

Advertising rate card 2017

- 2** LILIT

- 3** ЛИЛИТ

- 4** COSMOPOLITAN

- 5** SIN

- 6** ПАТРОН

- 7** COPEŠ LIETAS

- 8** GEO

- 9** LATVIJAS ARCHITEKTŪRA

- 10** LATVIJAS BŪVNICĪBA

- 11** NEZINĀMĀ VĒSTURE

- 12** CEĻOJUMS VĒSTURĒ

- 13** NEZINĀMĀ KARA VĒSTURE

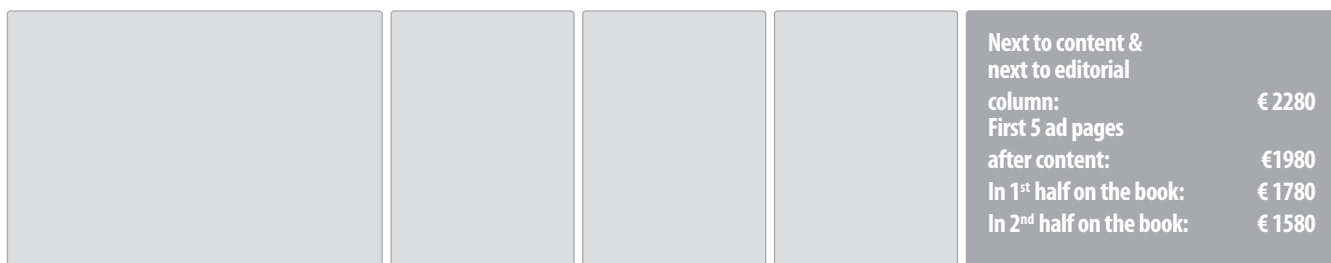
- 14** ČETRAS SEZONAS

- 15** ЧЕТЫРЕ СЕЗОНА

- 16** TECHNICAL REQUIREMENTS



Editorial part



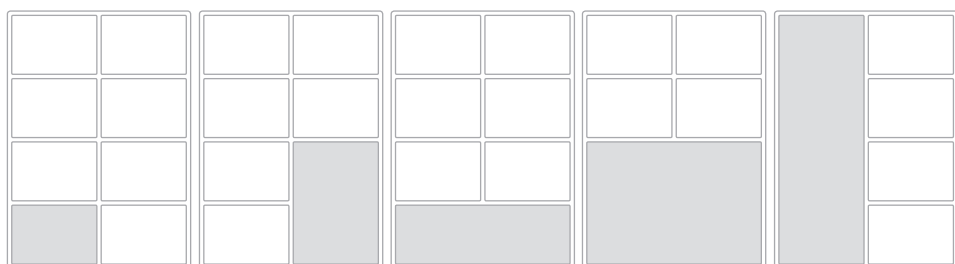
Next to content & next to editorial
column: € 2280
 First 5 ad pages
 after content: € 1980
 In 1st half on the book: € 1780
 In 2nd half on the book: € 1580

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.	21.12.2017.
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.



Editorial part

						<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: € 1880</p> <p>In 2nd half on the book: € 1680</p>
1st spread	2nd-5th spread	spread	3rd cover	4th cover	single page	
€ 3280	€ 2880	€ 2680	€ 2880	€ 3280	→	
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
€ 1880	€ 880	€ 1380	€ 880	€ 980	€ 990
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
€ 180	€ 340	€ 340	€ 680	€ 680
96 x 66 mm	96 x 136 mm	196 x 66 mm	196 x 136 mm	96 x 276 mm

Atlaides

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
Лилит 1	22.12.2016.	06.01.2017.	Лилит 7	22.06.2017.	07.07.2017.
Лилит 2	20.01.2017.	07.02.2017.	Лилит 8	21.07.2017.	07.08.2017.
Лилит 3	17.02.2017.	08.03.2017.	Лилит 9	22.08.2017.	06.09.2017.
Лилит 4	22.03.2017.	06.04.2017.	Лилит 10	21.09.2017.	06.10.2017.
Лилит 5	19.04.2017.	05.05.2017.	Лилит 11	20.10.2017.	07.11.2017.
Лилит 6	23.05.2017.	07.06.2017.	Лилит 12	22.11.2017.	07.12.2017.

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Editorial part

						Next to content € 1580 First 5 ad pages € 1380 In 1 st half on the book: € 1280 In 2 nd half on the book: € 1080 Sections in the back of the book: Health&Fitness € 990 Cosmo.lv € 890 Horoscope, Test € 890
1st spread	2nd-5th spread	spread	3rd cover	4th cover	single page	
€ 2800	€ 2600	€ 1980	€ 1880	€ 1980	→	
420 x 277 mm	420 x 277 mm	210 x 277 mm	210 x 277 mm	210 x 277 mm	210 x 277 mm	

1/2 spread	1/3 page	2/3 page	JUNIOR page	1/2 page	1/2 page
€ 1080	€ 580	€ 780	€ 780	€ 580	€ 680
420 x 137 mm	71 x 277 mm	132 x 277 mm	132 x 174 mm	183 x 131 mm	210 x 137 mm

Advertisement section

1/8 page	1/4 page	1/4 page	1/2 page	1/2 page
€ 90	€ 190	€ 190	€ 520	€ 520
90 x 64 mm	90 x 131 mm	183 x 64 mm	183 x 131 mm	90 x 265 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
Cosmopolitan 1	20.12.2016.	06.01.2017.	Cosmopolitan 6/7	17.05.2017.	16.06.2017.
Cosmopolitan 2	18.01.2017.	02.02.2017.	Cosmopolitan 8	14.07.2017.	28.07.2017.
Cosmopolitan 3	16.02.2017.	03.03.2017.	Cosmopolitan 9	17.08.2017.	01.09.2017.
Cosmopolitan 4	16.03.2017.	31.03.2017.	Cosmopolitan 10	15.09.2017.	02.10.2017.
Cosmopolitan 5	14.04.2017.	02.05.2017.	Cosmopolitan 11	17.10.2017.	01.11.2017.
			Cosmopolitan 12	16.11.2017.	01.12.2017.

