



BASIC INFORMATION

Launched in: 2006
Editor-in-chief: Žaklina Duvnjak-Radić
 zaklina.d.radic@color.rs
Target group: male and female population above 20 years of age
Frequency: monthly magazine, 12 issues a year
Gifts: dietary products, cosmetic products...
Territory covered: Serbia, Montenegro, Macedonia, BiH, EU, Switzerland
Number of pages: 64+4
Subscription: annual (RSD 420); semi-annual (RSD 210)



This publication has been audited by

PRICELIST

Dimensions	Bleed size (mm)	Net size (mm)	Price
1/1	220x307	210x297	500
K4	220x307	210x297	700
K2	220x307	210x297	600
K3	220x307	210x297	600
3rd page	220x307	210x297	600
K2+3	430x307	420x297	1.000
2/1		187x130	1.000
1/2		91x264	300
1/2		187x86	300
1/3		61x264	250
1/3		187x64	250
1/4		91x130	150
1/4		91x64	150

DEADLINES

Issue number	Ad reservation deadline	Deadline for submitting ads	The first date of sale
57	21-Nov-11	24-Nov-11	10-Dec-11
58	21-Dec-11	24-Dec-11	10-Jan-12
59	25-Jan-12	30-Jan-12	10-Feb-12
60	24-Feb-12	27-Feb-12	10-Mar-12
61	23-Mar-12	27-Mar-12	10-Apr-12
62	25-Apr-12	30-Apr-12	10-May-12
63	25-May-12	29-May-12	10-Jun-12
64	25-Jun-12	29-Jun-12	10-Jul-12
65	25-Jul-12	30-Jul-12	10-Aug-12
66	24-Aug-12	29-Aug-12	10-Sep-12
67	25-Sep-12	1-Oct-12	10-Oct-12
68	26-Oct-12	31-Oct-12	10-Nov-12
69	26-Nov-12	30-Nov-12	10-Dec-12

DISTRIBUTION

Top zdravlje 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. **Top zdravlje** 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

Top zdravlje magazine deals with health issues – ailments and illnesses of a modern person who is constantly exposed to stress. It gives advice to chronic patients, but also deals with prevention of illnesses, which is the most important for maintaining good health. **Top zdravlje** cooperates with medical and pharmaceutical experts from the most esteemed health institutions, hospitals, doctor's offices and pharmacies. They respond to readers' questions and present them with new medications and healing methods, as well as with devices which contribute to the better quality of everyday life (inhalators, blood pressure kits, glucose level testing kits...).

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)

NOTES

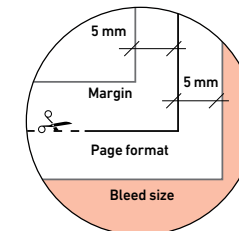
- ▶ The pricelist is given in EUR. VAT excluded.
- ▶ The pricelist for additional services (insertion, packaging, inserting additions, sticking samples, special requests...) is available on demand.
- ▶ Positioning of advertisements on a particular page is charged with additional 20% of the basic price.
- ▶ Special advertising conditions may only be approved by the manager.

OTHER ADVERTISING OPTIONS

- ▶ Column sponsorship
- ▶ Advertising in an address book
- ▶ Special services
- ▶ Ad production

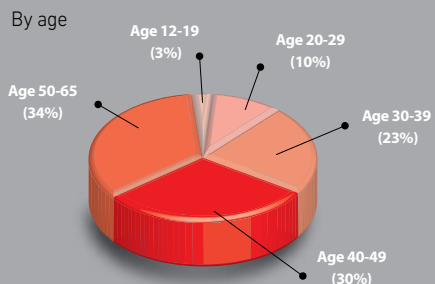
TECHNICAL REQUIREMENTS

- ▶ Graphic presentation format: tiff, eps, illustrator eps, pdf (curved text)
- ▶ Resolution: 300 dpi
- ▶ Mode: CMYK
- ▶ Submitted as: e-mail, ftp, dvd/cd



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

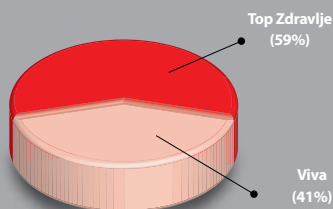
READER PROFILE



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

THE MOST READ

Top zdravlje is the most read health magazine in Serbia



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