

dijabetes

BASIC INFORMATION

Gl. i odgovorni urednik:
Ivan Božulić

Launched in: 2018.

Target audience: diabetics and members of their families

Frequency: bi-monthly, 6 issues annually

Number of pages: 64 + 4

Circulation: 7.000

CONCEPT

Eager to help you deal with problems and challenges that living with diabetes brings, we have created "Dijabetes" magazine, which is going to ease your everyday life, and inspire you to set free from bad habits, without renouncing every bit of pleasure. In our magazine, you can find advice by top experts, results of the latest international researches, fascinating facts regarding healthy eating, recipes for preparing perfectly balanced meals, and simple workout programmes, which will help you to be fit and breathe life with full capacity, in spite of diabetes.

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

ADDITIONAL DISCOUNT

In case of advance payments it is possible to have additional discounts. An advance payment is arranged for each individual advertisement, and implies payments up until the date of magazine's release.

OTHER SERVICES

- Sponsorship and branding of sections
- Non-standard advertising formats
- Printing services (banderol, advertisements on thicker papers, pages in the form of a product, perforation of a page, gatefold, packing / cellophane covering, inserts...)
- 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 the date of invoice issuing. The prices do not include VAT.
- Positioning of advertisements on specified pages is charged with a minimum of 20 % increase on the regular price.
- Pricelist of the printing house's services is available upon request.
- Special prices and advertising conditions are subject to acquiring consent by a director solely.

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THE COMPANY COLOR MEDIA INTERNATIONAL PUBLISHES THE FOLLOWING MAGAZINES: LJEKOVITO BILJE • ESTETICA • LJEPI VRT • RUSKI DOKTOR • BRAVA CASA • MOJ STAN • BAKINA KUHNINJA • URADI SAM

PRICES, FORMATS AND DIMENSIONS OF ADVERTISEMENTS

WWW.COLOR.RS

DIMENSIONS OF ADVERTISEMENTS	UNCUT ADVERTISEMENT	TRIMMED ADVERTISEMENT	PRICE
1/1	220x307	210x297	700
K4 - covers	220x307	210x297	1.000
1/2 horizontal	-	185x128	400
1/2 vertical	-	90x260	400
1/3 horizontal	-	185x84	320
1/3 vertical	-	59x260	320
1/4 horizontal	-	185x64	250
1/4 vertical	-	44x260	250



RELEASE DATES

Issue no.	22	23	24
On sale	15. 01. 2022.	15. 03. 2022.	14. 05. 2022.
Issue no.	25	26	27
On sale	15. 07. 2022.	15. 09. 2022.	15. 11. 2022.

*The dates may vary and depend on overlapping with weekends, holidays, etc. Exact date of release should be checked with the agent.

DEADLINES

- Reservation of advertisements is until 3. of the month.
- Delivery of advertisements is until 5. of the month.
- Delivery of materials for PR is until 3. of the month.

WE PRESENT TECHNIQUES, SUPPLEMENTS, PRODUCTS AND ALTERNATIVE METHODS WHICH PREVENT COMPLICATIONS OF THE ILLNESS

WE COOK WITH PRODUCTS INTENDED FOR PEOPLE WITH DIABETES AND WE PRESENT THEM WITHIN OUR RECIPES

WE PROMOTE MEDICAL EQUIPMENT AND DEVICES WITH EASE DIABETES CONTROL