

ADVERTISING
RATE CARD
2018

- 2 LILIT
- 3 ЛИЛИТ
- 4 LILIT LOOK
- 5 ЛИЛИТ LOOK
- 6 COSMOPOLITAN
- 7 SIN
- 8 ПАТРОН
- 9 COPEŠ LIETAS
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- 11 LATVIJAS ARCHITEKTŪRA
- 12 LATVIJAS BŪVNICĪBA
- 13 NEZINĀMĀ VĒSTURE
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- 15 KĀ TAS STRĀDA
- 16 ЧЕТЫРЕ СЕЗОНА
- 17 TECHNICAL
REQUIREMENTS



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: € 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	22.12.2017	05.01.2018.	Lilit 07	11.06.2018.	22.06.2018.
Lilit 02	16.01.2018.	30.01.2018.	Lilit 08	10.07.2018.	24.07.2018.
Lilit 03	13.02.2018.	27.02.2018.	Lilit 09	10.08.2018.	23.08.2018.
Lilit 04	09.03.2018.	23.03.2018.	Lilit 10	10.09.2018.	21.09.2018.
Lilit 05	10.04.2018.	24.04.2018.	Lilit 11	09.10.2018.	23.10.2018.
Lilit 06	11.05.2018.	23.05.2018.	Lilit 12	09.11.2018.	22.11.2018.

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 column:</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 01	22.12.2017	09.01.2018.	Лилит 07	22.06.2018.	06.07.2018.
Лилит 02	26.01.2018.	07.02.2018.	Лилит 08	27.07.2018.	08.08.2018.
Лилит 03	22.02.2018.	07.03.2018.	Лилит 09	24.08.2018.	07.09.2018.
Лилит 04	26.03.2018.	09.04.2018.	Лилит 10	24.09.2018.	05.10.2018.
Лилит 05	27.04.2018.	09.05.2018.	Лилит 11	26.10.2018.	08.11.2018.
Лилит 06	25.05.2018.	07.06.2018.	Лилит 12	23.11.2018.	07.12.2018.

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Editorial part

						<p>Next to content & next to editorial column:</p> <p>In 1st half on the book: € 1140</p> <p>In 2nd half on the book: € 940</p> <p>In 2nd half on the book: € 840</p>
1st spread	2nd-5th spread	spread	3rd cover	4th cover	single page	
€ 1980	€ 1780	€ 1340	€ 1440	€ 1980	→	
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
€ 940	€ 440	€ 690	€ 440	€ 490	€ 495
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
€ 90	€ 170	€ 170	€ 340	€ 340
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
LilitLook 01	09.03.2018.	23.03.2018.
LilitLook 02	10.09.2018	21.09.2018

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Editorial part

						<p>Next to content & next to editorial column:</p> <p>In 1st half on the book: € 1140</p> <p>In 2nd half on the book: € 940</p> <p>€ 840</p>
1st spread	2nd-5th spread	spread	3rd cover	4th cover	single page	
€ 1980	€ 1780	€ 1340	€ 1440	€ 1980	→	
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
€ 940	€ 440	€ 690	€ 440	€ 490	€ 495
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
€ 90	€ 170	€ 170	€ 340	€ 340
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
ЛилитLook 01	22.02.2018.	07.03.2018.
ЛилитLook 02	24.09.2018.	05.10.2018.

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



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 01	22.12.2017	05.01.2018.	Cosmopolitan 07	20.06.2018.	03.07.2018.
Cosmopolitan 02	22.01.2018.	02.02.2018.	Cosmopolitan 08	20.07.2018.	01.08.2018.
Cosmopolitan 03	19.02.2018.	02.03.2018.	Cosmopolitan 09	21.08.2018.	03.09.2018.
Cosmopolitan 04	20.03.2018.	04.04.2018.	Cosmopolitan 10	21.09.2018.	03.10.2018.
Cosmopolitan 05	20.04.2018.	03.05.2018.	Cosmopolitan 11	19.10.2018.	01.11.2018.
Cosmopolitan 06	21.05.2018.	01.06.2018.	Cosmopolitan 12	20.11.2018.	03.12.2018.

