special requests - is available on demand)
- Special positioning will be charged 20% on frc.
- Special conditions of publishing ads are the exclusive right of the director

RATES, SIZES AND DIMENSIONS OF ADS

AD SIZE	BLEED SIZE	TRIM SIZE	PRICE
1/1 page	220x307	210x297	700
C4 - back cover	220x307	210x297	1100
C2 - front inside cover	220x307	210x297	900
C3 - back inside cover	220x307	210x297	800
First 2/1	430x307	420x297	1300
2/1 - double page	430x307	420x297	1200
1/2 horizontal	-	185x127	400
1/2 vertical	-	92x259	400
1/3 horizontal	-	185x85	300
1/3 vertical	-	59x259	300
1/4 horizontal	-	185x62	200
1/4 vertical	-	90x127	200



DEADLINES

RESERVATION: By the 5th of the month
 SUBMITTING: By the 3th of the month

Issue	1	2	3	4	5	6
Sale date	15.07.2017.	14.08.2017.	15.09.2017.	15.10.2017.	15.11.2017.	15.12.2017.
Issue	7	8	9	10	11	12
Sale date	15.01.2018.	15.02.2018.	15.03.2018.	15.04.2018.	15.05.2018.	15.06.2018.



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COLOR MEDIA PUBLISHES THE FOLLOWING MAGAZINES:

L&Z • KRONO MAGAZIN • ZDRAVILNE RASTLINE



Technical requirements:

- Formats: tiff, psd, eps, pdf (text in curves)
- Resolution: 300 dpi
- Colour Mode: CMYK

