

About magazine

Launched in: 2006.

Editor-in-Chief:

Dijana Škorić dijana.skoric@color.rs

Target audience:

all those who view life from a different angle

Frequency: monthly,

12 issues a year

Magazine gifts:

birth chart interpretations, books

Average circulation: 22.000

Coverage: Serbia,

Bosnia and Herzegovina, Montenegro

Number of pages: 48

Subscription: annual: 468 dinars;

six-month: 234 dinars

Magazine concept

"Astro" is one of the most read and one of the magazines with the widest circulation in the field of astrology. Alongside big monthly horoscope, where are included prognoses for love, family and health divided by weeks, in this magazine one could also find interesting astrology topics. Experts in astrology and numerology, in each issue, give advice to readers on how to improve their emotional life, how to make progress in their career, how to influence their health and when the best periods for major life moves are. "Astro", also brings prognosis for the future of famous people from the country, and reveals their secrets. The magazine is intended for all astrology and numerology fans – for those who want to know what waits for them in the future.

Readers' profile

Women aged twenty to thirty and above forty are the main readership audience of the "Astro" magazine. Beside monthly predictions, they are primarily interested in texts about male-female relations, sex and seducing. Furthermore, they like reading solar horoscopes for their zodiac sign (annual predictions). This readership audience does not believe in psychic people, but only in what the stars tell us. Many of the readers are also interested in astrological texts of educational type.



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Account number (dinars)
Raiffeisen Bank
265-2010310001026-84
Volksbank
285-0074080230001-72

Account number (foreign currency)
RS3526510000000122853

DEADLINES FOR RESERVATION AND SUBMISSION OF ADVERTISING SOLUTIONS

ISSUE NUMBER	RESERVATION DEADLINE	DEADLINE FOR SUBMITTING ADVERTISEMENTS: 12:00 P.M.	FIRST DAY OF SALE
37	12. January	15. January	27. January
38	12. February	15. February	27. February
39	12. March	15. March	27. March
40	13. April	16. April	28. April
41	12. May	15. May	27. May
42	12. June	15. June	27. June
43	13. July	16. July	28. July
44	12. August	15. August	27. August
45	12. September	15. September	27. September
46	12. October	15. October	27. October
47	12. November	15. November	27. November
48	12. decembar	15. decembar	27. decembar

If the date in question is weekend, national or religious holiday, the deadline applies to the previous working day.

AD RATES

Size	Bleed size (mm)	Net Size (mm)	First block*	Second block**	<p>The price list is expressed in Euros and the payment should be done in dinars, according to middle currency on the day of payment.</p> <p>Discount scale 10% for 2 to 5 ads 15% for 6 to 12 ads 20% for 12 and above ads 25% for 50 and above ads 30% for 100 and above ads</p> <p>The price list of extra services (Insertation, packing, inserting additives, sticking samples, special requests ...)</p> <p>The price list of extra services is available on demand.</p>
1/1 page	220x307	210x297	440	400	
K4 - back cover	220x307	210x297	500	–	
K2 - second cover	220x307	210x297	–	–	
2/1 page	–	–	–	–	
1/2 page (horiz.)	220x157	210x147	220	200	
1/2 page (vert.)	114x307	104x297	220	–	
1/3 page (horiz.)	220x107	210x97	–	–	
1/3 page (vert.)	84x307	68x297	–	–	
1/4 page (horiz.)	220x83	210x73	110	100	
1/4 page (vert.)	–	91x133	110	100	
1/8 page (horiz.)	–	–	90	80	
Brand logo on the cover page	–	–	–	–	

Advertisements that are smaller than half of the page (1/3, 1/4) are not supposed to be cut (margo).

* First block – the first 30% of the magazine

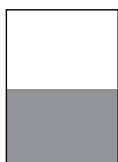
** Second block – second part of the magazine (after 30%)

Special positioning will be charged 20% on FRC.

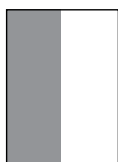
GRAPHIC PREVIEW



1/1



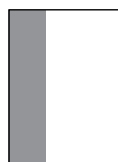
1/2 HOR.



1/2 VERT.



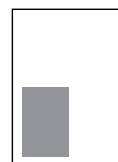
1/3 HOR.



1/3 VERT.



1/4 HOR.



1/4 VERT.



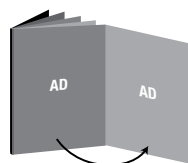
2/1



1/8



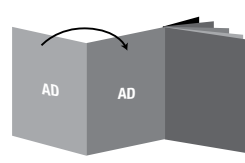
A TITLE PAGE



B ADVERTISING AREA



A TITLE PAGE



B ADVERTISING AREA

TECHNICAL REQUIREMENTS

PAGE DIMENSION:

NET SIZE: 210x297 mm

BLEED SIZE: 220x307 mm

PROCESSING: OFFSET

FILES:

- PHOTOSHOP TIFF, EPS, 300 DPI, CMYK

- ILLUSTRATOR EPS, CMYK, FONTS TO CURVES.

MEDIA: CD, DVD