

LJEPOTA & ZDRAVLJE

BASIC DATA

Launched in: 2009.

Editor-in-Chief: Ksenija Boričić
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Target audience: woman aged 20 - 50

Frequency: bimonthly (6 issues)

Number of pages: 116 - 132

Circulation: 11.000

DISCOUNT SCALE

- 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

OTHER ADV. OPTIONS

- 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

RATES, SIZES AND DIMENSIONS OF ADS

AD SIZE	BLEED SIZE	TRIM SIZE	EDITION	FLASH PROMO
1/1 page	235x307	225x297	600	-
C4 - back cover	235x307	225x297	1000	-
C2 - front inside cover	235x307	225x297	900	-
C3 - back inside cover	235x307	225x297	800	-
First 2/1	460x307	450x297	1400	-
2/1 page	460x307	450x297	1100	-
1/2 horizontal	235x158	225x148	300	-
1/2 vertical	122x307	112x297	300	-
1/3 horizontal	235x109	225x99	180	-
1/3 vertical	85x307	75x297	180	-



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DEADLINES

Issue	143	144	145	146	147	148
Sale date	05.02.2022.	05.04.2022.	06.06.2022.	05.08.2022.	05.10.2022.	05.12.2022.

RESERVATION: By the 21st of the month

SUBMITTING: By the 23rd of the month

Technical requirements:

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

