



BASIC INFORMATION

Launched in: 2003
Editor-in-Chief: Gabrijela Vinković-Mirković gabrijela.v.mirkovic@color.rs
Target audience: female population aged 18 to 38
Frequency: monthly, 12 issues a year
Number of pages: between 132 and 180 (varies depending on the number of advertisement pages)
Subscription: annual 1.188, semi-annual 594 dinars

JOY is published according to a license by MARQUARD MEDIA AG

JOY

This publication is audited

PRICELIST

Dimensions	Bleed size	Trim size	I block	II block
1/1	235x307	225x297	2500	1350
K4	235x307	225x297	4000	
K2	235x307	225x297	2800	
K3	235x307	225x297	2500	
Third side	235x307	225x297	2800	
K2+3	460x307	450x297	5000	
2/1	460x307	450x297	4150	2200
1/2	-	195x126	1600	780
1/2	-	95x257	1600	780
1/3	-	195x82	1100	650
1/3	-	61x257	1100	650
1/4	-	195x60	850	500
1/4	-	45x257	850	500

DEADLINES

Issue number	Reservation of advertisement	Delivery of advertisement	Magazine out for sale
109	21-Dec-11	22-Dec-11	03-Jan-12
110	19-Jan-12	20-Jan-12	01-Feb-12
111	20-Feb-12	21-Feb-12	01-Mar-12
112	19-Mar-12	20-Mar-12	31-Mar-12
113	19-Apr-12	20-Apr-12	01-May-12
114	18-May-12	21-May-12	01-Jun-12
115	18-Jun-12	19-Jun-12	02-Jul-12
116	19-Jul-12	20-Jul-12	01-Aug-12
117	20-Aug-12	21-Aug-12	01-Sep-12
118	19-Sep-12	20-Sep-12	01-Oct-12
119	19-Oct-12	22-Oct-12	01-Nov-12
120	21-Nov-12	22-Nov-12	01-Dec-12
121	19-Dec-12	20-Dec-12	01-Jan-13

DISTRIBUTION

JOY 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, JOY 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

JOY is a trendy & stylish magazine, intended for self-confident and dynamic women who want to dress according to world trends. Greatest attention is paid to themes such as fashion and styling, beauty and cosmetics, men (how to find, seduce and keep Mr. Right), sex and love. Furthermore, this magazine provides its readers with celebrity news and gossips, interviews with stars, great travel stories from fancy destinations. JOY is unique in its kind by combining fashion from runaways around the world with trends available in shops and boutiques in the country.

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

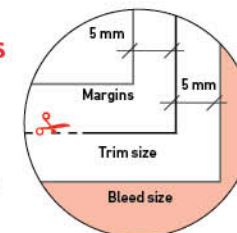
NOTES

- ▶ 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

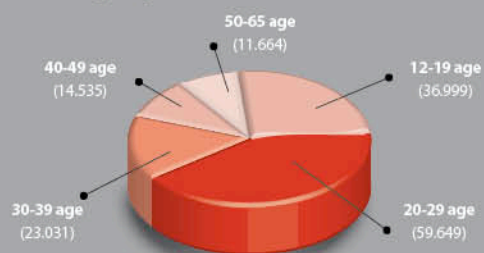
- ▶ Files: tiff, eps, illustrator eps, pdf (text in curves)
- ▶ Resolution: 300 dpi
- ▶ Mode: CMYK
- ▶ To be submitted by: E-mail, ftp, dvd/cd

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



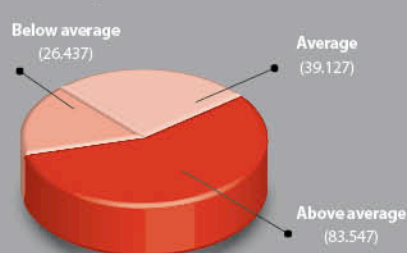
READERS' PROFILE

According to age structure



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

According to income



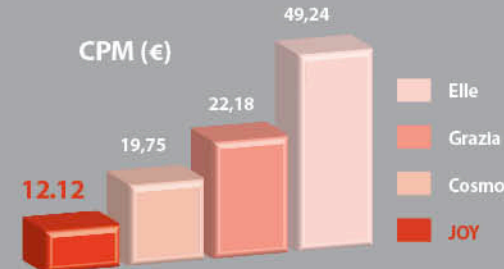
OVER 145.000 READERS

The most read women's monthly in Serbia



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

THE MOST LUCRATIVE



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