



## BASIC INFORMATION

**Launched in:** 1997  
**Editor-in-chief:** Dijana Skoric (dijana.skoric@color.rs)  
**Target group:** between 30 and 70 years of age  
**Frequency:** monthly magazine, 12 issues a year  
**Gifts:** meetings with famous healers and clairvoyants, as well as individual alternative treatments  
**Territory covered:** Serbia, Bosnia and Herzegovina, Montenegro, Macedonia, EU, Switzerland  
**Number of pages:** 68  
**Subscription:** annual (RSD 708) Semi-annual (RSD 354)



## PRICELIST

Dimensions	Bleed size (mm)	Net size (mm)	Price
1/1	225x307	215x297	500
K4	225x307	215x297	700
K2	225x307	215x297	600
K3	225x307	215x297	500
Third page	225x307	215x297	600
K2+3	225x307	215x297	1000
2/1	225x307	215x297	800
1/2		190x130	270
1/2		93x265	270
1/4		190x64	140
1/4		93x130	140
1/8		93x63	120

## DEADLINES

Issue number	Ad reservation deadline	Deadline for submitting advertisements	The first date of sale
278	27-Jan-12	31-Jan-12	10-Feb-12
279	24-Feb-12	29-Feb-12	10-Mar-12
280	26-Mar-12	29-Mar-12	10-Apr-12
281	26-Apr-12	30-Apr-12	10-May-12
282	28-May-12	30-May-12	10-Jun-12
283	25-Jun-12	29-Jun-12	10-Jul-12
284	25-Jul-12	1-Aug-12	10-Aug-12
285	27-Aug-12	30-Aug-12	10-Sep-12
286	26-Sep-12	1-Oct-12	10-Oct-12
287	26-Oct-12	30-Oct-12	10-Nov-12
288	26-Nov-12	29-Nov-12	10-Dec-12
289	21-Dec-13	26-Dec-12	10-Jan-13

## DISTRIBUTION

**Magična zona** 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. **Magična zona** 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

**Magična zona** magazine is a publishing brand in the domain of esoteric. It is aimed at all those who are searching for the alternative ways of healing, as well as at fans of phenomena for which science still does not have a definite explanation. **Magična zona** finds people who perform folk healing practices and engage in clairvoyancy; it searches for the monasteries and healing springs which lead to many miraculous healings. Our magazine also reveals old and somewhat forgotten magic rituals for attracting love, good fortune and money.

## DISCOUNT SCALE

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

## OTHER ADVERTISING OPTIONS

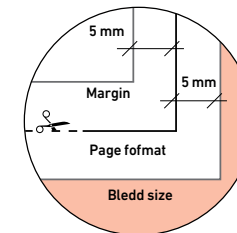
- ▶ Column sponsorship
- ▶ Special services
- ▶ Ad production

## NOTES

- ▶ The pricelist is given in EUR, VAT excluded.
- ▶ The pricelist for additional services (insertion, 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,



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



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