



BASIC INFORMATION

Launched in: 2005
Editor-in-chief: Dragana Cetina (dragana.cetina@color.rs)
Target group: fans of TV novellas and Latin actors (all ages)
Frequency: monthly magazine, 12 issues a year
Gifts: posters, cosmetics
Territory covered: Serbia, Bosnia and Herzegovina, Montenegro, Macedonia
Number of pages: 68
Subscription: annual (RSD 660) Semi-annual (RSD 330)



This publication has been audited by



PRICELIST

Dimensions	Bleed size (mm)	Net size (mm)	Price
1/1	225x307	215x297	350
K4	225x307	215x297	600
K2	225x307	215x297	500
K3	225x307	215x297	350
3. strana	225x307	215x297	500
K2+3	440x307	430x297	800
2/1	440x307	430x297	600
1/2		190x127	210
1/2		93x260	210
1/3		190x84	180
1/3		61x260	180
1/4		190x62	140
1/4		90x130	140

DEADLINES

Issue number	Ad reservation deadline	Deadline for submitting advertisements	The first date of sale
83	24-Jan-12	26-Jan-12	5-Feb-12
84	24-Feb-12	27-Feb-12	5-Mar-12
85	26-Mar-12	27-Mar-12	5-Apr-12
86	24-Apr-12	26-Apr-12	5-Maj-12
87	24-Maj-12	25-Maj-12	5-Jun-12
88	25-Jun-12	27-Jun-12	5-Jul-12
89	24-Jul-12	26-Jul-12	5-Avg-12
90	24-Avg-12	27-Avg-12	5-Sep-12
91	24-Sep-12	26-Sep-12	5-Okt-12
92	24-Okt-12	26-Okt-12	5-Nov-12
93	23-Nov-12	27-Nov-12	5-Dec-12
94	24-Dec-12	26-Dec-12	5-Jan-13
78	11-Dec-12	14-Dec-12	25-Dec-12

DISTRIBUTION

TV Novele 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. TV Novele 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

TV Novele magazine is a tabloid which provides all the information about the life of stars of Latin soap operas. It also reports on the life of stars in Serbian telenovelas. Apart from exclusive interviews, gossip and paparazzo photos, we have astro-scans and IDs of Latin actors. Fans of soap operas are also able to remind themselves of the soap operas and TV series that were popular a few years ago. Passionate fans of telenovelas may read episode content if they have missed some episode of their favourite soap opera.

DISCOUNT SCALE

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

OTHER ADVERTISING OPTIONS

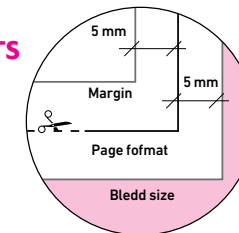
- ▶ Column sponsorship
- ▶ Special services
- ▶ Ad production

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.

TECHNICAL REQUIREMENTS

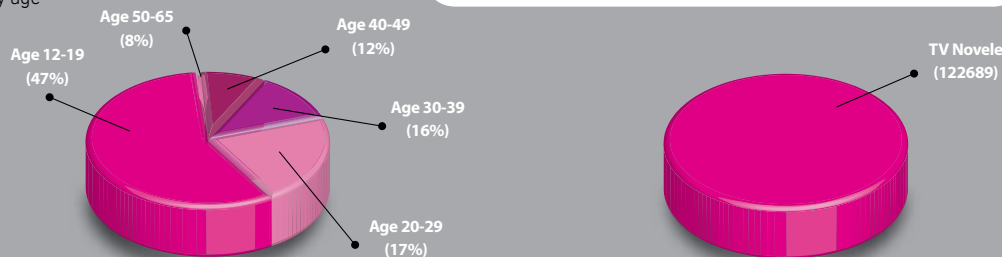
- ▶ Graphic presentation format: tiff, eps, illustrator eps, pdf (curved text)
- ▶ Resolution: 300 dpi
- ▶ Mode: CMYK
- ▶ Submitted as: e-mail,



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



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

THE ONLY TABLOID ABOUT THE STARS OF LATIN SOAP OPERAS, WITH MORE THAN 120,000 READERS EACH MONTH



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