



BASIC INFORMATION

Launched in: 2009
Editor-in-chief: Zenja Acimovic
 (zenja.acimovic@color.rs)
Target group: women between 25 and 70 years of age
Frequency: monthly magazine, 12 issues a year
Territory covered: Serbia, Montenegro, Macedonia, BiH, EU, Switzerland
Number of pages: 64+4

POŠALJI RECEPT

This publication has been audited by

PRICELIST

Dimensions	Bleed size (mm)	Net size (mm)	Price
1/1	155x215	145x205	1.200
K4	155x215	145x205	2.200
K2	155x215	145x205	1.450
K3	155x215	145x205	1.450
Third page	155x215	145x205	1.450
K2+3	300x215	290x205	2.750
2/1	300x215	290x205	2.000
2/3	98x215	83x186	750
1/2	150x106	145x101	650
1/2	78x215	62x186	650
1/3	56x215	38x186	450
1/4		122x44	350

DEADLINES

Issue number	Ad reservation deadline	Deadline for submitting advertisements	The first date of sale
26	30-Dec-11	5-Jan-12	15-Jan-12
27	1-Feb-12	3-Feb-12	15-Feb-12
28	2-Mar-12	5-Mar-12	15-Mar-12
29	2-Apr-12	4-Apr-12	15-Apr-12
30	1-May-12	4-May-12	15-May-12
31	1-Jun-12	5-Jun-12	15-Jun-12
32	2-Jul-12	4-Jul-12	15-Jul-12
33	1-Aug-12	6-Aug-12	15-Aug-12
34	3-Sep-12	5-Sep-12	15-Sep-12
35	3-Oct-12	5-Oct-12	15-Oct-12
36	2-Nov-12	5-Nov-12	15-Nov-12
37	3-Dec-12	5-Dec-12	15-Dec-12
38	29-Dec-12	31-Dec-12	15-Jan-13

DISTRIBUTION

Pošalji recept 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. **Pošalji recept** 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

Pošalji recept is a unique culinary publication on our market which is entirely created by readers who are presenting their gastronomic skills and originality in our magazine. There is a money prize for each published recipe. The magazine is printed on a handy, small format. Low price attracts a large number of readers who are becoming associates and editors of the magazine. The goal of **Pošalji recept** magazine is to inspire, encourage and help you prepare everyday meals. Share your imagination, creativity and skills with other people who enjoy tasty food. Bon appétit and good luck!

DISCOUNT SCALE

- ▶ 10% (between 2 and 5 announcements)
- ▶ 15% (between 6 and 12 announcements)
- ▶ 20% (more than 12 announcements)
- ▶ 25% (more than 50 announcements)
- ▶ 30% (more than 100 announcements)

OTHER ADVERTISING

OPTIONS

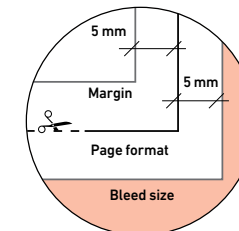
- ▶ Column sponsorship
- ▶ Special services
- ▶ Ad production

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.
- ▶ Price list valid from 01.03.2012

TECHNICAL REQUIREMENTS

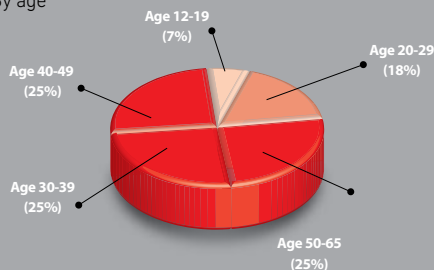
- ▶ Graphic presentation format: tiff, eps, illustrator eps,
- ▶ Resolution: 300 dpi
- ▶ Mode: CMYK
- ▶ Submitted as: mejl, ftp, dvd/cd



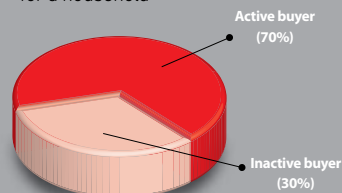
Graphic representation refers to advertisements which occupy the whole page in a magazine and smaller ads (which fit within the margin)

READER PROFILE

By age



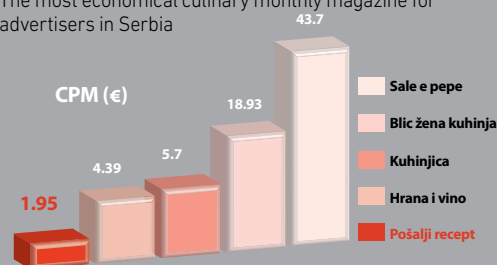
Active buyers of cooking ingredients for a household



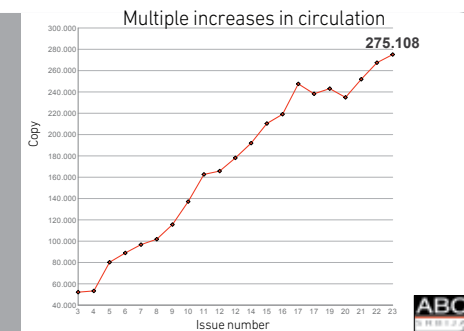
ACCORDING TO THE DATA OF IPSOS SMMRI - PERIOD: JANUARY 1, 2011 - NOVEMBER 31, 2011

THE MOST ECONOMICAL

The most economical culinary monthly magazine for advertisers in Serbia



MAGAZINE WITH THE HIGHEST CIRCULATION



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