

# ESTETICA CROATIA

the HairMagazine since 1946

## BASIC INFORMATION

**Starting year:** 2017.

**Editor in chief:** Andreja Pančur  
andreja.pancur@mediatop.hr  
professional hairdressers  
and their clients

**Dynamic:** 2 times per year

**Number of pages:** 96+4

Licensed by Edizioni Esav, Torino, Italy

## DISCOUNT SCALE

- 10% for 2-5 ads
- 15% for 5-12 ads
- 20% for 12 and more ads
- 25% for 50 and more ads
- 30% for 100 and more ads

## OTHER ADV. OPTIONS

- Section sponsorship
- Advertisement in an address book
- Special services
- Creation of advertisements

## 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



**mediatop**  
international

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MEDIATOP INTERNATIONAL PUBLISHES THE  
FOLLOWING MAGAZINES: LJEPI POTPUNO ZDRAVLJE  
• GRAZIA • BRAVA CASA • LJEKOVITO BILJE • BAKINA  
KUHNJA • LIJEPI VRT • RUSKI DOKTOR • MOJ STAN  
• DIJABETES

## PRICES, FORMATS AND DIMENSIONS OF ADVERTISEMENTS

DIMENSIONS	UNCUT	TRIMMED	PRICE
1/1	235x307	225x297	<b>2.500</b>
K4 - back cover	235x307	225x297	<b>4.000</b>
K2 - second cover	235x307	225x297	<b>2.800</b>
K3 - third cover	235x307	225x297	<b>2.500</b>
3. page	235x307	225x297	<b>2.800</b>
K2+ third page	460x307	450x297	<b>5.000</b>
2/1 - spread	460x307	450x297	<b>4.150</b>
1/2 horizontal	235x156	225x146	<b>1.600</b>
1/2 vertical	122x307	112x297	<b>1.600</b>
1/3 horizontal	235x102	225x92	<b>1.100</b>
1/3 vertical	86x307	76x297	<b>1.100</b>
1/4 horizontal	235x84	225x74	<b>850</b>
1/4 vertical	57x307	46x297	<b>850</b>
1/4 uspravno	117,5x153,5	112,5x148,5	<b>850</b>



## DEADLINES

Issue	<b>9</b>	<b>10</b>
Sale date	20.04.	20.10.

**RESERVATION:** By the 8th April and 8th October  
**SUBMITTING:** By the 10th April and 10th October

## ABOUT THE MAGAZINE

Magazine Estetica was created in Italy 1946., which is why it is the oldest world's beauty magazine for hairdressers and their clients.

Professionalism, reliability and „know how“ have been built through all these years. Estetica expanded its net in 60 countries, including Serbia and Croatia, at 5 continents, with 24 licenced magazines in total and with more than 10 million readers. Because of that, magazine Estetica became benchmark for hairdressers and their clients throughout the world.

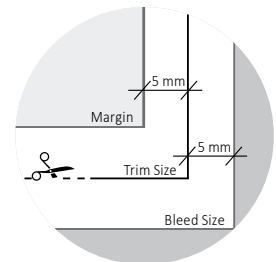
Magazine Estetica is part of Estetica Network, which takes part at more than 40 hair & beauty fairs in the world. Thanks to Estetica Network, all information, creativity and news in Estetica Serbia can pass state's borders and go to all 5 continents!

**ESTETICA - THE BEST KNOWN PROFESSIONAL  
HAIR MAGAZINE IN THE WORLD**

## Technical

### requirements:

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



## B2B

Half of the total Estetica Croatia circulation will be handout to hair salons without the charge. In this way magazine Estetica fullfils its B2B role, which is to connect manufacturers, sellers, inporters on one side, and hairdressers and their clients on the other side.