



BASIC INFORMATION

Launched in: 2010.
Editor-in-Chief: Olivera Krajnović
 olivera.krajnovic@color.rs
Target audience: future brides and grooms
Frequency: quarterly, 4 issues a year
Gifts enclosed: cosmetics, bridal discounts, honeymoon...
Average circulation: 30.000
Territory covered: Serbia
Number of pages: around 112+4
Subscription: annual 39€, semi-annual 198 dinars
 Moja kosa is published according to a license by Perfect Wedding, Origin Publishing from London

Savršeno venčanje

PRICELIST

Dimensions	Bleed size	Trim size	PRICE
1/1	235x307	225x297	250
K4 - back cover	235x307	225x297	350
K2 - second cover	235x307	225x297	450
K3 - third cover	235x307	225x297	300
3. page	235x307	225x297	350
K2 + third page	460x307	450x297	600
2/1	460x307	450x297	400
1/2	235x157	225x147	150
1/2	121x307	111x297	150
1/3	235x107	225x97	120
1/3	83x307	73x297	120
1/4	235x83	225x73	80
1/4	-	98x134	80
1/8	-	98x65	50

DEADLINES

Issue number	Reservation of advertisement	Delivery of advertisement	Magazine out for sale
6	02-Mar-12	05-Mar-12	15-Mar-12
7	01-Jun-12	04-Jun-12	15-Jun-12
8	31-Avg-12	03-Sep-12	15-Sep-12
9	03-Dec-12	05-Dec-12	15-Dec-12
10	01-Mar-13	04-Mar-13	15-Mar-13

DISTRIBUTION

SAVRŠENO VENČANJE 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, Savršeno venčanje 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

SAVRŠENO VENČANJE is a magazine intended, primarily, for urban, modern brides-to-be, but also for grooms, as well as for future best women, presenting all necessary pieces of information regarding wedding preparations, with as little stress as possible, in order to enjoy the most beautiful day of their lives to the fullest. This magazine encompasses all fields of interest to future brides and grooms – wedding gowns, suits, shoes, jewelry and accessories, cosmetics, dresses, wedding bouquets, decoration of space, transportation, restaurants, honeymoon, music... and there are also special columns for all those who will attend a wedding in near future.

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

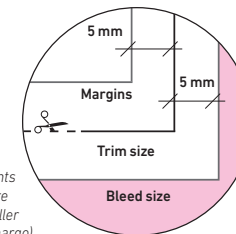
NOTES

- ▶ 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)



Color Press Group
 Temerinska 102, 21000 Novi Sad, Serbia
 Tel.: +381 21 48 97 100 | Fax: +381 21 48 97 126

Advertising director of the company:
Goran Radulović
 (goran.radulovic@color.rs)

Advertising director of publications:
Nataša Vulin
 (natasavaulin@color.rs)

Advertising director of publications NS:
Dražen Čurčić
 (drazen.curcic@color.rs)