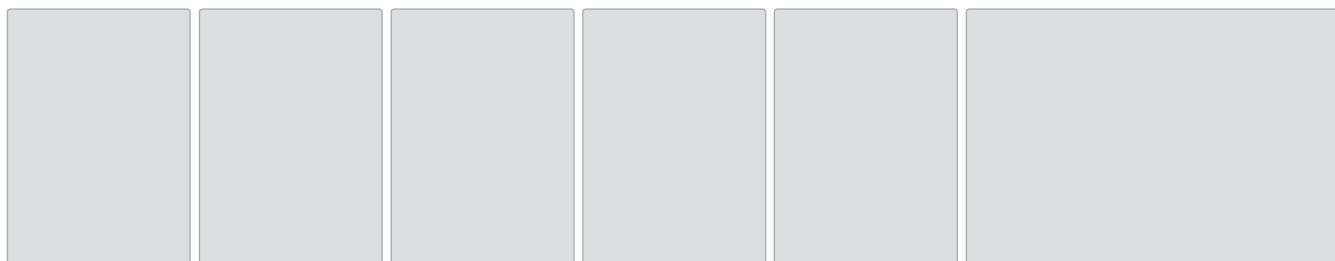
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Editorial part

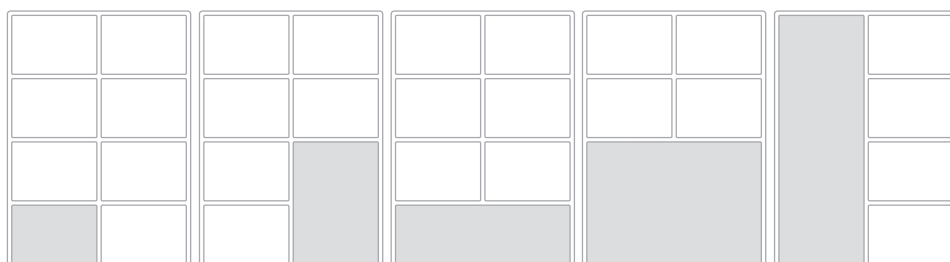


2nd cover	3rd cover	4th cover	single page	single page next to content	spread
€ 1380	€ 1380	€ 1480	€ 980	€ 1080	€ 1380
217 x 283 mm	217 x 283 mm	217 x 283 mm	217 x 283 mm		434 x 283 mm



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 %

Deadlines

	Advertisement booking deadline	On sale
SIN 1 (februāris/marts)	02.02.2018.	14.02.2018.
SIN 2 (aprīlis/maijs)	03.04.2018.	16.04.2018.
SIN 3 (jūnijs/jūlijs)	04.06.2018.	14.06.2018.
SIN 4 (augusts/septembris)	03.08.2018.	15.08.2018.
SIN 5 (oktobris/novembris)	02.10.2018.	15.10.2018.
SIN 6 (decembris/janvāris)	03.12.2018.	14.12.2018.

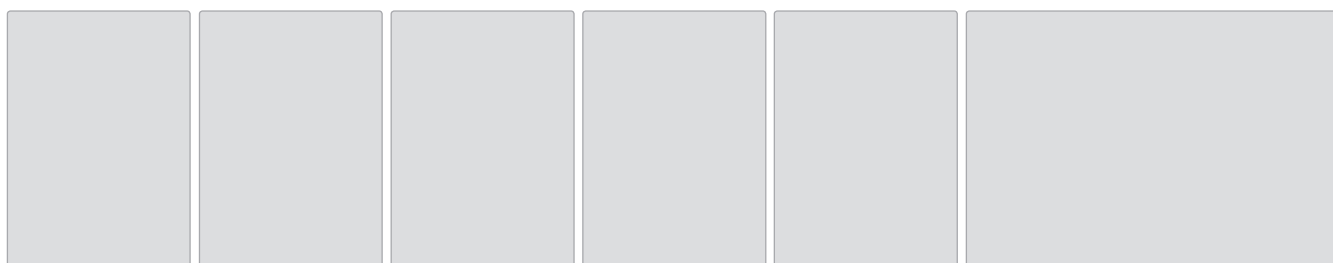
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Editorial part

