

# LJEPOTA & ZDRAVLJE

## BASIC DATA

**Launched in:** 2009.  
**Editor-in-Chief:** Dijana Mihailović  
dijana.mihailovic@montecolor.me  
**Target audience:** woman aged 20 - 50  
**Frequency:** monthly (12 issues)  
**Number of pages:** 116 - 132  
**Circulation:** 11.000

## DISCOUNT SCALE OTHER ADV. OPTIONS

- 10% for 2-5 ads
  - 15% for 6-12 ads
  - 20% for 13-50 ads
  - 25% for 51-100 ads
  - 30% for 101 ads or more
- Section sponsorship
  - Ad design

## NOTES

- All price is in EURO, prices do not include VAT.
- The price list of extra services (insertion, packing, inserting additives, sticking samples, special requests - is available on demand)
- Special positioning will be charged 20% on frc.
- Special conditions of publishing ads are the exclusive right of the director

 COLOR MEDIA MONTE

## "COLOR MEDIA MONTE" D.O.O.

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## RATES, SIZES AND DIMENSIONS OF ADS

AD SIZE	BLEED SIZE	TRIM SIZE	EDITION	FLASH PROMO
1/1 page	240x309	230x299	<b>600</b>	-
C4 - back cover	240x309	230x299	<b>1000</b>	-
C2 - front inside cover	240x309	230x299	<b>900</b>	-
C3 - back inside cover	240x309	230x299	<b>800</b>	-
First 2/1	470x309	460x299	<b>1400</b>	-
2/1 page	470x309	460x299	<b>1100</b>	-
1/2 horizontal	-	190x127	<b>300</b>	-
1/2 vertical	-	90x261	<b>300</b>	-
1/3 horizontal	-	190x84	-	<b>180</b>
1/3 vertical	-	61x261	-	<b>180</b>
1/4 horizontal	-	190x61	-	<b>140</b>
1/4 vertical	-	92x125	-	<b>140</b>

## DEADLINES

**RESERVATION:** By the 21st of the month  
**SUBMITTING:** By the 23rd of the month

Issue	<b>126</b>	<b>127</b>		<b>128</b>	<b>129</b>	<b>130</b>
Sale date	03.12.2019.	03.01.2020.		03.03.2020.	03.04.2020.	04.05.2020.
Issue	<b>131</b>	<b>132</b>	<b>133</b>	<b>134</b>	<b>135</b>	<b>136</b>
Sale date	03.06.2020.	03.07.2020.	03.08.2020.	03.09.2020.	03.10.2020.	03.11.2020.



## Technical requirements:

- Formats:  
tiff, psd, eps, pdf  
(text in curves)
- Resolution:  
300 dpi
- Colour Mode:  
CMYK

