



BASIC INFORMATION

Launched in: 2005.
Editor-in-chief: Igor Conic
 igor.conic@color.rs
Target group: Gaming population
Frequency: monthly magazine, 12 issues a year
Magazine gifts: Sony PlayStation 2, video-games, gaming equipment
Pokrivenost: Serbia, Bosnia and Herzegovina, Montenegro
Broj strana: 64
Pretplata: annual (RSD 960); semi-annual (RSD 480)

ScreenFun is being issued under the licence of
 HEINRICH BAUER OSTMARKETING KG.



This publication has been audited by



DISTRIBUTION

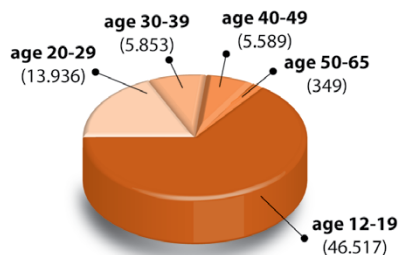
ScreenFun magazine is being distributed to the most remote parts of our country, by means of six large distributors (Beokolp, Press International, Stampa komerc, Trag Press, Beopress and Futura Plus) and a dozen smaller ones. ScreenFun magazine is being sold via distributive network at over 10,000 points 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

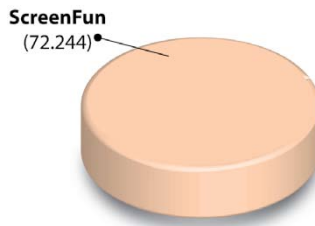
ScreenFun deals with the industry of video-games and computer and console entertainment. Thanks to high quality designed pages and fun texts, this magazine easily reaches its readers. By offering them correct and up-to-date information, as well as objective and impartial video-game reviews for all popular gaming platforms, ScreenFun has obtained a status of the best gaming magazine in our country. The popularity of this magazine is also reflected in valuable gifts which are being given away each month, to the delight of its readers.

READER PROFILE

By age



The only gaming magazine in Serbia, with more than 70,000 readers a month



ACCORDING TO THE DATA OF IPSOS SMMRI - TIME: JANUARY 1, 2010 - NOVEMBER 31, 2010 - POPULATION: 5,270,915 - SAMPLE: 16,694



Color Press Group D.O.O.

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COLOR PRESS GROUP IS A MEMBER OF COLOR PRESS GROUP

COLOR PRESS COMPANY PUBLISHES THE FOLLOWING MAGAZINES: CKM • JOY • BRAVACASA • INTELLIGENT LIFE • THE ECONOMIST • MY BABY • BEAUTY FORUM • MY HAIR • THE PERFECT WEDDING • HEALTH&BEAUTY • THE WORLD • SCANDAL • HELLO • BRAVO • BRAVO SPORT • SEND A RECIPE • FLOWERS IN YOUR HOME • GOOD FOOD • TOP HEALTH • HEALING HERBS • CAKES AND COOKIES • TV NOVELLAS • SCREEN FUN...

PRICELIST

Dimensions	Bleed size (mm)	Net size (mm)	First block	Second block	Third block
1/1	220x290	210x280	550	500	-
K4	220x290	210x280	800	-	-
K2	220x290	210x280	700	-	-
K3	220x290	210x280	600	-	-
third page	220x290	210x280	-	-	-
2/1	430x290	420x280	850	750	-
1/2	220x148	210x138	390	350	-
1/2	113x290	103x280	390	350	-
1/3	220x101	210x91	300	270	-
1/3	78x290	68x280	300	270	-
1/4	220x78	210x68	260	230	-
1/4	62x290	52x280	260	230	-

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)

NOTES

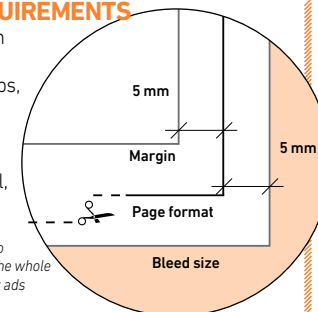
- The pricelist is given in EUR, while payment should be effected in dinars, according to the middle exchange rate on the day of the payment. VAT excluded.
- The pricelist for additional services (Insertation, packaging, inserting additions, sticking samples, special requests...) is available on demand
- Positioning of advertisements on a particular page is charged with additional 20% of the basic price.
- Special advertising conditions may only be approved by the manager.

DEADLINES

Issue number	Ad reservation deadline	Deadline for submitting advertisements	The first date of sale
69	25-Dec-10	3-Jan-11	15-Jan-11
70	25-Jan-11	3-Jan-11	15-Feb-11
71	25-Feb-11	3-March-11	15-March-11
72	25-March-11	2-Apr-11	15-Apr-11
73	25-Apr-11	2-May-11	17-May-11
74	25-May-11	2-June-11	15-June-11
75	24-June-11	1-July-11	15-July-11
76	25-July-11	1-Aug-11	15-Aug-11
77	25-Aug-11	2-Sep-11	15-Sep-11
78	26-Sep-11	3-Oct-11	15-Oct-11
79	25-Oct-11	3-Nov-11	15-Nov-11
80	25-Nov-11	2-Dec-11	15-Dec-11
81	26-Dec-11	2-Jan-12	15-Jan-12

TECHNICAL REQUIREMENTS

- Graphic presentation format: tiff, eps, illustrator eps, pdf (curved text)
- Resolution: 300 dpi
- Mode: CMYK
- Submitted as: e-mail, ftp, dvd/cd



Graphic representation refers to advertisements which occupy the whole page in a magazine and smaller ads (which fit within the margins)

OTHER ADVERTISING OPTIONS

- Column sponsorship
- Advertising in an address book
- Special services
- Ad production