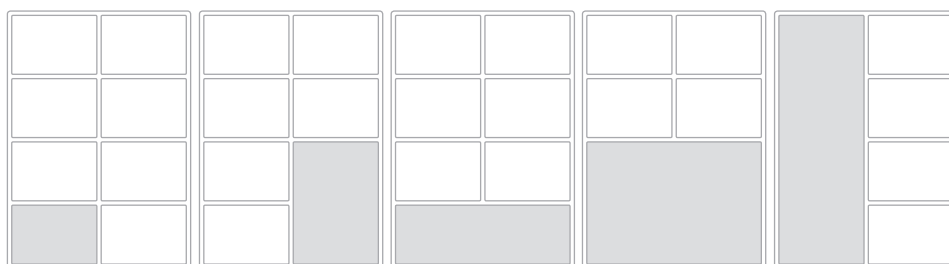


2nd cover	3rd cover	4th cover	single page	single page next to content	spread
€ 1380	€ 1380	€ 1480	€ 980	€ 1080	€ 1380
210 x 297 mm	210 x 297 mm	210 x 297 mm	210 x 297 mm	210 x 297 mm	420 x 297 mm



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 01	22.01.2018.	02.02.2018.
Патрон 02	19.03.2018.	04.04.2018.
Патрон 03	21.05.2018.	01.06.2018.
Патрон 04	20.07.2018.	01.08.2018.
Патрон 05	21.09.2018.	03.10.2018.
Патрон 06	20.11.2018.	03.12.2018.

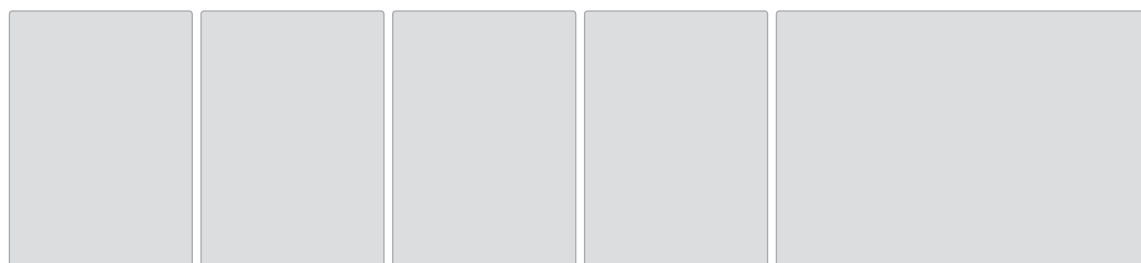
Attention!



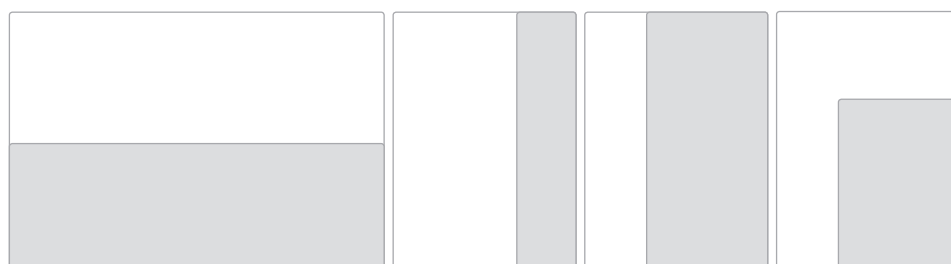
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- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2nd part of the book.



