



## BASIC INFORMATION

**Launched in:** 2010.  
**Editor-in-chief:** Ženja Aćimović  
 (zenja.acimovic@color.rs)  
**Target group:** ženska populacija uzrasta od 25 do 70 godina  
**Frequency:** monthly magazine,  
**Pokrivenost:** Serbia, Bosnia and Herzegovina, Montenegro, Macedonia, EU,  
**Number of pages:** 48+4

# TORTE I KOLAČI

This publication has been audited

► PRICELIST			
Dimensions	Bleed size	Net size	Price
1/1	155x215	145x205	600
K4	155x215	145x205	900
K2	155x215	145x205	700
K3	155x215	145x205	700
K2+3. page.	300x215	290x205	1.200
2/1	300x215	290x205	1.000
2/3	98x215	83x186	420
1/2	150x106	145x101	320
1/2	78x215	62x186	320
1/3	56x215	38x186	230

► DEADLINES			
Issue number	Ad reservation deadline	De adline for submitting advertisements	The first date of sale
6	31-Dec-11	9-Jan-12	20-Jan-12
7	7-Mar-12	9-Mar-12	20-Mar-12
8	12-Apr-12	16-Apr-12	25-Apr-12
9	12-Maj-12	16-Maj-12	25-Maj-12
10	12-Jun-12	15-Jun-12	25-Jun-12
11	12-Jul-12	16-Jul-12	25-Jul-12
12	13-Avg-12	16-Avg-12	25-Avg-12
13	12-Sep-12	14-Sep-12	25-Sep-12
14	12-Okt-12	16-Okt-12	25-Okt-12
15	12-Nov-12	16-Nov-12	25-Nov-12
16	12-Dec-12	14-Dec-12	25-Dec-12

## DISTRIBUTION

**Torte i kolaci** 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. **Torte i kolaci** 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

**Torte i kolaci** is a specialized culinary edition in preparation of which, by sending their own recipes, the readers participate themselves. The magazine contains three separate sections (cookies, cakes and sweet pastry) and is rich in already tried-out recipes of experienced housewives. Each published recipe brings its author a fee in the amount of RSD 800. Apart from various and creative recipes for the preparation of sweets, a low retail price and a possibility of income make this edition extremely popular with young but also with experienced housewives.

## 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

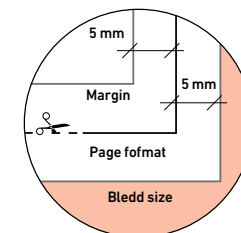
- ▶ Column sponsorship
- ▶ Advertising in an address book
- ▶ Special services
- ▶ Ad production

## NOTES

- ▶ The pricelist is given in EUR. VAT excluded.
- ▶ The pricelist for additional services (Insertation, 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.

## TECHNICAL REQUIREMENTS

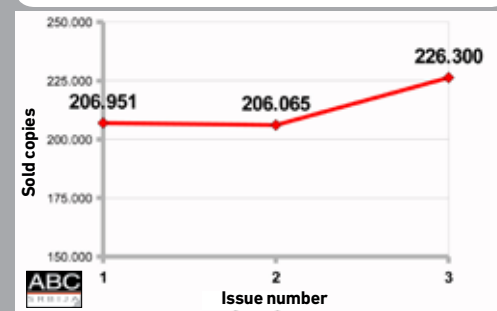
- ▶ Graphic presentation format: tiff, eps, illustrator eps, pdf (curved text)
- ▶ Resolution: 300 dpi
- ▶ Mode: CMYK
- ▶ Submitted as: e-mail, ftp, dvd/cd



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



## MAGAZINE WITH THE HIGHEST CIRCULATION



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