

BASIC INFORMATION

Editor-in-Chief:

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Launched in: 2013.

Target audience: B2B magazine

Number of pages: 80+4

Circulation: 5.000

CONCEPT

At the time when, more than ever, environmental protection is in focus, when being ecologically aware has become part of our everyday life, topics such as necessity of increasing energy efficiency and necessity to save energy in residential and business units become very important. Izolacija i energetska efikasnost is a magazine which presents a complete and practical guidance about constructing and planning residential and business objects, thus introducing investors, project developers and perpetrators of works with different types of construction, new materials and products which enable energy efficiency of objects.

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 (banderol, 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: LEPO TARZ DRAVLJE • BRAVACASA • HAUSBAU • URADI SAM • MAMA&BABA • 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 I ENERGETSKA EFIKASNOST • MOJE ZDRAVLJE • ZONA MAGIJA • ČUDOTVORNI MANASTIRI • LEKOVITO BILJE • HRANA KAO LEK • TV NOVELE • EDITION HANDICRAFT • ROMANCES AND PUZZLES • EDITION EUREKA • ALAN FOND

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 - spread	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
Cover	-	-	120.000



OUR MAGAZINE IS DISTRIBUTED TO 1.500 ADDRESSES VIA THE "MAKART DISTRIBUCIJA" SYSTEM, WHEREAS 5.000 COPIES ARE INTENDED FOR SALE

A COPY OF MAGAZINE IS DELIVERED TO INVESTORS, PROJECT DEVELOPERS, PERPETRATORS OF WORKS AND THE GREATEST COMPANIES IN SERBIA

OUR MAGAZINE IS DIRECTLY HANDED TO THOSE WHO MAKE DECISIONS AND DICTATE TRENDS

IZOLACIJA I ENERGETSKA EFIKASNOST HAS ALSO A WIDER EDUCATIONAL CHARACTER, READERS WILL BE REFERRED TO NECESSITY OF HAVING GOOD AND HIGH-QUALITY CONSTRUCTIONS, I.E. ELECTRICAL ENERGY SAVING. IN THIS WAY, IN A FUNCTIONAL AND WELL-DESIGNED MANNER, TO FINAL CONSUMERS, ALL PRODUCERS AND IMPORTERS OF MATERIALS INTENDED FOR INCREASING ENERGY EFFICIENCY ARE PRESENTED.