Editorial part

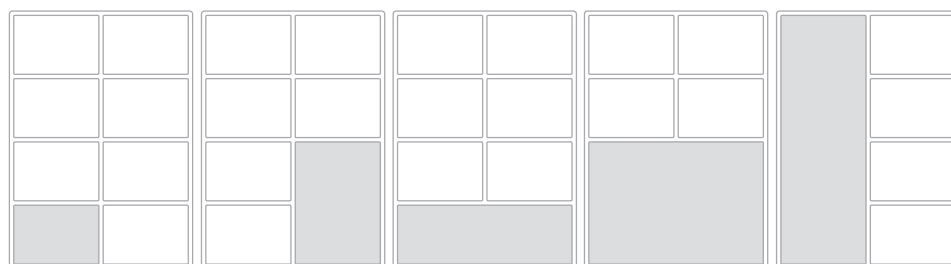


2nd cover	3rd cover	4th cover	single page	spread
€ 1880	€ 1880	€ 1980	€ 1380	€ 1880
210 x 297 mm	210 x 297 mm	210 x 297 mm	210 x 297 mm	420 x 297 mm



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 %
Ad agencies: 15%	18 x	40 %
	24 x	45 %

Deadlines

	Advertisement booking deadline	On sale		Advertisement booking deadline	On sale
Copes Lietas 01	22.12.2017	05.01.2018.	Copes Lietas 07	20.06.2018.	03.07.2018.
Copes Lietas 02	22.01.2018.	02.02.2018.	Copes Lietas 08	20.07.2018.	01.08.2018.
Copes Lietas 03	19.02.2018.	02.03.2018.	Copes Lietas 09	21.08.2018.	03.09.2018.
Copes Lietas 04	20.03.2018.	04.04.2018.	Copes Lietas 10	21.09.2018.	03.10.2018.
Copes Lietas 05	20.04.2018.	03.05.2018.	Copes Lietas 11	19.10.2018.	01.11.2018.
Copes Lietas 06	21.05.2018.	01.06.2018.	Copes Lietas 12	20.11.2018.	03.12.2018.

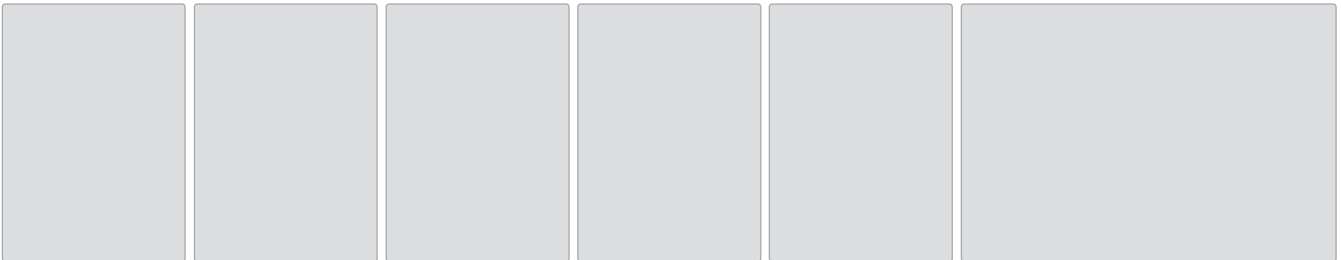
Attention!



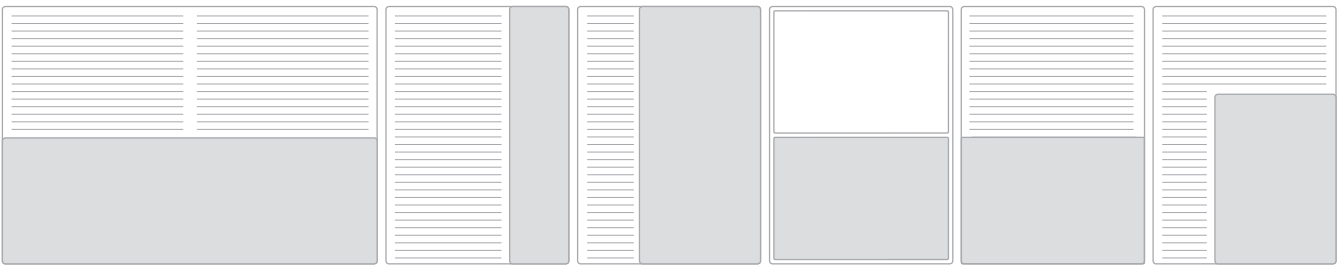
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Editorial part



