



## BASIC INFORMATION

**Launched in:** 2003  
**Editor-in-Chief:** Daško Milinović  
 dasko.milinovic@color.rs  
**Target audience:** men aged 19 to 40  
**Frequency:** monthly, 12 issues a year  
**Number of pages:** c. 100  
**Subscription:** annual 1800,  
 semi-annual 900 dinars

CKM is published according to a license  
 by Marquard Media AG

# CKM

This publication is audited

## PRICELIST

| Dimensions | Bleed size | Trim size | price |
|------------|------------|-----------|-------|
| 1/1        | 235x303    | 225x293   | 1700  |
| K4         | 235x303    | 225x293   | 2000  |
| K2         | 235x303    | 225x293   | 1850  |
| K3         | 235x303    | 225x293   | 1700  |
| 3. strana  | 235x303    | 225x293   | 1900  |
| K2+3       | 460x303    | 450x293   | 3500  |
| 2/1        | 460x303    | 450x293   | 2300  |
| 1/2        | 235x155    | 225x145   | 1150  |
| 1/2        | 120x303    | 110x293   | 1150  |
| 1/3        | 235x100    | 225x95    | 830   |
| 1/3        | 90x303     | 80x293    | 830   |
| 1/4        | 235x75     | 225x70    | 700   |
| 1/4        | 65x303     | 55x293    | 700   |

## DEADLINES

| Issue number | Reservation of advertisement | Delivery of advertisement | Magazine out for sale |
|--------------|------------------------------|---------------------------|-----------------------|
| 102          | 09-Jan-12                    | 10-Jan-12                 | 20-Jan-12             |
| 103          | 08-Feb-12                    | 09-Feb-12                 | 21-Feb-12             |
| 104          | 08-Mar-12                    | 09-Mar-12                 | 20-Mar-12             |
| 105          | 09-Apr-12                    | 10-Apr-12                 | 20-Apr-12             |
| 106          | 09-May-12                    | 10-May-12                 | 19-May-12             |
| 107          | 08-Jun-12                    | 11-Jun-12                 | 20-Jun-12             |
| 108          | 09-Jul-12                    | 10-Jul-12                 | 20-Jul-12             |
| 109          | 08-Aug-12                    | 09-Aug-12                 | 20-Aug-12             |
| 110          | 10-Sep-12                    | 11-Sep-12                 | 20-Sep-12             |
| 111          | 08-Oct-12                    | 09-Oct-12                 | 20-Oct-12             |
| 112          | 08-Nov-12                    | 09-Nov-12                 | 20-Nov-12             |
| 113          | 10-Dec-12                    | 11-Dec-12                 | 20-Dec-12             |
| 114          | 08-Jan-13                    | 09-Jan-13                 | 19-Jan-13             |

## DISTRIBUTION

CKM magazine is distributed even to the farthest areas of our country, via six large distributors (Beokolp, Press International, Štampa komerc, Trag Press, Beopress and Futura Plus) and dozens of smaller ones. Through a distribution network, CKM is sold at over 10.000 selling locations all over the country, with 100% coverage of territory, alongside high-quality and equal arrangement of distributed circulation to all regions.

## MAGAZINE CONCEPT

In its 8 years of being published, CKM became the unbeatable title among magazines intended for men. The concept of CKM is based on meeting the true needs of the readers, and not dictating them, thus giving more than any other lifestyle magazine. CKM's readers consider the magazine as a friend and like-minded person or a reliable adviser, which is earned through coherent editorial policy. Healthy critical approach, provocative, intriguing and light informative articles, with inevitable and accurately dosed humour, show us what a winning formula looks like. Interesting pages of this magazine, by its concept intended for male population, are also read by many women. The content covers topics from all spheres of life, approached with healthy criticism, in a provocative and intriguing manner.

## 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

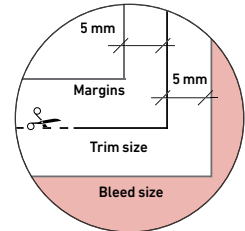
- ▶ Sponsorship of columns
- ▶ Advertisements in an address book
- ▶ Special services
- ▶ Creation of advertisements

## 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

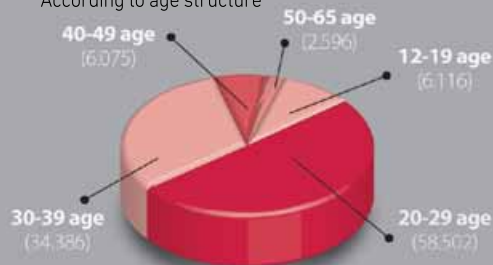
- ▶ Files: tiff, eps, illustrator eps, pdf (text in curves)
- ▶ Resolution: 300 dpi
- ▶ Mode: CMYK
- ▶ To be submitted by: E-mail, ftp, dvd/cd



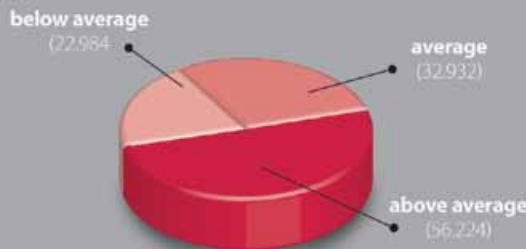
Graphic refers to advertisements which cover a space of an entire page in the magazine and smaller advertisements (which go to margo)

## READERS' PROFILE

According to age structure



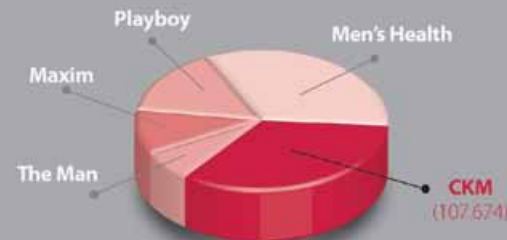
According to income



PO PODACIMA IPSOS SMMRI - ZA PERIOD: 01.01.2011-04.12.2011.

## OVER 100.000 READERS

The most read men's monthly in Serbia



PO PODACIMA IPSOS SMMRI - ZA PERIOD: 01.01.2011-04.12.2011.

## THE MOST LUCRATIVE

The most lucrative men's monthly in terms of advertising



**Color Press Group**  
 Temerinska 102, 21000 Novi Sad, Srbija  
 Tel.: +381 21 48 97 100 | Fax: +381 21 48 97 126

Advertising director of the company:  
**Goran Radulović**  
 (goran.radulovic@color.rs)

Advertising director of publications:  
**Nataša Vulin**  
 (natasavaulin@color.rs)

Advertising director of publications NS:  
**Dražen Čurčić**  
 (drazen.curcic@color.rs)



www.color.rs

COLOR PRESS GROUP IS A MEMBER OF COLOR PRESS GRUPA

COLOR PRESS GRUPA PUBLISHES THE FOLLOWING MAGAZINES: CKM • JOY • BRAVACASA • INTELLIGENT LIFE • THE ECONOMIST • MOJA BEBA • ŽENA & ZDRAVLJE • MOJA KOSA • SAVRŠENO VENČANJE • CASA • BRAVO • SCREEN FUN • BRAVO GIRL • LEPOTA & ZDRAVLJE • SVET • SCANDAL • HELLO • POŠALJI RECEPT • CVEĆE U DOMU • DOBRA HRANA • TOP ZDRAVLJE • ZONA • LEKOVITO BILJE • TORTE I KOLAČI • TV NOVELE...