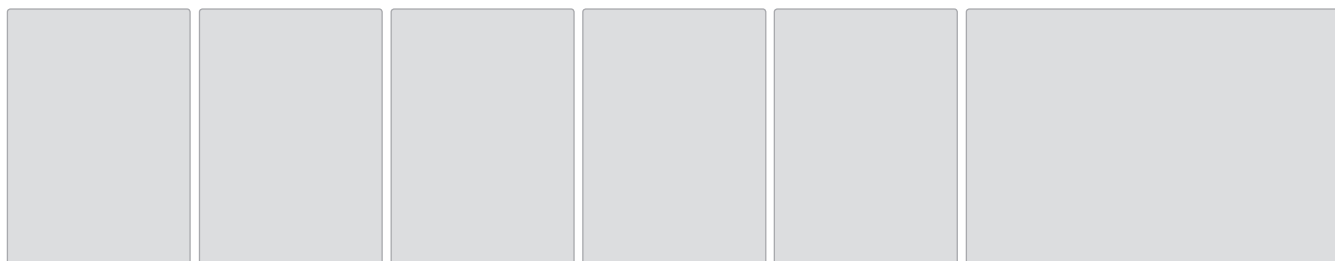
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Editorial part

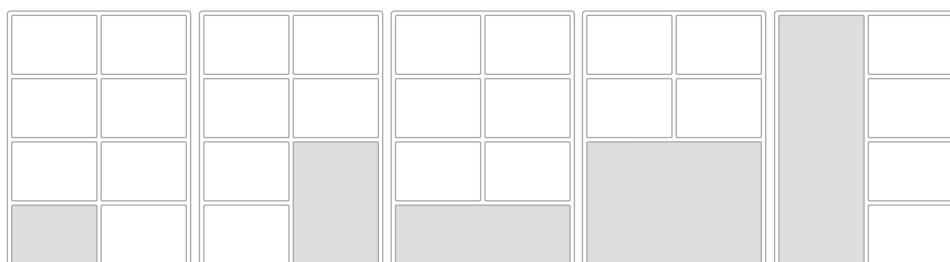


2nd cover	3rd cover	4th cover	single page	single page next to content	spread
€ 1380	€ 1380	€ 1480	€ 980	€ 1080	€ 1380
217 x 283 mm	217 x 283 mm	217 x 283 mm	217 x 283 mm		434 x 283 mm



1/2 spread	1/3 page	2/3 page	1/2 page	1/2 page	JUNIOR page
€ 980	€ 380	€ 580	€ 380	€ 420	€ 420
434 x 142 mm	73 x 283 mm	136 x 283 mm	185 x 131 mm	217 x 142 mm	136 x 177 mm

Advertisement section



1/8 page	1/4 page	1/4 page	1/2 page	1/2 page
€ 90	€ 190	€ 190	€ 350	€ 350
90 x 63 mm	90 x 131 mm	185 x 63 mm	185 x 131 mm	90 x 267 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 %

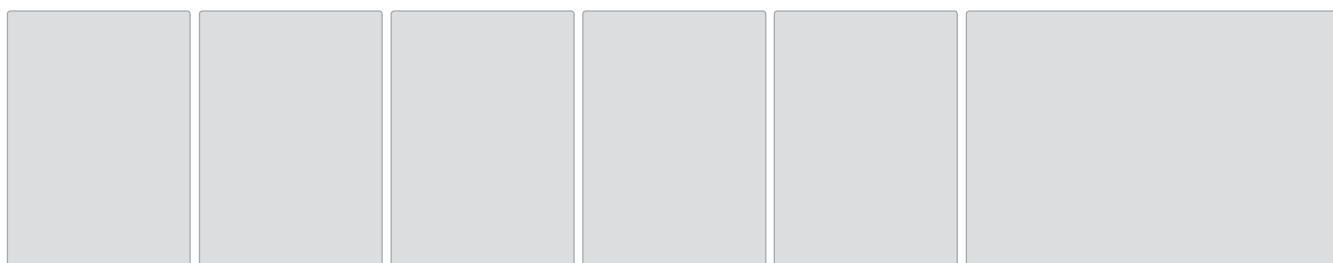
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Editorial part

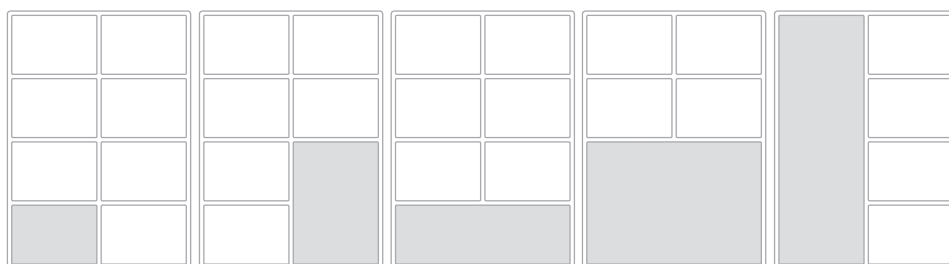


2 nd cover	3 rd cover	4 th cover	single page	single page next to content	spread
€ 1380	€ 1380	€ 1480	€ 980	€ 1080	€ 1380
210 x 297 mm	210 x 297 mm	210 x 297 mm	210 x 297 mm	210 x 297 mm	420 x 297 mm



