

# HOTELI&RESTORANI

## BASIC INFORMATION

### Editor-in-Chief:

Tatjana Marić Ivković  
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Launched in: 2013.

Target audience: B2B magazine

Number of pages: 100

Circulation: 3.300



## CONCEPT

"Hoteli & Restorani" is a B2B magazine distributed for free to over 2.000 addresses of exclusive catering objects in Belgrade, Novi Sad, and other bigger cities and tourist centres (spas, mountains). The magazine brings novelties and trends from the world of tourism and catering, furnishing of homes, cooking, enogastronomy... A complete, modern, informative business-to-business magazine is intended for all those from the HoReCa sector. If you wish to be part of the client portfolio, please contact the advertising team of "Hoteli & Restorani" magazine.

## 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

## 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.

## OTHER SERVICES

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

## NOTES

- 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.

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THE COMPANY COLOR MEDIA INTERNATIONAL PUBLISHES THE FOLLOWING MAGAZINES: LEPOTA I ZDRAVLJE • BRAVAČA • HAUSBAU • URAĐI SAM • MAMA&BEBE • ESTETICA • GAMER • METAK • VIP SVET • SCANDAL • HELLO • STAR • GLORIA • POŠALJI RECEPT • TORTE I KOLAČI • BAKINA KUJINA • BAKINI SLATKIŠI • RUSKI DOKTOR • RUSKA ENCIKLOPEDIJA ZDRAVLJA • HRONO MAGAZIN • DIJABETES • BAŠTA I VRT • HOTELI I RESTORANI • IZOLACIJA • ENERGETSKA EFIKASNOST • MOJE ZDRAVLJE • ZONA MAGIJA • ČUDOTVORNI MANASTIRI • LEKOVITO BILJE • HRANA KAO LEK • TV NOVELE • EDITION HANDICRAFT • ROMANCES AND PUZZLES • EDITION EUREKA • ALAN FORD

## PRICES, FORMATS AND DIMENSIONS OF ADVERTISEMENTS

WWW.COLOR.RS

DIMENSIONS OF ADVERTISEMENTS	UNCUT ADVERTISEMENT	TRIMMED ADVERTISEMENT	PRICE
1/1	221x282	211x272	46.800
K4 - covers	221x282	211x272	60.000
K2 - covers	221x282	211x272	60.000
K3 - covers	221x282	211x272	54.000
3. page	221x282	211x272	66.000
K2+3. page	432x282	422x272	102.000
2/1	432x282	422x272	72.000
1/2 horizontal	221x146	211x136	26.400
1/2 vertical	113x282	103x272	26.400
1/4 horizontal	221x78	211x68	14.400
1/4 vertical	33x282	23x272	14.400
1/4 vertical	115x146	105x136	14.400
Front cover	-	-	120.000



#10

## HOTELI&RESTORANI MAGAZINE IS ISSUED TWICE A YEAR

LATE MARCH AND END OF NOVEMBER

**INFORMATION ON DEADLINES**  
RESERVATIONS, DELIVERY OF ADVERTISEMENTS AND PR MATERIALS CAN BE OBTAINED FROM THE ADVERTISING SERVICE



#1

#2

#3

#4

#5

#6

#7

#8

#9