

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

MEDIATOP INTERNATIONAL D.O.O.

Ilica 100/1. kat, 10000 Zagreb,
 tel. 01/3778 964, fax.: 01/6404 450

Director

Domagoj Glogović

(domagoj.glogovic@mediatop.hr)

PRICES, FORMATS AND DIMENSIONS OF ADVERTISEMENTS

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

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

Issue		12		13		14
On sale		28. 02. 2019.		30. 04. 2019.		29. 06. 2019.
Issue		15		16		17
On sale		30. 08. 2019.		31. 10. 2019.		31. 12. 2019.

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.

WWW.MEDIATOP.HR



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**

MEDIATOP INTERNATIONAL PUBLISHES THE FOLLOWING MAGAZINES: LJEPOTA&ZDRAVLJE • GRAZIA • POŠALJI RECEPT • TORTE I KOLAČI • LJEKOVITO BILJE • ESTETICA • BRAVA CASA • BAKINA KUHINJA • URADI SAM • BAKINI SLATKIŠI • RUSKI DOKTOR • DIJABETES • MAGIJA I HOROSKOP • LIJEPI VRT