1/2 spread	1/3 page	2/3 page	1/2 page	1/2 page	JUNIOR page
€ 1280	€ 380	€ 580	€ 380	€ 420	€ 420
420 x 148 mm	72 x 297 mm	133 x 297 mm	180 x 136 mm	210 x 148 mm	130 x 183 mm

Advertisement section



1/8 page	1/4 page	1/4 page	1/2 page	1/2 page
€ 90	€ 190	€ 190	€ 350	€ 350
88 x 66 mm	88 x 136 mm	180 x 66 mm	180 x 136 mm	88 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
Патрон 02/03	07.02.2017.	22.02.2017.
Патрон 04/05	23.03.2017.	06.04.2017.
Патрон 06/07	24.05.2017.	07.06.2017.
Патрон 08/09	14.07.2017.	28.07.2017.
Патрон 10/11	15.09.2017.	02.10.2017.
Патрон 12/01	16.11.2017.	01.12.2017.

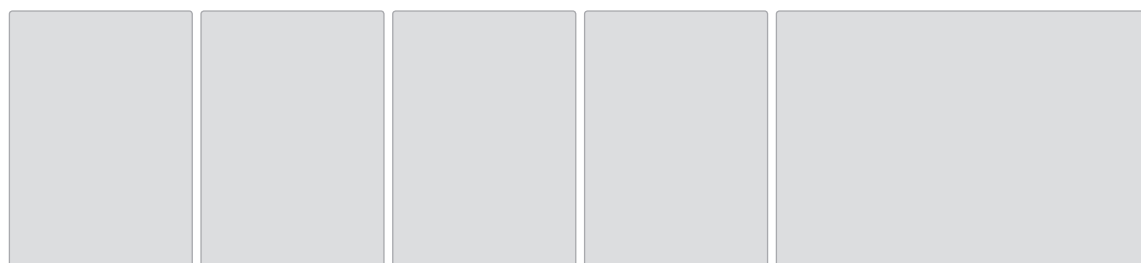
Attention!



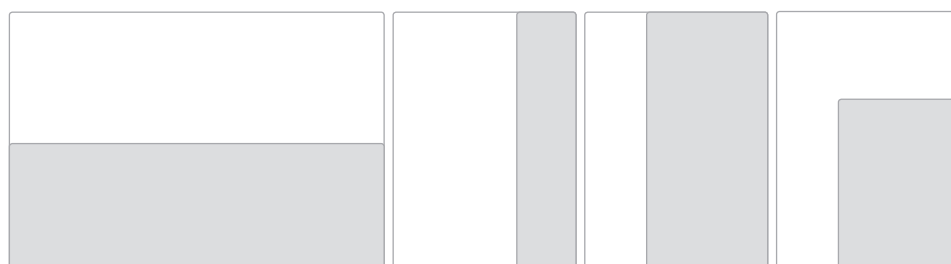
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Editorial part

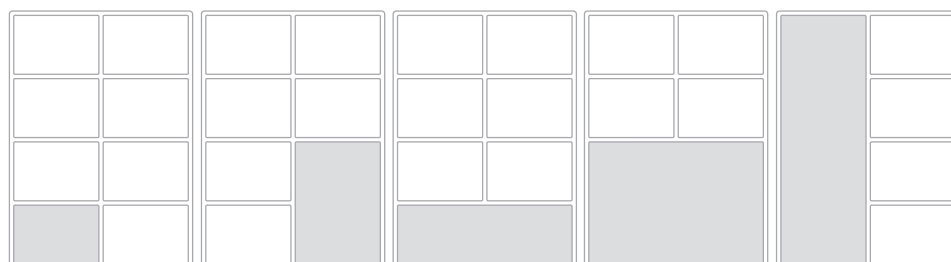


2nd cover	3rd cover	4th cover	single page	spread
€ 1880	€ 1880	€ 1980	€ 1380	€ 1880
210 x 297 mm	210 x 297 mm	210 x 297 mm	210 x 297 mm	420 x 297 mm



1/2 spread	1/3 page	2/3 page	JUNIOR page
€ 1380	€ 580	€ 780	€ 680
420 x 148 mm	75 x 297 mm	138 x 297 mm	137 x 191 mm

Advertisement section



1/8 page	1/4 page	1/4 page	1/2 page	1/2 page
€ 180	€ 280	€ 280	€ 580	€ 580
91 x 66 mm	91 x 136 mm	185 x 66 mm	185 x 136 mm	91 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
Copes Lietas 01	16.12.2016.	04.01.2017.	Copes Lietas 07	15.06.2017.	30.06.2017.
Copes Lietas 02	19.01.2017.	02.02.2017.	Copes Lietas 08	19.07.2017.	02.08.2017.
Copes Lietas 03	17.02.2017.	03.03.2017.	Copes Lietas 09	18.08.2017.	01.09.2017.
Copes Lietas 04	17.03.2017.	31.03.2017.	Copes Lietas 10	15.09.2017.	02.10.2017.
Copes Lietas 05	14.04.2017.	02.05.2017.	Copes Lietas 11	18.10.2017.	01.11.2017.
Copes Lietas 06	18.05.2017.	01.06.2017.	Copes Lietas 12	17.11.2017.	01.12.2017.

