

ADVERTISING

BULGARIA ON AIR

RATES

The Inflight Magazine
The Business Magazine



Advertising areas

Second cover	2 500 EUR
Third cover	2 300 EUR
Forth cover	2 700 EUR
Whole page – left	1 530 EUR
Whole page – left (before Contents)	1 800 EUR
Whole page – right	1 760 EUR
½ page – left	770 EUR
½ page – right	885 EUR
1/3 page – left	510 EUR
1/3 page – right	590 EUR
¼ page – left	410 EUR
¼ page – right	470 EUR
Double page spread (before Contents)	3 320 EUR
Double page spread – inner	2 900 EUR
Inner cover (face and back, cardboard)	2 650 EUR
Branding of page or rubric (per page)	360 EUR
Participation in section “Review”	280 EUR

Volume discounts

2 runs	9%
3 runs	11%
4 runs	13%
5 runs	15%
6 runs	20%
7 runs	22%
8 runs	24%
9 runs	26%
10 runs	30%
11 runs	32%
12 runs	34%
Over 12 runs	negotiable
Agency commission	15%

Advertisement supply deadlines

- Request for advertising publication – till 5th day of the month preceding the issuing of the magazine
- Supplying the advertising matters – till 10th day of the month preceding the issuing of the magazine

Additions

For fixed position (page or rubric)	+ 25% over the price of the respective advertising area
PR and paid publications – marked with title “Paid publication”	+ 40% over the price of the respective advertising area

Booklets

Tucking in of adv matters -
flyers, samples, brochures

1 200 EUR
(for all the print run)

Sticking in advertising matters

* The advertising matters are produced and supplied by the client. The price for tucking in the magazine is not a subject of additional discounts and the discount for the agencies is not provided.

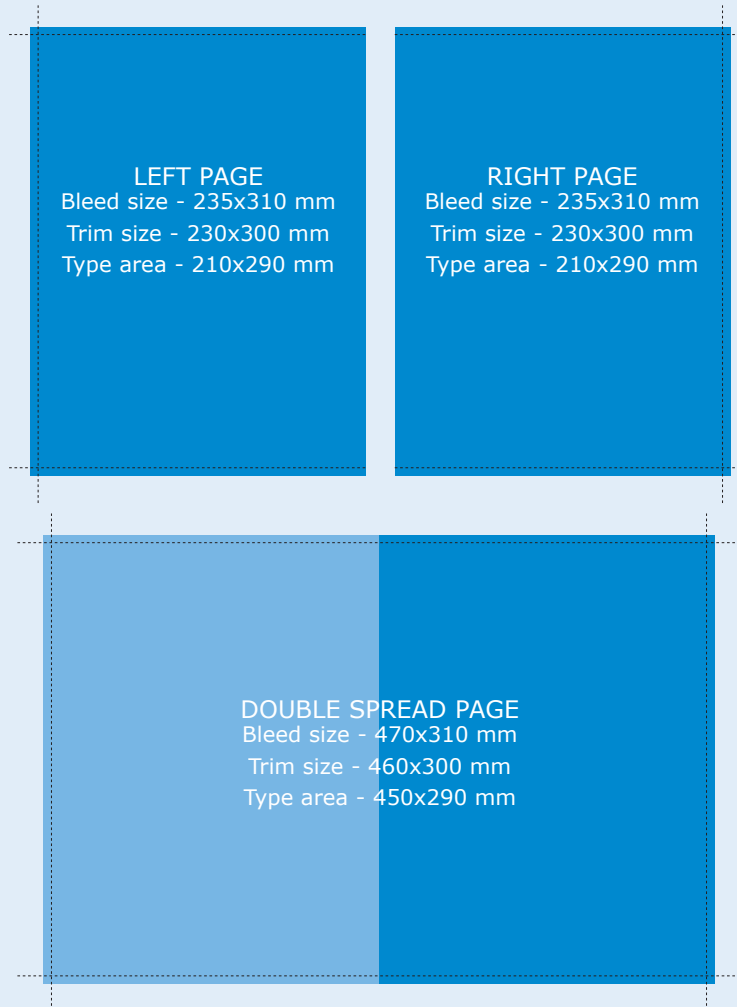
1 200 EUR
(for all the print run)

For the magazine – in short

- Print run - 15 000 copies;
- Date of issuing – 1st day of the month;
- Issue – once a month, 12 times a year;
- History – since 2003 on board of Bulgaria Air;
- Content - 128 pages;
- Distribution – on all destinations of the national airline carrier Bulgaria Air;
- Distribution - on the market at over 100 trade sports in Bulgaria;
- Number of destinations for Bulgaria Air – 36 destinations in Europe and The Middle East;
- Average number of passengers on internal and international flights – over 100 000;
- Audience – over 150 000 – Bulgarians and foreigners;
- Language – Bulgarian and English.

* Prices are in EUR and without vat included.
* Prices operate from Issue 9 (April 2011).

ADVERTISING FORMATS



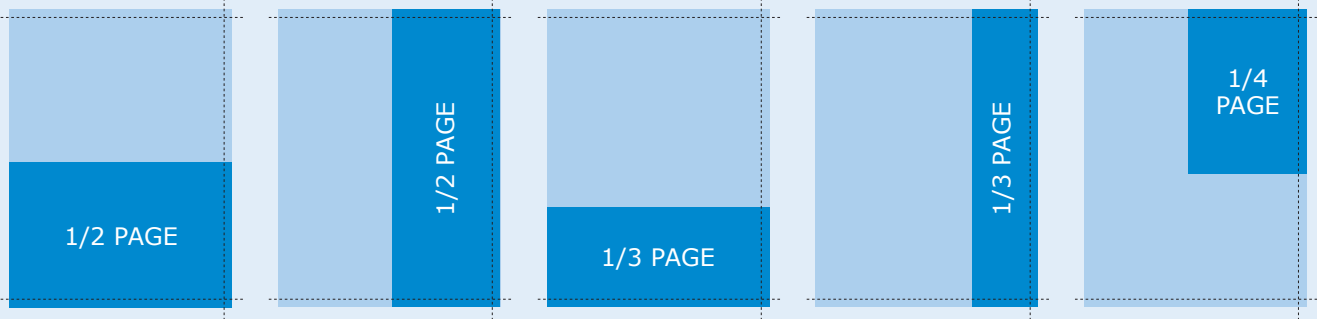
1/2 PAGE
Bleed size - 235x152.5 mm
Trim size - 230x147.5 mm
Type area - 210x137.5 mm

1/2 PAGE
Bleed size - 116x310 mm
Trim size - 111x300 mm
Type area - 106x290 mm

1/3 PAGE
Bleed size - 235x102.5 mm
Trim size - 230x97.5 mm
Type area - 210x92.5 mm

1/3 PAGE
Bleed size - 83x310 mm
Trim size - 78x300 mm
Type area - 73x290 mm

1/4 PAGE
Bleed size - 120x152 mm
Trim size - 115x147 mm
Type area - 110x142 mm



Technical requirements for the supplied files:

- Raster images - *.tiff, *.psd - in real size, from 225 to 300dpi, color mode CMYK;
- Vector images - *.eps, *.ai, *.pdf - press quality, color mode CMYK, fonts in curves;
- It is recommended the files to be accompanied with colour samples in 100% size. In other case the editor doesn't have responsibility for the quality of the printed matters;
- Files, designed with Microsoft Word, Microsoft Publisher, Microsoft Power Point or other text editorial program, will not be accepted.