



**BASIC DATA**

**Launched in:** 2016.  
**Editor-in-Chief:** Ilona Penzeš  
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**Target audience:** woman aged 30 - 70  
**Frequency:** monthly (12 issues)  
**Number of pages:** 48 + 4  
**Circulation:** 9.000

**DISCOUNT SCALE**

- 5% for 2-5 ads
- 10% for 6-10 ads
- 15% for 11-19 ads
- 20% for 20 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 (insertation, 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	PRICE
1/1 page	220x307	210x297	<b>700</b>
C4 - back cover	220x307	210x297	<b>1100</b>
C2 - front inside cover	220x307	210x297	<b>900</b>
C3 - back inside cover	220x307	210x297	<b>800</b>
First 2/1	430x307	420x297	<b>1300</b>
2/1 page	430x307	420x297	<b>1200</b>
1/2 horizontal	-	185x127	<b>400</b>
1/2 vertical	-	92x259	<b>400</b>
1/3 horizontal	-	185x85	<b>300</b>
1/3 vertical	-	59x259	<b>300</b>
1/4 horizontal	-	185x62	<b>200</b>
1/4 vertical	-	90x127	<b>200</b>



**DEADLINES**

RESERVATION: By the 5th of the month  
 SUBMITTING: By the 3th of the month

Issue	<b>55</b>	<b>56</b>	<b>57</b>	<b>58</b>	<b>59</b>	<b>60</b>
Sale date	15 .01. 2022.	15. 02.2022.	15. 03.2022.	15. 04. 2022.	14. 05. 2022.	15. 06. 2022.
Issue	<b>61</b>	<b>62</b>	<b>63</b>	<b>64</b>	<b>65</b>	<b>66</b>
Sale date	15. 07. 2022.	16. 08.2022.	15. 09.2022.	15. 10. 2022.	15. 11. 2022.	15. 12.2022.



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COLOR MEDIA PUBLISHES  
 THE FOLLOWING MAGAZINES:  
 L&Z • ZDRAVILNE RASTLINE



**Technical requirements:**

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