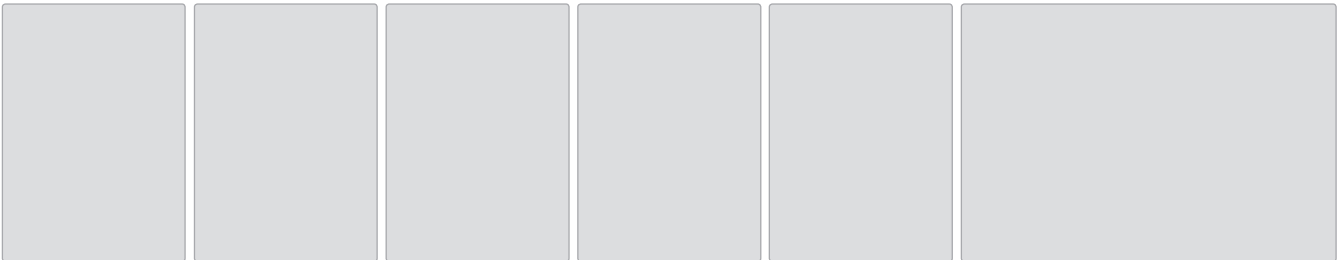
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Editorial part

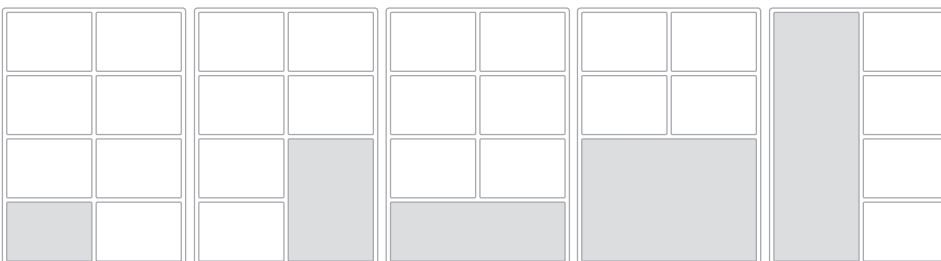


2nd cover	3rd cover	4th cover	single page	single page next to content	spread
€ 1380	€ 1380	€ 1480	€ 980	€ 1080	€ 1380
213x270 mm	213x270 mm	213x270 mm	213x270 mm	213x270 mm	426x270 mm



1/2 spread	1/3 page	2/3 page	1/2 page	1/2 page	JUNIOR page
€ 980	€ 380	€ 580	€ 380	€ 420	€ 520
426x135 mm	74x270 mm	148x270 mm	178x123 mm	213x135 mm	134 x 170 mm

Advertisement section



1/8 page	1/4 page	1/4 page	1/2 page	1/2 page
€ 90	€ 190	€ 190	€ 350	€ 350
87x59,5 mm	87x123 mm	178x59,5 mm	178x123 mm	87x250 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
GEO 01	23.12.2016.	06.01.2017.	GEO 07	23.06.2017.	07.07.2017.
GEO 02	20.01.2017.	07.02.2017.	GEO 08	21.07.2017.	07.08.2017.
GEO 03	22.02.2017.	08.03.2017.	GEO 09	23.08.2017.	06.09.2017.
GEO 04	23.03.2017.	06.04.2017.	GEO 10	22.09.2017.	06.10.2017.
GEO 05	20.04.2017.	05.05.2017.	GEO 11	20.10.2017.	07.11.2017.
GEO 06	24.05.2017.	07.06.2017.	GEO 12	23.11.2017.	07.12.2017.

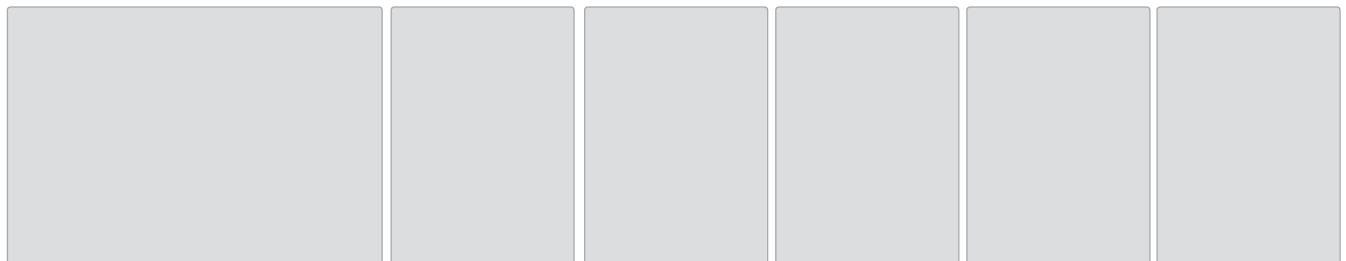
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Editorial part



spread	2nd cover	3rd cover	4th cover	single page	single page next to content
€ 1987	€ 1680	€ 1540	€ 2390	€ 1380	€ 1535
458 x 297 mm	229 x 297 mm	229 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
€ 1395	€ 680	€ 968	€ 830	€ 680	€ 830
458 x 148 mm	74 x 297 mm	138 x 297 mm	229x146 mm	196 x 136 mm	138 x 176 mm

Advertisement section



1/8 page	1/4 page	1/4 page	1/2 page	1/2 page
€ 190	€ 350	€ 350	€ 650	€ 630
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	15 %
	4 x	25 %
	6 x	40 %

Ad agencies: 15%

Deadlines

Izgatavojamo reklāmu materiālu iesniegšanas termiņš

Advertisement booking deadline

On sale

Latvijas Architektūra 06/2016
 Latvijas Architektūra 01
 Latvijas Architektūra 02
 Latvijas Architektūra 03
 Latvijas Architektūra 04
 Latvijas Architektūra 05

15.12.2016.
 11.02.2017.
 14.04.2017.
 15.06.2017.
 18.08.2017.
 18.10.2017.

