



BASIC INFORMATION

Launched in: Septembar 2011.
Editor-in-Chief: Nataša Veletić Pupovac (nataša.veletic@color.rs)
Frequency: monthly, 12 issues a year
Number of pages: 68 (64+4)
Price: 39 dinars
Subscription: annual 468, semi-annual 234 dinars

Žena & Zdravlje

PRICELIST

Dimensions	Bleed size	Trim size	Price
1/1	235x307	230x297	820
K4	235x307	230x297	950
K2	235x307	230x297	900
K3	235x307	230x297	820
Third side	235x307	230x297	900
K2+3	470x307	460x297	1420
2/1	470x307	460x297	1200
1/2	-	200x133	500
1/2	-	98x267	500
1/3	-	199x87	400
1/3	-	64x267	400
1/4	-	199x63	320
1/4	-	98x133	320

DEADLINES

Issue number	Reservation of advertisement	Delivery of advertisement	Magazine out for sale
5	23-Dec-11	26-Dec-11	05-Jan-12
6	25-Jan-12	26-Jan-12	04-Feb-12
7	24-Feb-12	27-Feb-12	06-Mar-12
8	23-Mar-12	26-Mar-12	05-Apr-12
9	25-Apr-12	26-Apr-12	05-Maj-12
10	24-Maj-12	25-Maj-12	05-Jun-12
11	25-Jun-12	26-Jun-12	05-Jul-12
12	25-Jul-12	26-Jul-12	04-Avg-12
13	24-Avg-12	27-Avg-12	05-Sep-12
14	24-Sep-12	25-Sep-12	05-Okt-12
15	24-Okt-12	25-Okt-12	05-Nov-12
16	23-Nov-12	26-Nov-12	05-Dec-12
17	24-Dec-12	25-Dec-12	05-Jan-13

DISTRIBUTION

ŽENA&ZDRAVLJE 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, ŽENA&ZDRAVLJE 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

"Žena & zdravlje" is the best friend or advisor of every woman! In our magazine, fairer sex members can find interesting information on how to preserve and advance physical and mental health, improve their sex life, stay fit, feed and care for themselves regularly, but also how to solve health issues that their children and partners face... We reveal to our readers also how to adopt healthy life habits in the simplest and fastest manner, prevent illnesses, improve relationships with their partners, and cope with the most frequent "female" troubles. In creation of the magazine top experts participate – doctors, psychologists, pharmacists, dentists and fitness instructors, whose pieces of advice are precious help in the battle with consequences of a modern way of living. Our magazine is read by contemporary women aged 30 to 50 who want to be healthy, vital and beautiful!

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

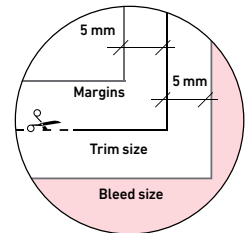
- ▶ Sponsorship of columns
- ▶ Advertisements in an address book
- ▶ Special services
- ▶ Creation of advertisements

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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