



BASIC INFORMATION

Launched in: 2007.
Editor-in-Chief: Olivera Krajnović
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Target audience: intended for professionals, hairdressers and stylists primarily, but also for the widest readership as well
Frequency: quarterly, 4 issues a year
Number of pages: 68
Subscription: annual 316, semi-annual 158 dinars

Moja kosa is published according to a license by Your Hair, Origin Publishing from London

Top magazin za frizuru sa stilom
Moja Kosa
 YOUR HAIR

PRICELIST

| Dimensions | Bleed size | Trim size | PRICE |
|-------------------|------------|-----------|-------|
| 1/1 | 235x307 | 225x297 | 720 |
| K4 - back cover | 235x307 | 225x297 | 860 |
| K2 - second cover | 235x307 | 225x297 | 800 |
| K3 - third cover | 235x307 | 225x297 | 720 |
| 3. page | 235x307 | 225x297 | 800 |
| K2 + third page | 460x307 | 450x297 | 1300 |
| 2/1 | 460x307 | 450x297 | 1100 |
| 1/2 | - | 205x133 | 450 |
| 1/2 | - | 101x269 | 450 |
| 1/3 | - | 205x88 | 370 |
| 1/3 | - | 65x269 | 370 |
| 1/4 | - | 205x65 | 290 |
| 1/4 | - | 52x269 | 290 |

DEADLINES

| Issue number | Reservation of advertisement | Delivery of advertisement | Magazine out for sale |
|--------------|------------------------------|---------------------------|-----------------------|
| 28 | 26-Jan-12 | 27-Jan-12 | 08-Feb-12 |
| 29 | 26-Apr-12 | 27-Apr-12 | 08-May-12 |
| 30 | 26-Jul-12 | 27-Jul-12 | 08-Aug-12 |
| 31 | 26-Oct-12 | 29-Oct-12 | 08-Nov-12 |
| 32 | 28-Jan-13 | 29-Jan-13 | 08-Feb-13 |

DISTRIBUTION

MOJA KOSA magazine is distributed even to the farthest areas of our country, via six large distributors (Beolp, Press International, Štampa komerc, Trag Press, Beopress and Futura Plus) and dozens of smaller ones. Through a distribution network, **MOJA KOSA** 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

MOJA KOSA is a luxurious magazine, published by the licence from Your Hair, of the reputable British company Origin Publishing Ltd. Luxuriously equipped and contemporarily designed pages are ideal advertising space for owners of hair parlours, importers and producers of hair products and equipment for hair salons, then for hairdressers' and other similar unions, medical experts, and finally all those connected with this field. A unique way of advertising in the address book, featured in each issue of the magazine **MOJA KOSA**. There you can find complete information about each hair salon whose owner subscribes to this publication of ours.

DISCOUNT SCALE

- ▶ 10% from 2 to 4 advertisements
- ▶ 15% from 5 to 9 advertisements
- ▶ 20% for 12 and more advertisements
- ▶ 25% for 50 and more advertisements
- ▶ 30% for 100 and more advertisements

OTHER ADVERTISING OPTIONS

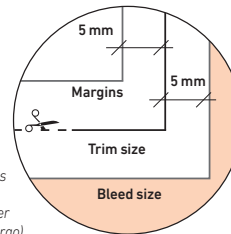
- ▶ Sponsorship of columns
- ▶ Advertisements in an address book
- ▶ Special services
- ▶ Creation of advertisements

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)



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