



BASIC INFORMATION

Launched in: 2002.
Editor-in-chief: Stevan Gojkov
 stevan.gojkov@color.rs
Target group: Teenage girls between 10 and 18
Frequency: bimonthly magazine,
 6 issues a year
Territory covered: Serbia, Bosnia and Herzegovina,
 Montenegro
Number of pages: 64+4
Subscription: annual (RSD 600);
 semi-annual (RSD 300)

BRAVO is being issued under the licence of HENRICH BAUER OSTMARKETING KG.

BRAVO

This publication is audited



PRICELIST

Dimensions	Bleed size	Trim size	Price
1/1	220x290	210x280	1.500
K4	220x290	210x280	1.900
K2	220x290	210x280	1.700
K3	220x290	210x280	1.550
Third side	220x290	210x280	1.600
2/1	430x290	420x280	1.900
1/2	220x148	210x138	900
1/2	113x290	103x280	900
1/3	220x101	210x91	600
1/3	78x290	68x280	600
1/4	220x78	210x68	530
1/4	62x290	52x280	530
-	-	-	-

DEADLINES

Issue number	Reservation of advertisement	Delivery of advertisement	Magazine out for sale
223	20-Jan-12	19-Jan-12	31-Jan-12
224	21-Feb-12	20-Feb-12	29-Feb-12
225	20-Mar-12	19-Mar-12	30-Mar-12
226	20-Apr-12	19-Apr-12	30-Apr-12
227	21-May-12	18-May-12	30-May-12
228	19-Jun-12	18-Jun-12	30-Jun-12
229	20-Jul-12	19-Jul-12	30-Jul-12
230	21-Aug-12	20-Aug-12	30-Aug-12
231	20-Sep-12	19-Sep-12	29-Sep-12
232	22-Oct-12	19-Oct-12	30-Oct-12
233	21-Nov-12	20-Nov-12	30-Nov-12
234	20-Dec-12	19-Dec-12	29-Dec-12
234	22-Jan-13	21-Jan-13	30-Jan-13

DISTRIBUTION

BRAVO magazine is being distributed to the most remote parts of our country, by means of six large distributors (Beokolp, Press International, Stampa komerc, TragPress, Beopress and Futura Plus) and a dozen smaller ones. BRAVO magazine is being sold via distributive network at over 10,000 points of sale in the whole country, with 100% territory coverage and with equal and good quality distribution of the circulation over the entire region.

MAGAZINE CONCEPT

This magazine rightfully bears the epithet of the teenage magazine with the highest circulation, and its colourful and interesting content covers all the interests of young people from 10 to 18 years of age. BRAVO is known for exclusive reports about celebrities, interviews with today's greatest pop stars, great celebrity photos, as well as for numerous valuable prizes for its readers in every issue. Be in the loop with BRAVO!

DISCOUNT SCALE

- 10% (2 up to 4 announcements)
- 15% (5 up to 9 announcements)
- 20% (10 to 14 announcements)
- 25% (15 to 24 announcements)
- 30% (more than 25 announcements)

OTHER ADVERTISING OPTIONS

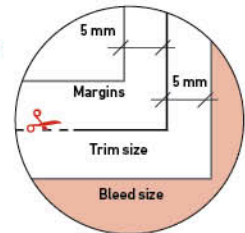
- ▶ Sponsorship of columns
- ▶ Advertisements in an address book
- ▶ Special services
- ▶ Creation of advertisements

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.
- ▶ 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.

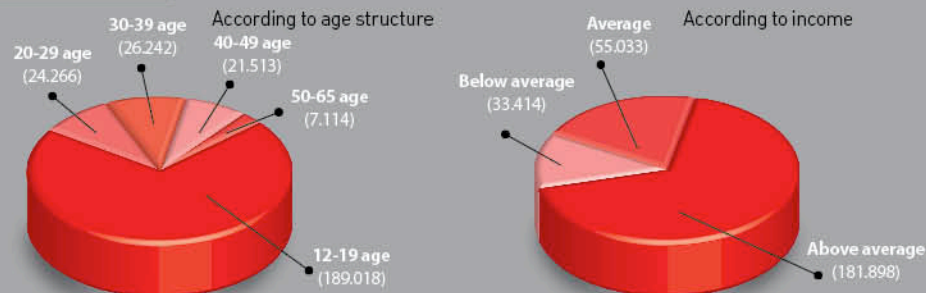
TECHNICAL REQUIREMENTS

- ▶ Files: tiff, eps, illustrator eps, pdf (text in curves)
- ▶ Resolution: 300 dpi
- ▶ Mode: CMYK
- ▶ To be submitted by: E-mail, ftp, dvd/cd



Graphic refers to advertisements which cover a space of an entire page in the magazine and smaller advertisements (which go to margin)

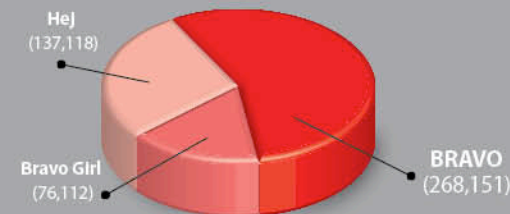
READERS' PROFILE



ACCORDING TO DATA BY IPSOS SMMRI - FOR THE PERIOD 01.01.2011-04.12.2011.

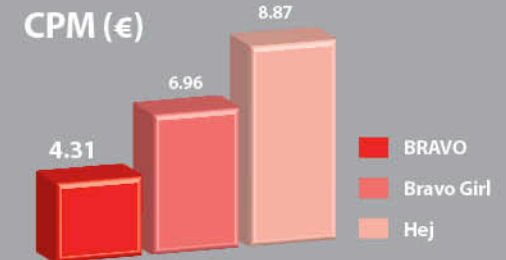
OVER 260.000 READERS

The most read teenager's monthly in Serbia



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THE MOST LUCRATIVE



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COLOR PRESS GROUP IS A MEMBER OF COLOR PRESS GRUPA

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