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	05.01.2018.	17.01.2018.	GEO 07	22.06.2018.	06.07.2018.
GEO 02	02.02.2018.	14.02.2018.	GEO 08	27.07.2018.	08.08.2018.
GEO 03	26.02.2018.	09.03.2018.	GEO 09	27.08.2018.	07.09.2018.
GEO 04	26.03.2018.	09.04.2018.	GEO 10	24.09.2018.	05.10.2018.
GEO 05	27.04.2018.	09.05.2018.	GEO 11	29.10.2018.	08.11.2018.
GEO 06	28.05.2018.	07.06.2018.	GEO 12	26.11.2018.	07.12.2018.

Attention!



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

LATVIJAS ARCHITEKTŪRA

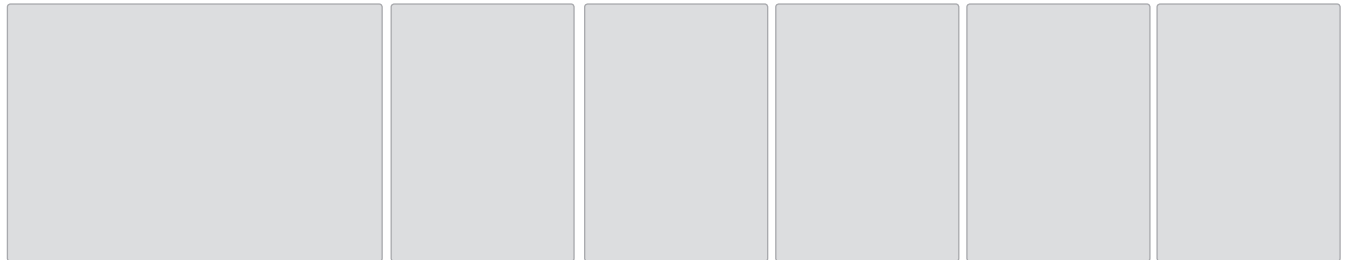
ADVERTISING RATE CARD 2018

www.lilita.lv

agentūra **lilita**



Editorial part

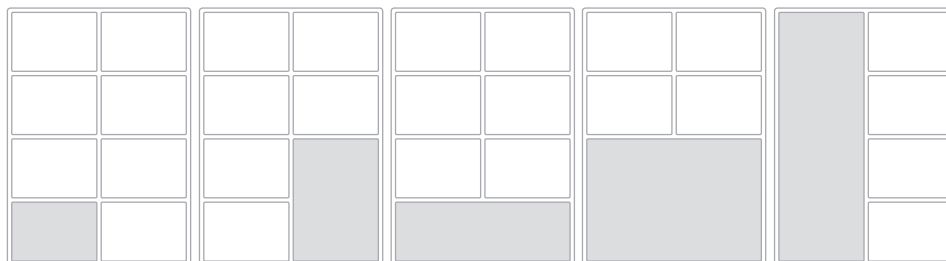


spread	2 nd cover	3 rd cover	4 th cover	single page	single page next to content
€ 1987	€ 1680	€ 1540	€ 2390	€ 1380	€ 1535
458 x 297 mm	229 x 297 mm	229 x 297 mm	229 x 297 mm	229 x 297 mm	229 x 297 mm



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

15.02.2018.
17.04.2018.
15.06.2018.
17.08.2018.
17.10.2018.
20.12.2018.

02.03.2018.
02.05.2018.
03.07.2018.
03.09.2018.
01.11.2018.
04.01.2019.

Attention!



