ADVERTISING RATES

Advertising areas:

Forth cover	2 700 EUR	
Second cover	2 500 EUR	
Third cover	2 300 EUR	
Double page spread (before Contents)	3 320 EUR	
Double page spread	2 900 EUR	
Inner cover (face and back, cardboard)	2 650 EUR	
Whole left page (before Contents)	1 800 EUR	
Whole right page	1 760 EUR	
Whole left page	1 530 EUR	
1/2 right page	885 EUR	
1/2 left page	770 EUR	
1/3 right page	590 EUR	
1/3 left page	510 EUR	
1/4 right page	470 EUR	
1/4 left page	410 EUR	
Branding of page or rubric (per page)	360 EUR	
Participation in section "Review"	280 EUR	
Prices are in ELIPO and without vat included		

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Booklets:

Tucking in of advertising matters -1 000 EURflyers, samples, brochures(for all the print run)

* 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.

Prices are in EURO and without vat included

Additions:

For fixed position (page or rubric)	+25% (over the price of the respective advertising area)
PR and Paid publications (made under established by the editorial template)	+40% (over the price of the respective advertising area)

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

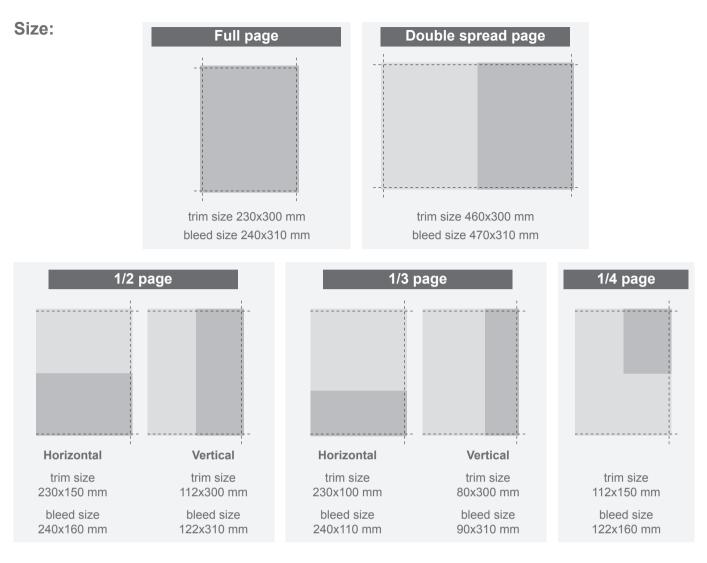
Deadlines:

- 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.

For the magazine in short:

- Print run: 10,000 copies;
- Issue: at the beginning of each month (since 2003 on board of Bulgaria air);
- Content: 128 full color pages;
- **Distribution:** 24 destinations on board of Bulgaria Air in Europe and the Middle Eas;
- Audience: about 100,000 on average per month;
- Audience: bulgarians and foreigners;
- Language: Bulgarian and English.





Technical requirement for the supplied files:

- advertising visions must be submitted in the following file formats: *.tif, *.psd, *.eps, *.pdf κατο:
 raster image to be in CMYK color mode, from 254 to 381dpi;
 - vector image to be in CMYK color mode, press quality, fonts in curves;
- advertising to be bleed size, all important elements (text, logos) to be with:
 - minimum 5 mm indentation of trim size;
 - minimum 10 mm indented side gluing.
- It is recommended the files to be accompanied with colour proof (included color scale) in 100% size. In other case the editorial doesn't have responsibility for the quality of the printer matters;
- Files, design with Microsoft Word, Publisher, Power Point or other text editorial program, will not be accepted.