



## BASIC INFORMATION

**Launched in:** 2009.  
**Editor-in-Chief:** Bojan Vulin  
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**Target audience:** business people  
**Frequency:** quarterly, 4 issues a year  
**Number of pages:** 116  
**Subscription:** annual 600,  
 semi-annual 300 dinars

*Intelligent Life is published according to a license by the Economist Group from London.*



## DISTRIBUTION

**INTELLIGENT LIFE** 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, **INTELLIGENT LIFE** 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

**INTELLIGENT LIFE** is a lifestyle magazine for "businesspeople when they are not at work", and deals with issues which concern them. **INTELLIGENT LIFE** is a magazine which is a part of "The Economist", and is published quarterly. In it, you can find themes regarding art, style, food, wines, automobiles, travels and other topics of interest to everyone. It shares interests and love expressed by "The Economist" for severe prose, bold sense of humour and free-minded thinking. However, instead of being focused on politics and business, it deals with life in general, spare time: from tailoring to visiting museums and hotels, as well as philanthropy and sommeliers.

## PRICELIST

Dimensions	Bleed size	Trim size	I block	II block	III block
1/1	235x307	225x297	1500		
K4 - back cover	235x307	225x297	2500		
K2 - second cover	235x307	225x297	2000		
K3 - third cover	235x307	225x297	2200		
3. page	235x307	225x297	1500		
K2 + third page	460x307	450x297	3000		
2/1	460x307	450x297	2500		
1/2	-	-	2300		
1/2	-	-	3500		
1/3	235x157	225x147	825		
1/3	121x307	111x297	825		
1/4	-	-			
1/4	-	-			

## 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

## NOTES

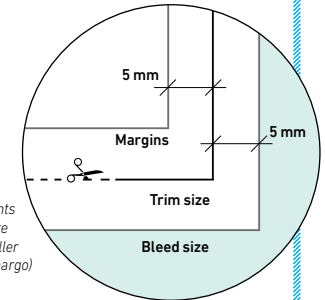
- Pricelist is in euros, whereas payments are to be made in dinar equivalent, according to medium exchange rate prescribed by the National Bank of Serbia on payment date.
- Pricelist of additional services (inserts, packing, interposing, gluing of samples, special requests...) is available upon request.
- 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.

## DEADLINES

Issue number	Reservation of advertisement	Delivery of advertisement	Magazine out for sale
5	16-Mar-11	21-Mar-11	30-Mar-11
6	16-Jun-11	20-Jun-11	30-Jun-11
7	15-Sep-11	19-Sep-11	30-Sep-11
8	15-Dec-11	19-Dec-11	30-Dec-11

## TECHNICAL REQUIREMENTS

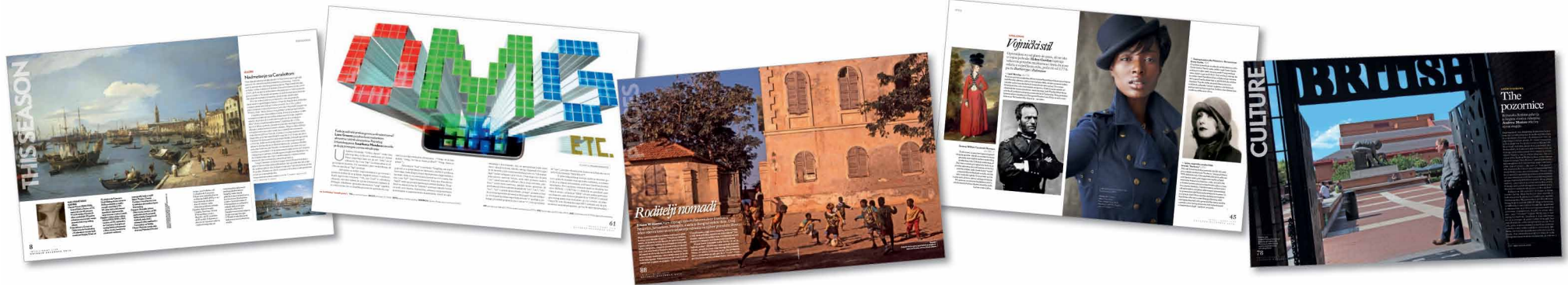
- Files: tiff, eps, illustrator eps, pdf (text in curves)
- Resolution: 300 dpi
- Mode: CMYK
- To be submitted by: E-mail, ftp, dvd/cd



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

## OTHER ADVERTISING OPTIONS

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



### Color Press Group

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