29.12.2016.
 27.02.2017.
 02.05.2017.
 30.06.2017.
 01.09.2017.
 01.11.2017.

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LATVIJAS BŪVNICĪBA

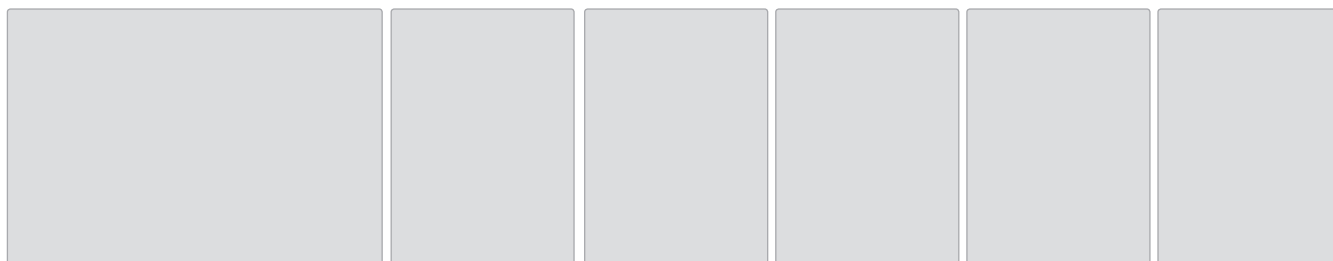
ADVERTISING RATE CARD 2017

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agentūra **lilita**



Editorial part



spread

€ 1830

458 x 297 mm

2nd cover

€ 1490

229 x 297 mm

3rd cover

€ 1390

229 x 297 mm

4th cover

€ 1965

229 x 297 mm

single page

€ 1280

229 x 297 mm

single page next to content

€ 1390

229 x 297 mm



1/2 spread

€ 1180

458 x 148 mm

1/3 page

€ 680

74 x 297 mm

2/3 page

€ 960

138 x 297 mm

1/2 page

€ 780

229x146 mm

1/2 page

€ 630

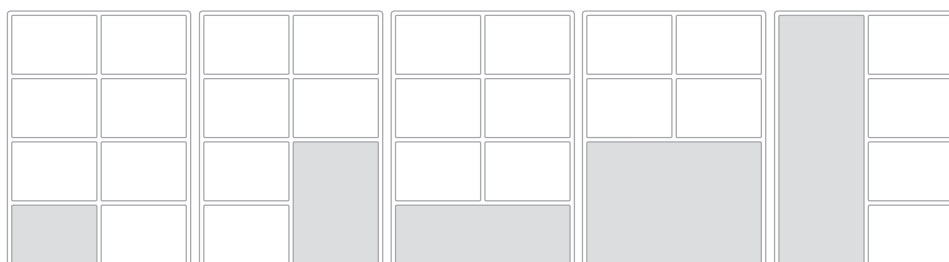
196 x 136 mm

JUNIOR page

€ 720

138 x 176 mm

Advertisement section



1/8 page

€ 160

96 x 66 mm

1/4 page

€ 300

96 x 136 mm

1/4 page

€ 300

196 x 66 mm

1/2 page

€ 560

196 x 136 mm

1/2 page

€ 560

96 x 276 mm

Discounts

Volume discounts:	2 x	15 %
	4 x	25 %
	6 x	40 %

Ad agencies: 15%

Deadlines

Advertisement
booking
deadline

On sale

Latvijas Būvniecība 01
Latvijas Būvniecība 02
Latvijas Būvniecība 03
Latvijas Būvniecība 04
Latvijas Būvniecība 05
Latvijas Būvniecība 06

20.01.2017.
17.03.2017.
18.05.2017.
19.07.2017.
15.09.2017.
17.11.2017.

07.02.2017.
31.03.2017.
16.06.2017.
02.08.2017.
02.10.2017.
01.12.2017.

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- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2nd part of the book.

