

# Moj stan

## BASIC INFORMATION BASIC DATA

**Launched in:** 2017.

**Editor-in-Chief:** Nikola Grbin  
nikola.grbin@mediatop.hr

**Target audience:** male and female population 30 - 70

**Frequency:** bi-monthly (6 issues)

**Number of pages:** 64+4

**Circulation:** 8.000

## DISCOUNT SCALE

- 5% for 2-5 ads
- 10% for 6-10 ads
- 15% for 11-19 ads
- 20% for 20 ads or more

## NOTES

- All price is in KUNA, 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



**mediatop**  
international

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Director

**Domagoj Glogović**

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## PRICES, FORMATS AND DIMENSIONS OF ADVERTISEMENTS

DIMENSIONS OF THE ADVERTISEMENT	UNCUT ADVERTISEMENT	TRIMMED ADVERTISEMENT	PRICE I BLOCK
1/1	240x307	230x297	<b>1.000</b>
K4 - cover	240x307	230x297	<b>1.500</b>
K2 - cover	240x307	230x297	<b>1.200</b>
K3 - cover	240x307	230x297	<b>1.100</b>
3. page	240x307	230x297	<b>1.300</b>
K2+3. page	470x307	460x297	<b>2.300</b>
2/1 - spread	470x307	460x297	<b>1.800</b>
1/2 horizontal	-	198x130	<b>600</b>
1/2 vertical	-	97x264	<b>600</b>
1/3 horizontal	-	198x86	<b>520</b>
1/3 vertical	-	64x264	<b>520</b>
1/4 horizontal	-	198x63	<b>450</b>
1/4 vertical	-	48x264	<b>450</b>
1/4 vertical	-	97x130	<b>450</b>
1/8 horizontal	-	98x64	<b>180</b>

RESERVATIONS: Until 17th of the previous month      AD DELIVERY: Until 19th of the previous month

Issue		<b>30</b>		<b>31</b>		<b>32</b>
On sale		26. 02. 2022.		30. 04. 2022.		30. 06. 2022.
Issue		<b>33</b>		<b>34</b>		<b>35</b>
On sale		31. 08. 2022.		29. 10. 2022.		30. 12. 2022.

## CONCEPT

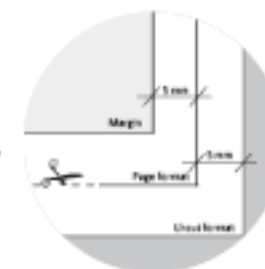
Through top-quality texts, pieces of advice provided by domestic and foreign interior designers and inspirational photographs, "Moj Stan" magazine educates its readers how to, in a simple way, make their home look beautiful and turn it into an oasis of peace and relaxation. In each magazine issue, the readers can enjoy the presented apartments, branded furniture and other accessories for home, original suggestions how to decorate all types of rooms, numerous tourist destinations, and gastronomic specialties which have become an important part of lifestyle. "Moj Stan" magazine is primarily intended for active readership audience, orientated towards modern life and contemporary tendencies, people with over-average income who show interest in interior design. Functional and carefully designed marketing presentations, through editorial content and promotional texts, accompanied by well-positioned advertisements, will make you recognizable and provide easy access for consumers of your products, enabling you to be one step ahead of your competition.

MEDIATOP INTERATIONAL PUBLISHES THE FOLLOWING MAGAZINES: LJPOTA&ZDRAVLJE • GRAZIA  
• BAKINA KUHINJA • BRAVA CASA • DIJABETES  
• ESTETICA • LJEKOVITO BILJE  
• LIJEPI VRT • MOJ STAN



## Technical requirements:

- File format: Tiff, jpg, photoshop, eps,
- Resolution: 300 dpi
- Colour mode: CMYK



TARGET AUDIENCE IS  
COMPRISED OF PEOPLE  
WITH HIGH EDUCATION  
AND OVER-AVERAGE  
INCOME WHO SHOW  
INTEREST IN INTERIOR  
DESIGN