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LATVIJAS BŪVNICĪBA

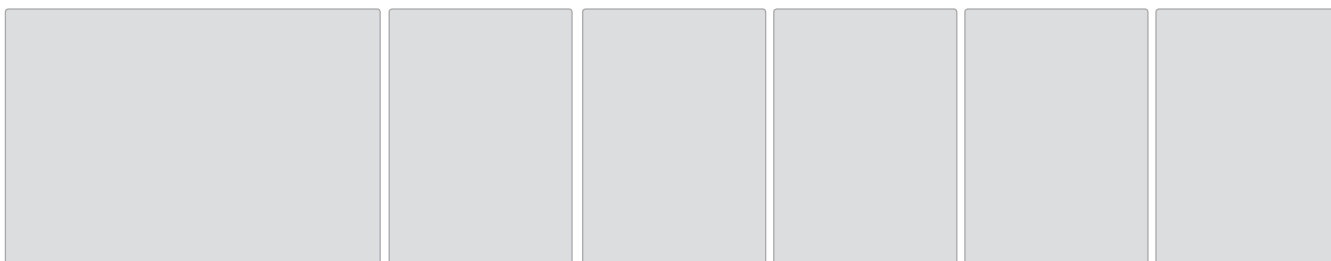
ADVERTISING RATE CARD 2018

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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

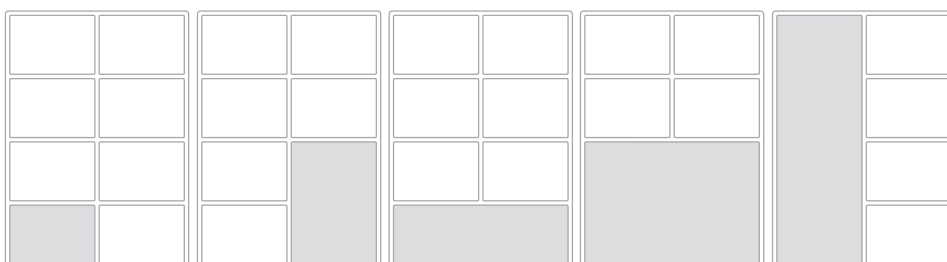
196 x 136 mm

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

23.01.2018.
16.03.2018.
17.05.2018.
18.07.2018.
19.09.2018.
16.11.2018.

07.02.2018.
04.04.2018.
01.06.2018.
01.08.2018.
03.10.2018.
03.12.2018.

Attention!



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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.

NEZINĀMĀ VĒSTURE

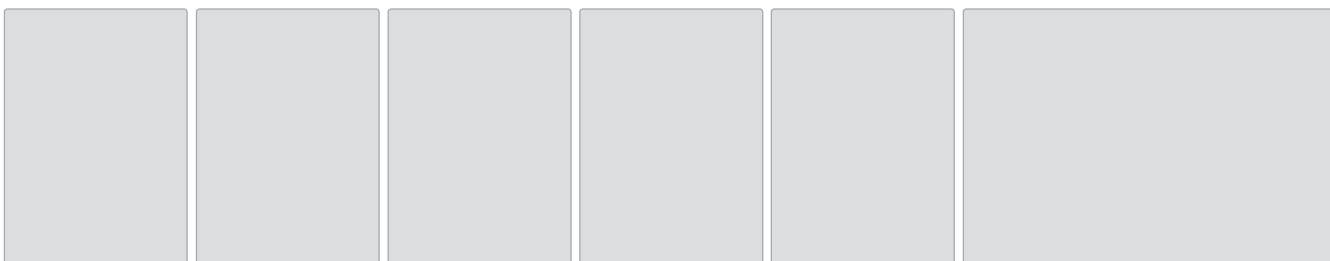
ADVERTISING RATE CARD 2018

www.lilita.lv

agentūra **lilita**



Editorial part

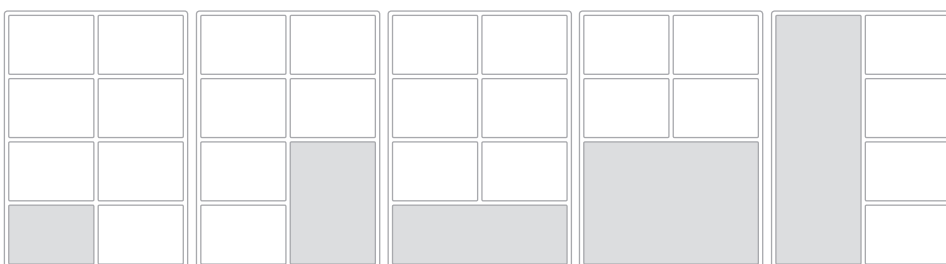


2 nd cover	3 rd cover	4 th cover	single page	single page next to content	spread
€ 1380	€ 1380	€ 1480	€ 880	€ 1080	€ 1380
230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	460 x 297 mm



