



BASIC INFORMATION

Launched in: 2003.
 Editor-in-chief: Stevan Gojkov
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 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 720);
 semi-annual (RSD 360)

BRAVO GIRL se izdaje po licenci HEINRICH BAUER OSTMARKETING KG.

**BRAVO
GIRL!**



This publication is audited

PRICELIST

Dimensions	Bleed size	Trim size	Price
1/1	220x290	175x222	500
K4	220x290	175x222	900
K2	220x290	175x222	800
K3	220x290	175x222	600
Third side	220x290	175x222	-
2/1	430x290	175x222	800
1/2	220x148	175x222	390
1/2	113x290	350x222	390
1/3	220x101	350x222	300
1/3	78x290	175x110	300
1/4	220x78	86x222	260
1/4	62x290	59x222	260
-	-	-	-

DEADLINES

Issue number	Reservation of advertisement	Delivery of advertisement	Magazine out for sale
82	23-Dec-11	26-Dec-11	05-Jan-12
83	24-Jan-12	25-Jan-12	04-Feb-12
84	23-Feb-12	24-Feb-12	05-Mar-12
85	23-Mar-12	26-Mar-12	05-Apr-12
86	24-Apr-12	25-Apr-12	05-May-12
87	23-May-12	24-May-12	05-Jun-12
88	25-Jun-12	26-Jun-12	05-Jul-12
89	24-Jul-12	25-Jul-12	04-Aug-12
90	23-Aug-12	24-Aug-12	05-Sep-12
91	25-Sep-12	26-Sep-12	05-Oct-12
92	24-Oct-12	25-Oct-12	05-Nov-12
93	23-Nov-12	26-Nov-12	05-Dec-12
94	25-Dec-12	26-Dec-12	05-Jan-13

DISTRIBUTION

BRAVO GIRL magazine is being distributed to the most remote parts of our country, by means of six large distributors (Beokolp, Press International, Stampa komerc, Trag Press, Beopress and Futura Plus) and a dozen smaller ones. BRAVO GIRL 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

Colourful and diverse, BRAVO GIRL magazine covers the topics which occupy girls between 10 and 18 years of age: first love, boys, fashion and fitness. Film and music celebrities gladly give advice to our readers. Interesting interviews with the biggest stars of younger generation can also be read in BRAVO GIRL. This magazine organises numerous sweepstakes and interesting campaigns, in which all clever and funny girls can participate, and who, of course, read our magazine. BRAVO GIRL is our teenage girls' best friend!

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

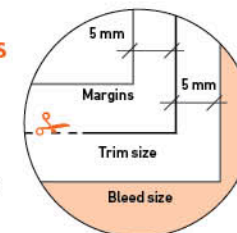
- ▶ Sponsorship of columns
- ▶ Advertisements in an address book
- ▶ Special services
- ▶ Creation of advertisements

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 margo)



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