

# LJEPOTA&ZDRAVLJE

## BASIC DATA

**Launched in:** 2008.  
**Editor-in-Chief:** Martina Požgaj  
 martina.pozgaj@mediatop.hr  
**Target audience:** woman aged 20 - 50  
**Frequency:** monthly (12 issues)  
**Number of pages:** 132  
**Circulation:** 20.000

## DISCOUNT SCALE

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

## OTHER ADV. OPTIONS

- Section sponsorship

## NOTES

- All price is in EURO, 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 I BLOCK	PRICE II BLOCK
1/1 page	235x307	225x297	<b>1.760</b>	<b>1.015</b>
C4 - back cover	235x307	225x297	<b>3.000</b>	-
C2 - front inside cover	235x307	225x297	<b>2.030</b>	-
C3 - back inside cover	235x307	225x297	<b>1.895</b>	-
First 2/1	235x307	225x297	<b>3.000</b>	-
2/1 page	460x307	450x297	<b>2.705</b>	-
1/2 horizontal	-	189x126	<b>880</b>	<b>545</b>
1/2 vertical	-	93x255	<b>880</b>	<b>545</b>
1/3 horizontal	-	189x84	-	<b>340</b>
1/3 vertical	-	62x255	-	<b>340</b>
1/4 horizontal	-	189x62	-	-
1/4 vertical	-	93x126	-	-

WWW.MEDIATOP.HR



## MEDIATOP INTERNATIONAL D.O.O.

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Advertising and sales director

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## DEADLINES

RESERVATION: By the 17th of the month

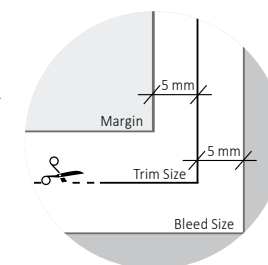
SUBMITTING: By the 19th of the month

Issue	<b>102</b>	<b>103</b>	<b>104</b>	<b>105</b>	<b>106</b>	<b>107</b>
Sale date	31.01.2017.	28.02.2017.	31.03.2017.	29.04.2017.	31.05.2017.	30.06.2017.
Issue	<b>108</b>	<b>109</b>	<b>110</b>	<b>111</b>	<b>112</b>	<b>113</b>
Sale date	29.07.2017.	31.08.2017.	30.09.2017.	31.10.2017.	30.11.2017.	28.12.2017.

## Technical

### requirements:

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



MEDIATOP INTERATIONAL PUBLISHES THE FOL-  
 LOWING MAGAZINES: LJEPOTA&ZDRAVLJE • GRAZIA •  
 POŠALJI RECEPT • TORTE I KOLAČI • LJEKOVITO BILJE • MOJA  
 KOSA • DEKUPAŽ • BRAVA CASA • BAKINA KUHINJA • KRONO  
 KUJARICA