NEZINĀMĀ VĒSTURE

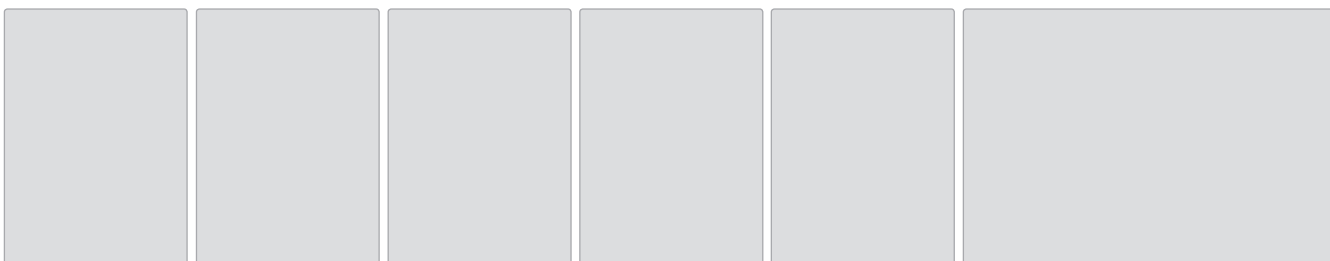
ADVERTISING RATE CARD 2017

www.lilita.lv

agentūra **lilita**



Editorial part

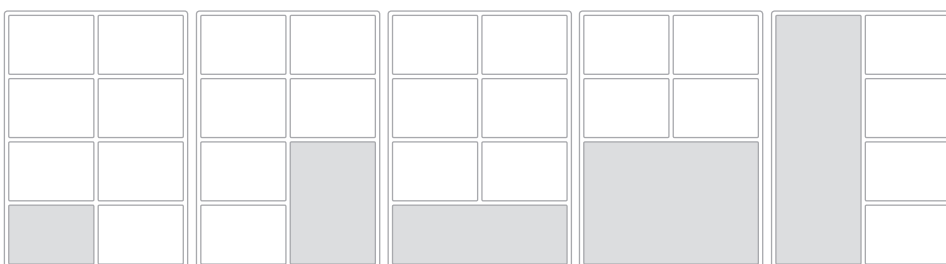


2 nd cover	3 rd cover	4 th cover	single page	single page next to content	spread
€ 1380	€ 1380	€ 1480	€ 880	€ 1080	€ 1380
230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	460 x 297 mm



1/2 spread	1/3 page	2/3 page	1/2 page	1/2 page	JUNIOR page
€ 980	€ 380	€ 580	€ 380	€ 420	€ 420
460 x 145 mm	77 x 297 mm	141 x 297 mm	196 x 136 mm	230 x 145 mm	141 x 183 mm

Advertisement section



1/8 page	1/4 page	1/4 page	1/2 page	1/2 page
€ 90	€ 190	€ 190	€ 350	€ 350
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
Nezināmā Vēsture 12/01	15.12.2016.	29.12.2016.	Nezināmā Vēsture 07	22.06.2017.	07.07.2017.
Nezināmā Vēsture 02	19.01.2017.	02.02.2017.	Nezināmā Vēsture 08	19.07.2017.	02.08.2017.
Nezināmā Vēsture 03	17.02.2017.	03.03.2017.	Nezināmā Vēsture 09	18.08.2017.	01.09.2017.
Nezināmā Vēsture 04	17.03.2017.	31.03.2017.	Nezināmā Vēsture 10	15.09.2017.	02.10.2017.
Nezināmā Vēsture 05	14.04.2017.	02.05.2017.	Nezināmā Vēsture 11	18.10.2017.	01.11.2017.
Nezināmā Vēsture 06	18.05.2017.	16.06.2017.	Nezināmā Vēsture 12	17.11.2017.	01.12.2017.

Attention!



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- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2nd part of the book.

CELOJUMS VĒSTURĒ

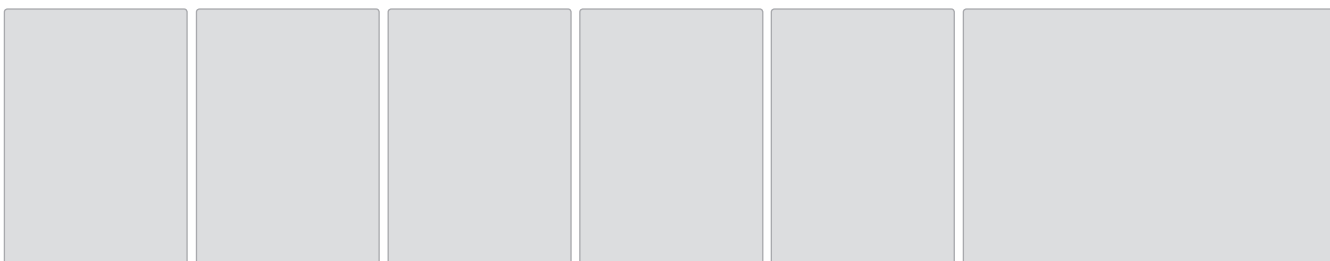
ADVERTISING RATE CARD 2017

www.lilita.lv

agentūra **lilita**



Editorial part

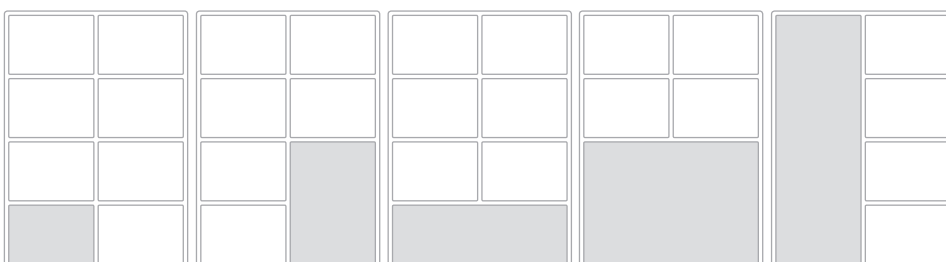


2nd cover	3rd cover	4th cover	single page	single page next to content	spread
€ 1380	€ 1380	€ 1480	€ 880	€ 1080	€ 1380
230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	460 x 297 mm



1/2 spread	1/3 page	2/3 page	1/2 page	1/2 page	JUNIOR page
€ 980	€ 380	€ 580	€ 380	€ 420	€ 420
460 x 145 mm	77 x 297 mm	141 x 297 mm	196 x 136 mm	230 x 145 mm	141 x 183 mm

Advertisement section



1/8 page	1/4 page	1/4 page	1/2 page	1/2 page
€ 90	€ 190	€ 190	€ 350	€ 350
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 %

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.

