



## BASIC INFORMATION

**Launched in:** 2008.  
**Editor-in-chief:** Jelena Joksimović  
 Jelena.joksimovic@color.co.ba  
**Target audience:** female population  
**Frequency:** monthly magazine, 12 issues a year  
**Gifts enclosed:** cosmetics, beauty treatments...  
**Average circulation:** 40,000  
**Territory covered:** Bosnia-Herzegovina

## LJEPOTA&ZDRAVLJE

### MAGAZINE CONCEPT

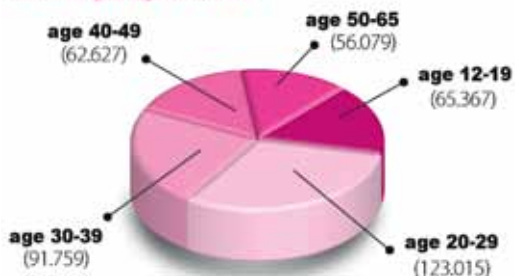
**Ljepota&Zdravlje** is a magazine intended for contemporary women, and in harmony with this notion, it is divided into several units. The first and the largest segment is devoted to beauty, care, latest cosmetic products and beauty advice by the famous people. The second, equally important unit, deals with health: new findings and medical research, advice for prevention of illnesses, and acquiring new, healthy life habits. Included in this unit, significant place belongs to texts about nutrition and fitness, because these are unavoidable and very important themes in the contemporary world. Psychology and sexology, lifestyle, trends and new happenings within the society are also of interest to **LJ&Z**. The magazine is created by top experts from the aforementioned fields, which contribute to **LJ&Z** for years being the most-read female magazine with the widest circulation in Bosnia-Herzegovina.

### READERS' PROFILE

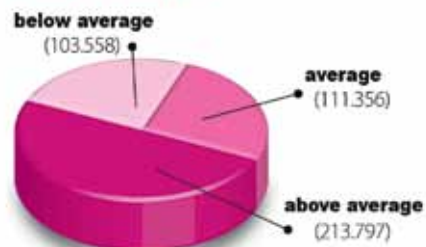
**Ljepota&Zdravlje** magazine is women's, family, lifestyle magazine, which could be attributed to being bought by a daughter to mother, and by a mother to daughter. A reader of **Ljepota&Zdravlje** is a woman who wishes to advance her way of living, she is at university or has a job, and is aged between 20 and 50. Due to her numerous work obligations, she wants to be informed about new things in the field of cosmetics, health and nutrition, in a fast and efficient manner. Topics we cover, as well as advertising pages in **LJ&Z**, direct our reader to ways of solving various problems, which in great deal makes her everyday life easier.

### READER'S PROFILE

According to age structure



According to income



## PRICELIST

Dimensions	Bleed size (mm)	Net size (mm)	First block	Second block	Third block
1/1	235x307	225x297	1400	1000	
K4	235x307	225x297	2500	-	
K2	235x307	225x297	2000	-	
K3	235x307	225x297	2000	-	
K2+3	460x307	450x297	3400	-	
2/1	460x307	450x297	2500	2000	
1/2	-	189x126	700	500	
1/2	-	93x255	700	500	
1/3	-	189x84	500	340	
1/3	-	62x255	500	340	
1/4	-	189x62	350	250	
1/4	-	93x126	350	250	
1/8	103x72	93x62	210	130	

### DISCOUNT SCALE

10% from 2 to 5 advertisements  
 15% from 6 to 12 advertisements  
 20% from 13 to 50 advertisements  
 25% from 51 to 100 advertisements  
 30% for 101 and more advertisements

### NOTES

Pricelist is in convertible marks.  
 Prices shown exclude VAT.  
 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.

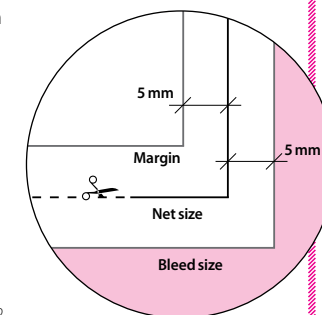


## DEADLINES

Issue number	Ad reservation deadline	Deadline for submitting ads	The first date of sale
37	16-Jan-11	19-Jan-11	01-Feb-11
38	13-Feb-11	16-Feb-11	01-Mar-11
39	18-Mar-11	21-Mar-11	02-Apr-11
40	16-Apr-11	19-Apr-11	02-May-11
41	16-May-11	19-May-11	01-Jun-11
42	17-Jun-11	20-Jun-11	02-Jul-11
43	17-Jul-11	20-Jul-11	02-Aug-11
44	16-Aug-11	19-Aug-11	01-Sep-11
45	16-Sep-11	19-Sep-11	01-Oct-11
46	16-Oct-11	19-Oct-11	01-Nov-11
47	15-Nov-11	18-Nov-11	01-Dec-11
48	17-Dec-11	20-Dec-11	02-Jan-12
49	16-Jan-12	19-Jan-12	01-Feb-12

### 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) (margin, page format, bleed size)

### OTHER ADVERTISING OPTIONS

- Column sponsorship
- Advertising in an address book
- Special services
- Creation of advertisements



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