



BASIC INFORMATION

Launched in: 2005.
Editor-in-chief: Igor Conic
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Target group: Gaming population
Frequency: monthly magazine, 12 issues a year
Magazine gifts: Sony PlayStation 2, video-games, gaming equipment
Pokrivenost: Serbia, Bosnia and Herzegovina, Montenegro
Broj strana: 64
Pretplata: annual (RSD 960); semi-annual (RSD 480)

This publication is audited

PRICELIST

Dimensions	Bleed size	Trim size	Price
1/1	220x290	210x280	550
K4	220x290	210x280	800
K2	220x290	210x280	700
K3	220x290	210x280	600
Third side	220x290	210x280	-
K2+3	430x290	420x280	-
2/1	430x290	420x280	850
1/2	220x148	210x138	390
1/2	113x290	103x280	390
1/3	220x101	210x91	300
1/3	78x290	68x280	300
1/4	220x78	210x68	260
1/4	62x290	52x280	260

DEADLINES

Issue number	Reservation of advertisement	Delivery of advertisement	Magazine out for sale
66	09-Jan-12	10-Jan-12	20-Jan-12
67	08-Feb-12	09-Feb-12	21-Feb-12
68	08-Mar-12	09-Mar-12	20-Mar-12
69	09-Apr-12	10-Apr-12	20-Apr-12
70	08-Maj-12	09-Maj-12	19-Maj-12
71	08-Jun-12	11-Jun-12	20-Jun-12
72	09-Jul-12	11-Jul-12	20-Jul-12
73	08-Avg-12	09-Avg-12	20-Avg-12
74	10-Sep-12	11-Sep-12	20-Sep-12
75	08-Okt-12	09-Okt-12	20-Okt-12
76	08-Nov-12	09-Nov-12	20-Nov-12
77	10-Dec-12	11-Dec-12	20-Dec-12
78	08-Jan-13	09-Jan-13	19-Jan-13

DISTRIBUTION

ScreenFun 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. ScreenFun 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

ScreenFun deals with the industry of video-games and computer and console entertainment. Thanks to high quality designed pages and fun texts, this magazine easily reaches its readers. By offering them correct and up-to-date information, as well as objective and impartial video-game reviews for all popular gaming platforms, ScreenFun has obtained a status of the best gaming magazine in our country. The popularity of this magazine is also reflected in valuable gifts which are being given away each month, to the delight of its readers.

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

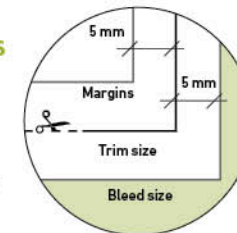
- ▶ Sponsorship of columns
- ▶ Advertisements in an address book
- ▶ Special services
- ▶ Creation of advertisements

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)



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