CONCEPT
Ancient health practitioners believed that nature had the cure for every illness, and this has been confirmed by many modern scientific studies. "Lekovito bilje" is a magazine where you can find best recipes for herb products, learn a lot about efficiency of healing herbs in treating different illnesses and conditions, read advice provided by best phytotherapists, and also read about experiences of readers who have undergone natural therapy.

DIMENSIONS OF ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Dimensions of Advertisements</th>
<th>Uncut Advertisement</th>
<th>Trimmed Advertisement</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1</td>
<td>220x307</td>
<td>210x297</td>
<td>400</td>
</tr>
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<td>K4 - covers</td>
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<td>210x297</td>
<td>550</td>
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<td>-</td>
<td>185x127</td>
<td>210</td>
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<td>1/2 vertical</td>
<td>-</td>
<td>92x259</td>
<td>210</td>
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<tr>
<td>1/3 horizontal</td>
<td>-</td>
<td>185x85</td>
<td>160</td>
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<td>1/8 horizontal</td>
<td>-</td>
<td>93x65</td>
<td>90</td>
</tr>
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</table>

ADDITIONAL DISCOUNT
In case of advance payments it is possible to have additional discounts. An advance payment is arranged for each individual advertisement, and implies payments up until the date of magazine's release.

DISCOUNT SCALE
• 10% from 2 to 5 advertisements
• 15% from 6 to 12 advertisements
• 20% for 12 and more advertisements
• 25% for 50 and more advertisements
• 30% for 100 and more advertisements

OTHER SERVICES
• Sponsorship and branding of sections
• Non-standard advertising formats
• Printing services (banderol, advertisements on thicker papers, pages in the form of a product, perforation of a page, gatefold, packaging / cellophane covering, inserts...)
• Creation of advertisements

NOTES
• Pricelist is in euros, whereas payments are to be made in dinar equivalent, according to medium exchange rate prescribed by the National Bank of Serbia on the date of invoice issuing. The prices do not include VAT.
• Positioning of advertisements on specified pages is charged with a minimum of 20% increase on the regular price.
• Pricelist of the printing house’s services is available upon request.
• Special prices and advertising conditions are subject to acquiring consent by a director solely.

PRICES, FORMATS AND DIMENSIONS OF ADVERTISEMENTS

WWW.COLOR.RS

LEKOVITO BILJE MAGAZINE IS ON THE 5. POSITION OF THE READERSHIP LIST OF MAGAZINES IN SERBIA WITH MORE THAN 300.000 READERS MONTHLY

85% READERS HAVE REGULAR MONTHLY INCOME

HIGHLY PROFITABLE ADVERTISING
CPT IN LEKOVITO BILJE MAGAZINE EQUALS TO ONLY 1.29 EUR

According to a survey by the IPSOS Agency.