NEZINĀMĀ KARA VĒSTURE

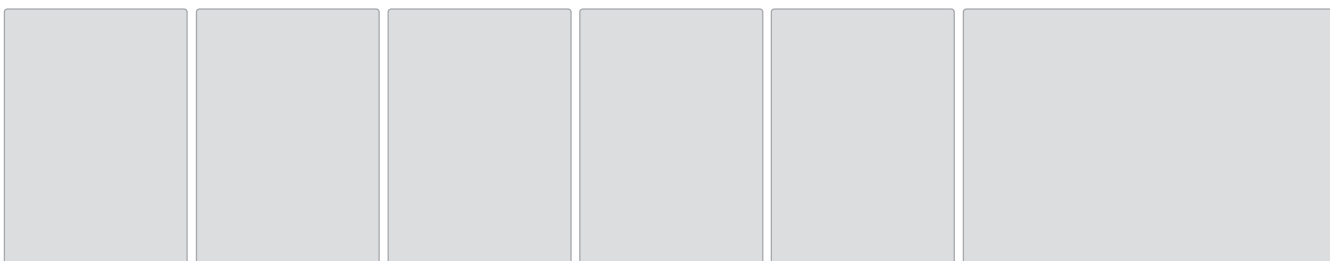
ADVERTISING RATE CARD 2017

www.lilita.lv

agentūra **lilita**



Editorial part

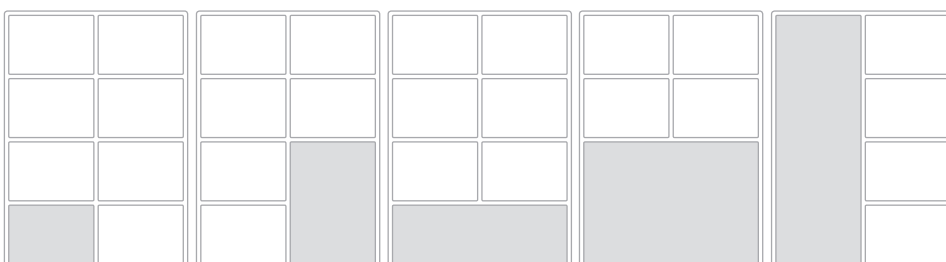


2nd cover	3rd cover	4th cover	single page	single page next to content	spread
€ 1380	€ 1380	€ 1480	€ 880	€ 1080	€ 1380
230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	460 x 297 mm



1/2 spread	1/3 page	2/3 page	1/2 page	1/2 page	JUNIOR page
€ 980	€ 380	€ 580	€ 380	€ 420	€ 420
460 x 145 mm	77 x 297 mm	141 x 297 mm	196 x 136 mm	230 x 145 mm	141 x 183 mm

Advertisement section



1/8 page	1/4 page	1/4 page	1/2 page	1/2 page
€ 90	€ 190	€ 190	€ 350	€ 350
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
Nezināmā Kara Vēsture 01	20.01.2017	16.12.2016
Nezināmā Kara Vēsture 02	23.03.2017	07.02.2017
Nezināmā Kara Vēsture 03	24.05.2017	06.04.2017
Nezināmā Kara Vēsture 04	21.07.2017	07.06.2017
Nezināmā Kara Vēsture 05	22.09.2017	07.08.2017
Nezināmā Kara Vēsture 06	23.11.2017	06.10.2017
Nezināmā Kara Vēsture 01		07.12.2017

Attention!



- Prices do not include 21% VAT.
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- 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.

ČETRAS SEZONAS

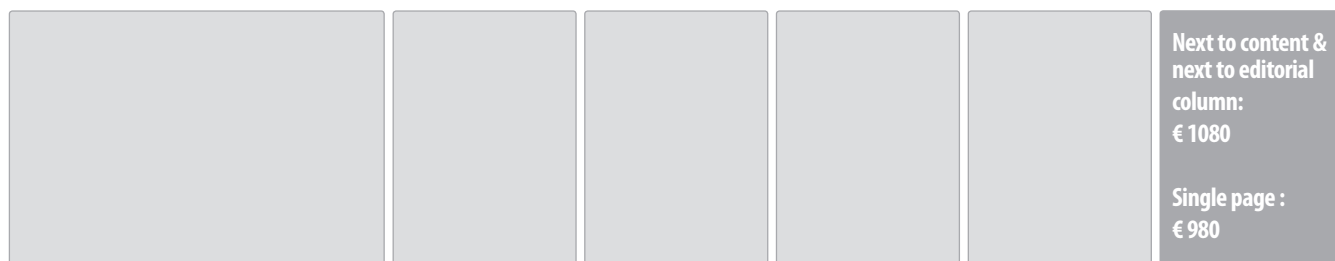
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Editorial part



Next to content & next to editorial column:
€ 1080

Single page :
€ 980

1st spread	2nd-5th spread	spread	2nd cover	3rd cover	4th cover	single page
€ 1980	€ 1780	€ 1680	€ 1380	€ 1380	€ 1680	→
440 x 300 mm			220 x 300 mm	220 x 300 mm	220 x 300 mm	220 x 300 mm



