



Editorial part

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|------------------------------|---|---------------|-----------------------------|-----------------------------|--------------------|---|
| | | | | | | <p>Next to content & next to editorial</p> <p>column: € 2280</p> <p>First 5 ad pages after content: €1980</p> <p>In 1st half on the book: € 1780</p> <p>In 2nd half on the book: € 1580</p> |
| 1st spread | 2nd-5th spread | spread | 3rd cover | 4th cover | single page | |
| € 3180 | € 2780 | € 2380 | € 2880 | € 2980 | → | |
| 458 x 297 mm | | | 229 x 297 mm | 229 x 297 mm | 229 x 297 mm | |

| | | | | | |
|-------------------|-----------------|-----------------|-----------------|-----------------|--------------------|
| | | | | | |
| 1/2 spread | 1/3 page | 2/3 page | 1/2 page | 1/2 page | JUNIOR page |
| € 1780 | € 780 | € 1180 | € 780 | € 880 | € 890 |
| 458 x 148 mm | 77 x 297 mm | 141 x 297 mm | 196 x 136 mm | 229 x 148 mm | 141 x 183 mm |

Advertisement section

| | | | | |
|-----------------|-----------------|-----------------|-----------------|-----------------|
| | | | | |
| 1/8 page | 1/4 page | 1/4 page | 1/2 page | 1/2 page |
| € 150 | € 290 | € 290 | € 580 | € 580 |
| 96 x 66 mm | 96 x 136 mm | 196 x 66 mm | 196 x 136 mm | 96 x 276 mm |

Discounts

| | | |
|-------------------|------|------|
| Volume discounts: | 2 x | 10 % |
| | 4 x | 15 % |
| | 6 x | 20 % |
| | 8 x | 25 % |
| | 10 x | 30 % |
| | 12 x | 35 % |
| | 18 x | 40 % |
| Ad agencies: 15% | 24 x | 45 % |

Deadlines

| | Advertisement booking deadline | On sale | | Advertisement booking deadline | On sale |
|----------|--------------------------------|-------------|----------|--------------------------------|-------------|
| Lilit 01 | 06.12.2016. | 21.12.2016. | Lilit 08 | 06.07.2017. | 21.07.2017. |
| Lilit 02 | 05.01.2017. | 20.01.2017. | Lilit 09 | 05.08.2017. | 22.08.2017. |
| Lilit 03 | 07.02.2017. | 22.02.2017. | Lilit 10 | 07.09.2017. | 22.09.2017. |
| Lilit 04 | 07.03.2017. | 22.03.2017. | Lilit 11 | 05.10.2017. | 20.10.2017. |
| Lilit 05 | 06.04.2017. | 21.04.2017. | Lilit 12 | 04.11.2017. | 22.11.2017. |
| Lilit 06 | 05.05.2017. | 22.05.2017. | Lilit 01 | 06.12.2017. | 20.12.2017. |
| Lilit 07 | 06.06.2017. | 21.06.2017. | | | |

Attention!



- Prices do not include 21% VAT.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2nd part of the book.