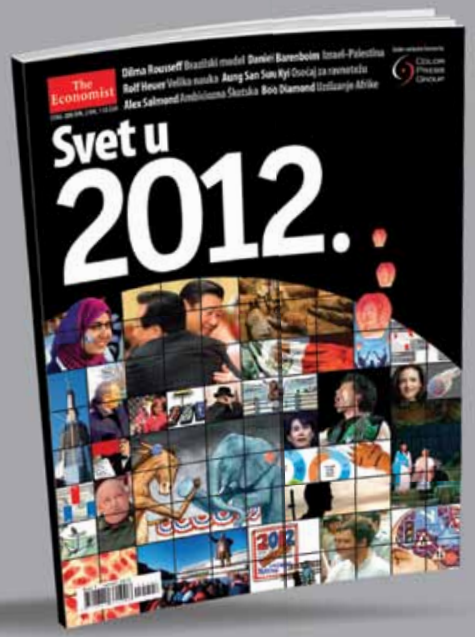


BASIC INFORMATION

Launched in: 2009.
Editor-in-Chief: Igor Conić
igor.conic@color.rs
Target audience: business people
Frequency: 1 issue a year
Number of pages: 124

The Economist is published according to a license by the Economist Group from London.

Svet u 2013.

The Economist

PRICELIST

Dimensions	Bleed size	Trim size	price
1/1	213x277	203x267	1500
K4	213x277	203x267	2500
K2	213x277	203x267	2000
K3	213x277	203x267	2200
3. strana	213x277	203x267	1500
K2+3	416x277	406x267	3000
2/1	416x277	406x267	2500
PR 2/1	-	-	2300
PR 3/1	-	-	3500
1/3	213x141	203x131	825
1/3	110x277	100x267	825
-	-	-	-
-	-	-	-

DEADLINES

Issue number	Reservation of advertisement	Delivery of advertisement	Magazine out for sale
4	27-Nov-12	30-Nov-12	13-Dec-12

DISTRIBUTION

The World in 2012 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, **The World in 2012** 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 cooperation with the British magazine, The Economist, there is a special licensed edition for the Serbian market dubbed **"The World in 201...".**

This annual magazine brings the projection of the main global economic and political trends for the following year and it features articles by eminent experts from all around the world. Many of them are academic scholars, Nobel Prize Winners, statesmen...

The World in 2012 is an obligatory reading for a serious-minded and modern businessman or businesswoman or intellectual of the 21st century.

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

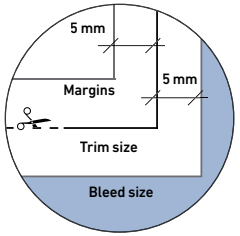
- Sponsorship of columns
- Advertisements in an address book
- Special services
- Creation of advertisements

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)

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