



BASIC INFORMATION

Launched in: 2010.
Editor-in-chief: Marica Puškaš
 (marica.puskas@color.rs)
Target group: men and women of all ages
Frequency: monthly magazine,
 12 issues a year
Territory covered: Serbia, Montenegro,
 Bosnia and Herzegovina,
 Macedonia, Switzerland
Number of pages: 48+4
Slogan: Reveal the secret of your
 flower garden!
Format: 145x205mm

CVEĆE U DOMU

This publication has been audited



PRICELIST

Dimensions	Bleed size (mm)	Net size (mm)	Price
1/1	155x220	145x205	280
K4	155x220	145x205	450
K2, K3	155x220	145x205	350
2/1	310x220	290x205	500
2/3	105x215	88x195	180
1/2	155x110	135x95	150
1/2	80x215	65x195	150
1/3	155x77	135x60	100
1/3	58x215	40x183	100
1/4		135x49	80

DEADLINES

Issue number	Ad reservation deadline	Deadline for submitting ads	The first date of sale
19	24-Jan-12	26-Jan-12	5-Feb-12
20	24-Feb-12	26-Feb-12	5-Mar-12
21	26-Mar-12	28-Mar-12	5-Apr-12
22	24-Apr-12	26-Apr-12	5-May-12
23	24-May-12	28-May-12	5-Jun-12
24	25-Jun-12	27-Jun-12	5-Jul-12
25	24-Jul-12	26-Jul-12	5-Aug-12
26	24-Aug-12	27-Aug-12	5-Sep-12
27	24-Sep-12	26-Sep-12	5-Oct-12
28	24-Oct-12	26-Oct-12	5-Nov-12
29	23-Nov-12	27-Nov-12	5-Dec-12
30	24-Dec-12	26-Dec-12	5-Jan-13

DISTRIBUTION

"Cveće u domu" 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. "Cveće u domu" 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

"Cveće u domu" is a mini-publication which provides very useful and quality information for the successful cultivation of home and garden plants. The magazine is entirely being created by the readers, who are presenting their skills and originality in cultivation of plants and decoration of balconies or gardens. There is a money prize for each published advice and contribution. Also, our expert consultants give answers to readers' questions, which renders the magazine a certain credibility of information and a degree of trustworthiness. The magazine is printed on a small format, which is far more practical, and low price makes it very accessible to a large number of readers/associates.

READER PROFILE



ACCORDING TO THE DATA OF IPSO'S SMMRI - PERIOD: JANUARY 1, 2011 - NOVEMBER 31, 2011

DISCOUNT SCALE

- ▶ 10% (between 2 and 5 announcements)
- ▶ 15% (between 6 and 12 announcements)
- ▶ 20% (more than 12 announcements)
- ▶ 25% (more than 50 announcements)
- ▶ 30% (more than 100 announcements)

OTHER ADVERTISING

OPTIONS

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

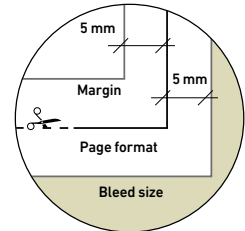
NOTES

- ▶ The pricelist is given in EUR. 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.

TECHNICAL REQUIREMENTS

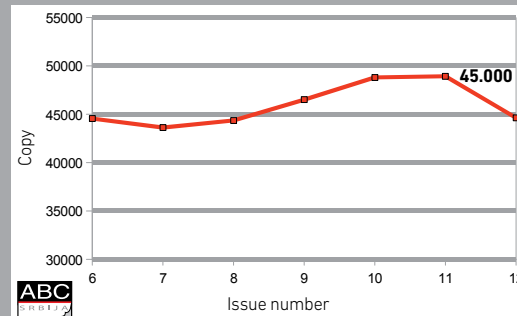
- ▶ Graphic presentation format: tiff, eps, illustrator eps, pdf (curved text)
- ▶ Resolution: 300 dpi
- ▶ Mode: CMYK
- ▶ Submitted as: e-mail, ftp, dvd/cd

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



STEADY CIRCULATION

Average print circulation



Color Media Special

Temerinska 102, 21000 Novi Sad, Serbia
 Phone: +381 21 48 97 100 | Fax: +381 21 48 97 100

Advertising manager of the company:

Goran Radulovic
 (goran.radulovic@color.rs)

Advertising manager of the magazine:

Nenad Meseldzija
 nenad.meseldzija@color.rs

