



BASIC INFORMATION

Launched in: 2011
Editor-in-chief: Tatjana Maric-Ivkovic
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Target group: all those who wish to equip their home and make changes in interior and exterior design
Frequency: monthly magazine, 12 issues a year
Number of pages: 96+4,
Subscription: annual 600 RSD; semi-annual 300 RSD

casa

► PRICELIST

Dimensions	Bleed size	Trim size	Price
1/1	185x232	175x222	350
K4	185x232	175x222	500
K2	185x232	175x222	450
K3	185x232	175x222	400
3 page	185x232	175x222	400
Fifth	185x232	175x222	400
Seventh	185x232	175x222	400
K2+3	360x232	350x222	700
2/1	360x232	350x222	600
1/2	185x120	175x110	200
1/2	96x232	86x222	200
1/3	64x232	59x222	140
1/4*	-	73x97	50

*1/4 is in the address book

► DEADLINES

Issue number	Reservation of advertisement	Delivery of advertisement	Magazine out for sale
10	25-Jan-12	26-Jan-12	04-Feb-12
11	24-Feb-12	27-Feb-12	06-Mar-12
12	23-Mar-12	26-Mar-12	05-Apr-12
13	25-Apr-12	26-Apr-12	05-May-12
14	24-May-12	25-May-12	05-Jun-12
15	25-Jun-12	26-Jun-12	05-Jul-12
16	24-Aug-12	27-Aug-12	05-Sep-12
17	24-Sep-12	25-Sep-12	05-Oct-12
18	24-Oct-12	25-Oct-12	05-Nov-12
19	23-Nov-12	26-Nov-12	05-Dec-12
20	24-Jan-13	25-Jan-13	05-Feb-13
21	22-Feb-13	25-Feb-13	05-Mar-13
22	25-Mar-13	26-Mar-13	05-Apr-13

DISTRIBUTION

CASA 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. CASA 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

CASA is a magazine on home and garden design, aimed at all those who wish to make changes in their home and make it a perfect place to live in, while being economical at the same time. Apart from the abundance of useful advice and interesting ideas on interior design and the most attractive products, the magazine contains expert recommendations on garden design, as well as actual blueprints for creating fences, terraces, canopies and DIY style furniture.

DISCOUNT SCALE

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

OTHER ADVERTISING OPTIONS

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

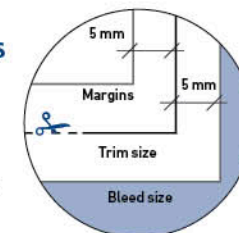
NOTES

- 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

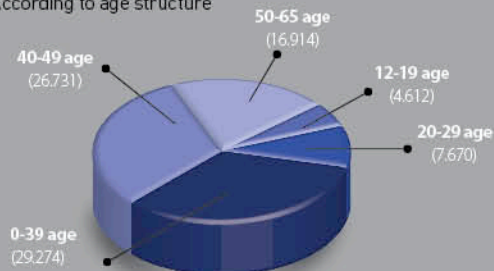
- Files: tiff, eps, illustrator eps, pdf (text in curves)
- Resolution: 300 dpi
- Mode: CMYK
- To be submitted by: E-mail, ftp, dvd/cd

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



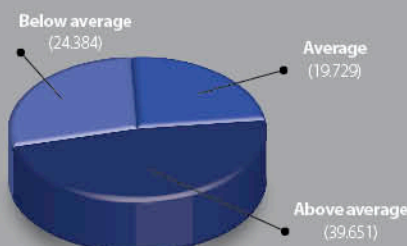
READERS' PROFILE

According to age structure

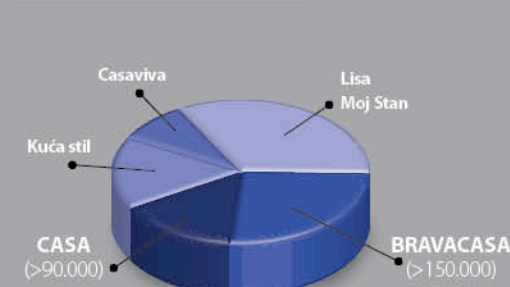


ACCORDING TO DATA BY IPSOS SMMRI - FOR THE PERIOD: 01.01.2011-04.12.2011.

According to income

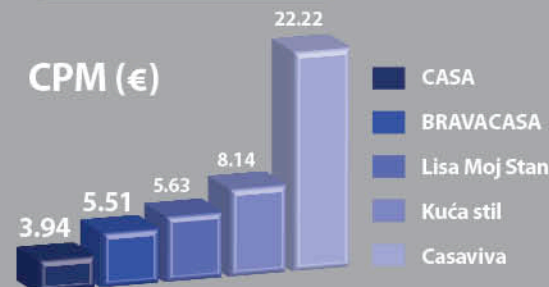


OVER 90.000 READERS



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

THE MOST LUCRATIVE



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