

# ESTETICA CROATIA

the HairMagazine since 1946

## BASIC INFORMATION

Starting year: 2017.

Editor in chief: Nives Bokor  
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Target group: professional hairdressers and their clients

Dynamic: 2 times per year

Number of pages: 96+4

Licensed by Edizioni Esav, Torino, Italy

## DISCOUNT SCALE

- 10% from 2 to 5 ads
- 15% from 6 to 12 ads
- 20% for 12 and more ads
- 25% for 50 and more ads
- 30% for 100 and more ads

## OTHER AD OPTIONS

- Sponsorship of columns
- Advertisements in an address book
- Special services
- 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 payment date. The prices do not include VAT.
- Pricelist of additional services (inserts, packing, interposing, gluing of samples, special requests...) is available upon request.
- Positioning of advertisements on specified pages is charged with 20% increase on the basic price.
- Special conditions of advertising are subject to acquiring consent by a director solely.



**mediatop**  
international

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MEDIATOP INTERNATIONAL PUBLISHES THE

- FOLLOWING MAGAZINES:** LJEPOTA&ZDRAVLJE  
• GRAZIA • POŠALJI RECEPT • TORTE I KOLAČI  
• LJEKOVITO BILJE • BRAVA CASA • URADI SAM  
• BAKINA KUHINJA • LIJEPI VRT • RUSKI DOKTOR  
• MOJ STAN • DIJABETES • BAKINI SLATKIŠI  
• MAGIJA I HOROSKOP

## PRICES, FORMATS AND DIMENSIONS OF ADVERTISEMENTS

DIMENSIONS	UNCUT	TRIMMED	PRICE
1/1	235x307	225x297	<b>2.500</b>
K4 - back cover	235x307	225x297	<b>4.000</b>
K2 - second cover	235x307	225x297	<b>2.800</b>
K3 - third cover	235x307	225x297	<b>2.500</b>
3. page	235x307	225x297	<b>2.800</b>
K2+ third page	460x307	450x297	<b>5.000</b>
2/1 - spread	460x307	450x297	<b>4.150</b>
1/2 horizontal	235x156	225x146	<b>1.600</b>
1/2 vertical	122x307	112x297	<b>1.600</b>
1/3 horizontal	235x102	225x92	<b>1.100</b>
1/3 vertical	86x307	76x297	<b>1.100</b>
1/4 horizontal	235x84	225x74	<b>850</b>
1/4 vertical	57x307	46x297	<b>850</b>
1/4 uspravno	117,5x153,5	112,5x148,5	<b>850</b>



## DEADLINES

Issue	4	5
Sale date	20.04.2019.	19.10.2019.

RESERVATION: By the 8th April and 8th October

SUBMITTING: By the 10th April and 10th October

## ABOUT THE MAGAZINE

Magazine Estetica was created in Italy 1946., which is why it is the oldest world's beauty magazine for hairdressers and their clients.

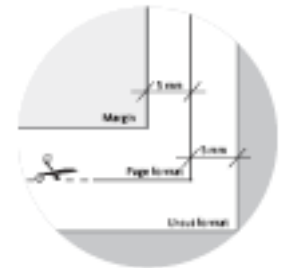
Professionalism, reliability and „know how“ have been built through all these years. Estetica expanded its net in 60 countries, including Serbia and Croatia, at 5 continents, with 24 licenced magazines in total and with more than 10 million readers. Because of that, magazine Estetica became benchmark for hairdressers and their clients throughout the world.

Magazine Estetica is part of Estetica Network, which takes part at more than 40 hair & beauty fairs in the world. Thanks to Estetica Network, all information, creativity and news in Estetica Serbia can pass state's borders and go to all 5 continents!

**ESTETICA - THE BEST KNOWN PROFESSIONAL HAIR MAGAZINE IN THE WORLD**

## Technical requirements:

- File format: Tiff, jpg, photoshop, eps,
- Resolution: 300 dpi
- Colour mode: CMYK



## B2B

Half of the total Estetica Croatia circulation will be handout to hair salons without the charge. In this way magazine Estetica fullfils its B2B role, which is to connect manufacturers, sellers, inporters on one side, and hairdressers and their clients on the other side.