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 01	05.01.2018.	17.01.2018.	Nezināmā Vēsture 07	22.06.2018.	06.07.2018.
Nezināmā Vēsture 02	02.02.2018.	14.02.2018.	Nezināmā Vēsture 08	27.07.2018.	08.08.2018.
Nezināmā Vēsture 03	26.02.2018.	09.03.2018.	Nezināmā Vēsture 09	27.08.2018.	07.09.2018.
Nezināmā Vēsture 04	26.03.2018.	09.04.2018.	Nezināmā Vēsture 10	24.09.2018.	05.10.2018.
Nezināmā Vēsture 05	27.04.2018.	09.05.2018.	Nezināmā Vēsture 11	29.10.2018.	08.11.2018.
Nezināmā Vēsture 06	28.05.2018.	07.06.2018.	Nezināmā Vēsture 12	26.11.2018.	07.12.2018.

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

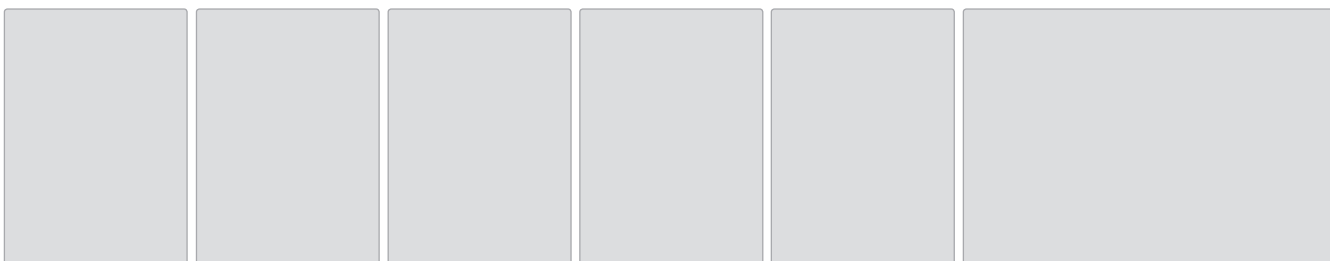
ADVERTISING RATE CARD 2018

www.lilita.lv

agentūra **lilita**



Editorial part

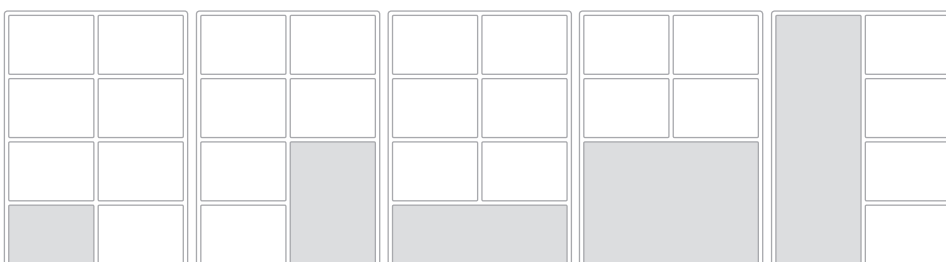


2 nd cover	3 rd cover	4 th cover	single page	single page next to content	spread
€ 1380	€ 1380	€ 1480	€ 880	€ 1080	€ 1380
230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	460 x 297 mm



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
Nezināmā Kara Vēsture 01	22.12.2017	09.01.2018.
Nezināmā Kara Vēsture 02	23.02.2018.	07.03.2018.
Nezināmā Kara Vēsture 03	27.04.2018.	09.05.2018.
Nezināmā Kara Vēsture 04	25.06.2018.	06.07.2018.
Nezināmā Kara Vēsture 05	27.08.2018.	07.09.2018.
Nezināmā Kara Vēsture 06	29.10.2018.	08.11.2018.