1/2 spread	1/2 page	1/2 page	1/3 page	1/3 page	1/4 page
€ 980	€ 420	€ 580	€ 380	€ 336	€ 280
440 x 150 mm	220 x 150 mm	110 x 300 mm	75 x 300 mm	220 x 100 mm	110 x 150 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 %
	24 x	45 %

Ad agencies: 15%

Deadlines

	Advertisement booking deadline	On sale		Advertisement booking deadline	On sale
4Sezonas 1	01.12.2016.	16.12.2016.	4Sezonas 8	06.07.2017.	21.07.2017.
4Sezonas 2	05.01.2017.	20.01.2017.	4Sezonas 9	05.08.2017.	22.08.2017.
4Sezonas 3	07.02.2017.	22.02.2017.	4Sezonas 10	07.09.2017.	22.09.2017.
4Sezonas 4	07.03.2017.	22.03.2017.	4Sezonas 11	05.10.2017.	20.10.2017.
4Sezonas 5	06.04.2017.	21.04.2017.	4Sezonas 12	04.11.2017.	22.11.2017.
4Sezonas 6	05.05.2017.	22.05.2017.	4Sezonas 01	06.12.2017.	20.12.2017.
4Sezonas 7	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.

ЧЕТЫРЕ СЕЗОНА

ADVERTISING RATE CARD 2017

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agentūra **lilita**



Editorial part

							Next to content & next to editorial column: € 1080 Single page : € 980
1st spread	2nd-5th spread	spread	2nd cover	3rd cover	4th cover	single page	
€ 1295	€ 1120	€ 1080	€ 1380	€ 1380	€ 1480	→	
440 x 300 mm			220 x 300 mm	220 x 300 mm	220 x 300 mm	220 x 300 mm	

1/2 spread	1/2 page	1/2 page	1/3 page	1/3 page	1/4 page
€ 980	€ 420	€ 580	€ 380	€ 336	€ 280
440 x 150 mm	220 x 150 mm	110 x 300 mm	75 x 300 mm	220 x 100 mm	110 x 150 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 %
	24 x	45 %
	Ad agencies: 15%	

Deadlines

	Advertisement booking deadline	On sale
Четыре Сезона 1	22.03.2017.	06.04.2017.
Четыре Сезона 2	23.05.2017.	07.06.2017.
Четыре Сезона 3	21.07.2017.	07.08.2017.
Четыре Сезона 4	20.10.2017.	07.11.2017.

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.

SUBMISSION OF READY ADS

ftp://178.16.16.30

lietotājs: **li_reklama** parole: **LI_reklama**

Designs in jpg format send by e-mail to: reklama@lilita.lv

Designs on DVD or CD-ROM deliver to Aģentūra Lilita, 101, Mūkusalas str. LV1004, Riga, Latvia.

PLEASE ATTACH:

- a print-out (or send jpg by e-mail)
- title
- client
- name of the designer and his/her phone number

SIZE OF ADVERTISEMENT

- Before designing the ad, please check the specific sizes of different ads in different magazines.
- When designing full page and spread ads leave 5mm bleed.

SIZE OF ADVERTISEMENT

- **Лилит, Lilit** (in latvian), **Latvijas Architektūra, Latvijas Būvniecība**
page size 229 x 297 mm
(bleed size 239 x 307 mm);
- **Copes Lietas, Patron**
page size 210 x 297 mm
(bleed size 220 x 307 mm);
- **Cosmopolitan** page size 210 x 277 mm
(bleed size 220 x 287 mm);
- **SIN** page size 217 x 283 mm
(bleed size 227 x 293 mm);
- **GEO** page size 213 x 270 mm
(bleed size 223 x 280 mm).
- **Nezināmā Vēsture, Nezināmā Kara Vēsture, Ceļojums Vēsturē**
page size 230 x 297 mm
(bleed size 240 x 307 mm).
- **Četras Sezonas**
page size 220 x 300 mm
(bleed size 230 x 310 mm).

WHEN DESIGNING YOUR ADS ON MAC OS

● When designing your ads in Adobe Illustrator:

- a) all texts in *outline* format;
- b) pictures in TIFF format recommended;
- c) fail saved as EPS;
- d) attach all pictures.

● When designing your ads in Adobe Indesign:

- a) all texts in *outline* format or all fonts included;
- b) pictures in TIFF format recommended;
- c) file saved using *Package* function.

● ADS in PDF format:

- a) accepted only for full page and spread ads;
- b) all texts in *outline* format;
- c) when exporting to PDF, check that:
Compatibility: Acrobat 4 (PDF 1.3)
Compression: Zip
Bleed: 5mm
Transparency Flattener: High Resolution

● Pictures:

- a) in **CMYK**;
- b) 300 dpi;
- c) do not LZW compression for TIFF.

● Fonts: *Open Type* fonts are recommended.

● Fail compression: Only Stuffit (.SIT), ZIP (.ZIP).

WHEN DESIGNING YOUR ADS ON A PC

- Pictures in TIFF format, CMYK, 300 dpi, not compressed;
- Text as outlines *outlines (text as curves)*;
- Save as Adobe Illustrator (AI) format;
- Attach all pictures.

● When designing your ads in CorelDraw:

- before submission, please, do the following:
1. Convert text as *outlines*.
 2. Save as Adobe Illustrator (AI) format.
 3. Before submission double check the exported file!!!