



BASIC INFORMATION

Launched in: 2006.
Editor-in-Chief: Aida Bajazet
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Target audience: moms-to-be and newbie moms
Frequency: monthly, 12 issues a year
Number of pages: 68
Subscription: annual 720,
 semi-annual 360 dinars

Moja beba is published according to a license by Mother & Baby,
 Emap Esprit from London

Moja Beba

This publication is audited

PRICELIST

Dimensions	Bleed size	Trim size	price
1/1	235x307	225x297	820
K4	235x307	225x297	950
K2	235x307	225x297	900
K3	235x307	225x297	820
3. strana	235x307	225x297	900
K2+3	460x307	450x297	1420
2/1	460x307	450x297	1200
1/2	-	193x132	500
1/2	-	94x264	500
1/3	-	193x88	400
1/3	-	60x264	400
1/4	-	193x64	320
1/4	-	94x132	320

DEADLINES

Issue number	Reservation of advertisement	Delivery of advertisement	Magazine out for sale
135	17-Jan-12	18-Jan-12	27-Jan-12
136	15-Feb-12	16-Feb-12	28-Feb-12
137	15-Mar-12	16-Mar-12	27-Mar-12
138	17-Apr-12	18-Apr-12	27-Apr-12
139	16-May-12	17-May-12	26-May-12
140	15-Jun-12	18-Jun-12	27-Jun-12
141	17-Jul-12	18-Jul-12	27-Jul-12
142	15-Aug-12	16-Aug-12	27-Aug-12
143	17-Sep-12	18-Sep-12	27-Sep-12
144	16-Oct-12	17-Oct-12	27-Oct-12
145	15-Nov-12	16-Nov-12	27-Nov-12
146	17-Dec-12	18-Dec-12	27-Dec-12
147	16-Jan-13	17-Jan-13	26-Jan-13

DISTRIBUTION

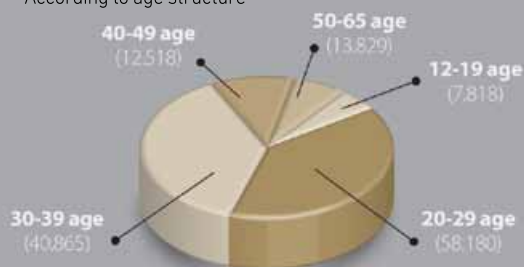
MOJA BEBA magazine is distributed even to the farthest areas of our country, via six large distributors (Beokolp, Press International, Štampa komerc, Trag Press, Beopress and Futura Plus) and dozens of smaller ones. Through a distribution network, **MOJA BEBA** is sold at over 10.000 selling locations all over the country, with 100% coverage of territory, alongside high-quality and equal arrangement of distributed circulation to all regions.

MAGAZINE CONCEPT

The concept of **MOJA BEBA** magazine is divided into two thematic sections: one is about health issues, nutrition, care, upbringing and development of children as of birth until 2 years of age, while the other is concerned with different aspects of pregnancy and family relations. Beside these, this magazine has sections intended for interaction with the readers, because they can state their opinions, send photos of their children, or seek experts' help. All the texts are carefully selected and adapted for the specific reading audience. They are written in ordinary and comprehensible language, which enables easy acquisition of information.

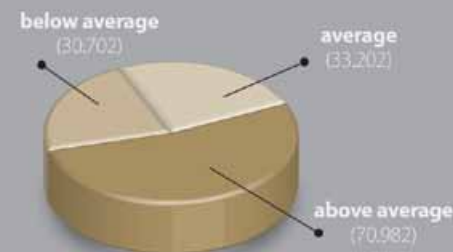
READERS' PROFILE

According to age structure



PO PODACIMA IPSOS SMMRI - ZA PERIOD: 01.01.2011-04.12.2011.

According to income



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

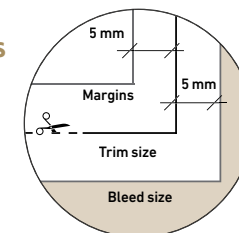
- ▶ Sponsorship of columns
- ▶ Advertisements in an address book
- ▶ Special services
- ▶ Creation of advertisements

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

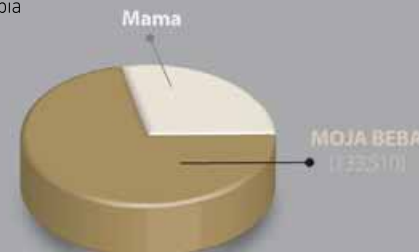
- ▶ Files: tiff, eps, illustrator eps, pdf (text in curves)
- ▶ Resolution: 300 dpi
- ▶ Mode: CMYK
- ▶ To be submitted by: E-mail, ftp, dvd/cd



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

OVER 130.000 READERS

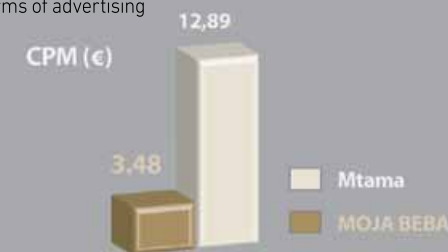
The most read Mother & Baby monthly in Serbia



PO PODACIMA IPSOS SMMRI - ZA PERIOD: 01.01.2011-04.12.2011.

THE MOST LUCRATIVE

The most lucrative Mother & Baby monthly in terms of advertising



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COLOR PRESS GROUP IS A MEMBER OF COLOR PRESS GRUPA

COLOR PRESS GRUPA PUBLISHES THE FOLLOWING MAGAZINES: CKM • JOY • BRAVACASA • INTELLIGENT LIFE • THE ECONOMIST • MOJA BEBA • ŽENA & ZDRAVLJE • MOJA KOSA • SAVRŠENO VENČANJE • CASA • BRAVO • SCREEN FUN • BRAVO GIRL • LEPOTA & ZDRAVLJE • SVET • SCANDAL • HELLO • POŠALJI RECEPT • CVEĆE U DOMU • DOBRA HRANA • TOP ZDRAVLJE • ZONA • LEKOVITO BILJE • TORTE I KOLAČI • TV NOVELE...