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KĀ TAS STRĀDĀ

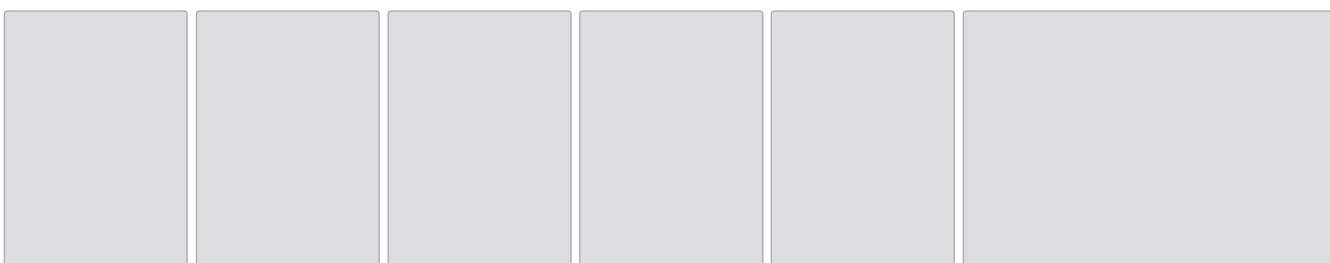
ADVERTISING RATE CARD 2018

www.lilita.lv

agentūra **lilita**



Editorial part

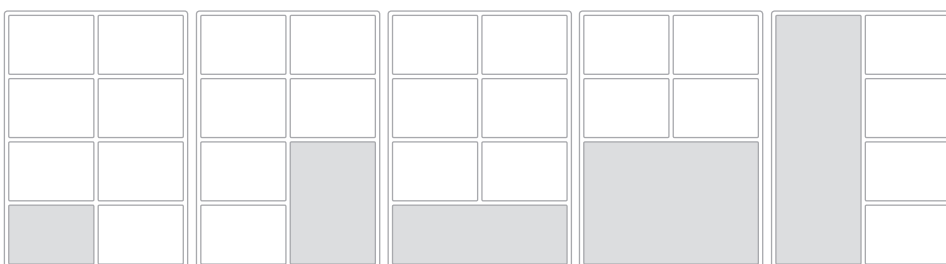


2nd cover	3rd cover	4th cover	single page	single page next to content	spread
€ 1380	€ 1380	€ 1480	€ 880	€ 1080	€ 1380
230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	460 x 297 mm



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	22.12.2017	09.01.2018.
Nezināmā Kara Vēsture 02	23.02.2018.	07.03.2018.
Nezināmā Kara Vēsture 03	27.04.2018.	09.05.2018.
Nezināmā Kara Vēsture 04	25.06.2018.	06.07.2018.
Nezināmā Kara Vēsture 05	27.08.2018.	07.09.2018.
Nezināmā Kara Vēsture 06	29.10.2018.	08.11.2018.

Attention!



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ЧЕТЫРЕ СЕЗОНА

ADVERTISING RATE CARD 2018

www.liita.lv

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 01	26.01.2018.	07.02.2018.
Четыре Сезона 02	26.03.2018.	09.04.2018.
Четыре Сезона 03	25.05.2018.	07.06.2018.
Четыре Сезона 04	27.07.2018.	08.08.2018.
Четыре Сезона 05	26.10.2018.	08.11.2018.

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.

SUBMISSION OF READY ADS

ftp://78.28.250.94

user: **li_reklama** password: **LI_reklama**

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

Designs on DVD or CD-ROM deliver to Aģentūra Lilita, 21, Merķeļā str., LV 1050, Rīga, 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.

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).

SIZE OF ADVERTISEMENT

- **Лилит, Lilit** (in latvian), **Latvijas Arhitektūra, 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).
- **Cētras Sezonas**
page size 220 x 300 mm
(bleed size 230 x 310 mm).

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!!!