

ADVERTISING  
RATE CARD  
2018

- 2 LILIT
- 3 ЛИЛИТ
- 4 LILIT LOOK
- 5 ЛИЛИТ LOOK
- 6 SIN
- 7 ПАТРОН
- 8 COPES LIETAS
- 9 GEO
- 10 LATVIJAS ARCHITEKTŪRA
- 11 LATVIJAS BŪVNICĪBA
- 12 NEZINĀMĀ VĒSTURE
- 13 NEZINĀMĀ KARA VĒSTURE
- 14 KĀ TAS STRĀDA
- 15 ЧЕТЫРЕ СЕЗОНА
- 16 BALTIC BUSINESS QUARTERLY
- 17 TECHNICAL  
REQUIREMENTS



## Editorial part

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

<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 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

<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 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
Lilit 09	29.08.2018.	05.09.2018.
Lilit 10	18.09.2018.	03.10.2018.
Lilit 11	16.10.2018.	31.10.2018.
Lilit 12	15.11.2018.	29.11.2018.

## 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 2<sup>nd</sup> part of the book.



## Editorial part

						<p>Next to content &amp; next to editorial column:</p> <p>First 5 ad pages after content: € 2280</p> <p>In 1<sup>st</sup> half on the book: € 1980</p> <p>In 2<sup>nd</sup> half on the book: € 1880</p> <p>In 2<sup>nd</sup> half on the book: € 1680</p>
<b>1<sup>st</sup> spread</b>	<b>2<sup>nd</sup>-5<sup>th</sup> spread</b>	<b>spread</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	
€ 3280	€ 2880	€ 2680	€ 2880	€ 3280	→	
458 x 297 mm			229 x 297 mm	229 x 297 mm	229 x 297 mm	

<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 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

<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 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

## Atlides

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
Лилит 09	24.08.2018.	13.09.2018.
Лилит 10	24.09.2018.	05.10.2018.
Лилит 11	26.10.2018.	08.11.2018.
Лилит 12	23.11.2018.	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 2<sup>nd</sup> part of the book.



## Editorial part

						<p>Next to content &amp; next to editorial column:</p> <p>In 1<sup>st</sup> half on the book: € 1140</p> <p>In 2<sup>nd</sup> half on the book: € 940</p> <p>In 2<sup>nd</sup> half on the book: € 840</p>
<b>1<sup>st</sup> spread</b>	<b>2<sup>nd</sup>-5<sup>th</sup> spread</b>	<b>spread</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	
€ 1980	€ 1780	€ 1340	€ 1440	€ 1980	→	
458 x 297 mm			229 x 297 mm	229 x 297 mm	229 x 297 mm	

<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 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

<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 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 02	18.09.2018.	03.10.2018.

## 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 2<sup>nd</sup> part of the book.



## Editorial part

						<p>Next to content &amp; next to editorial column:</p> <p>In 1<sup>st</sup> half on the book: € 1140</p> <p>In 2<sup>nd</sup> half on the book: € 940</p> <p>€ 840</p>
<b>1<sup>st</sup> spread</b>	<b>2<sup>nd</sup>-5<sup>th</sup> spread</b>	<b>spread</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	
€ 1980	€ 1780	€ 1340	€ 1440	€ 1980	→	
458 x 297 mm			229 x 297 mm	229 x 297 mm	229 x 297 mm	

<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 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

<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 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 02	24.09.2018.	05.10.2018.

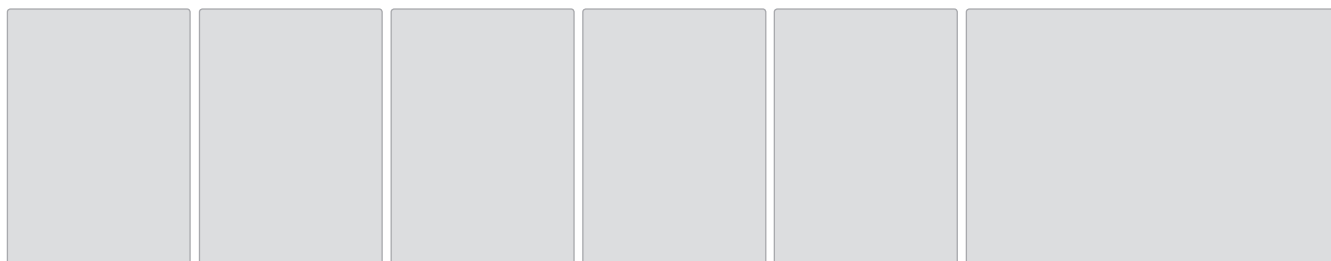
## Attention!



- 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 2<sup>nd</sup> part of the book.



## Editorial part

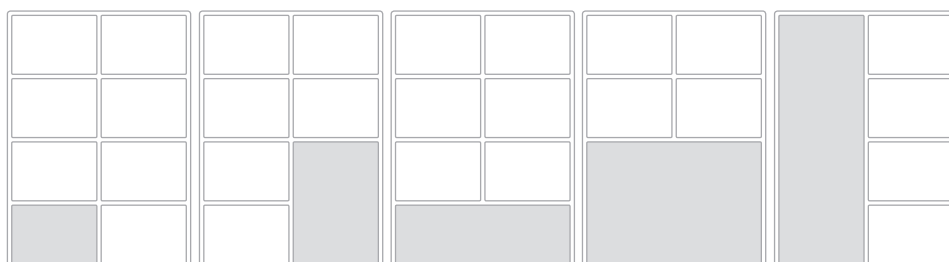


<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>single page next to content</b>	<b>spread</b>
€ 1380	€ 1380	€ 1480	€ 980	€ 1080	€ 1380
217 x 283 mm	217 x 283 mm	217 x 283 mm	217 x 283 mm		434 x 283 mm



<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 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



<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 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 02	06.09.2018.	19.09.2018.
SIN 03	01.11.2018.	15.11.2018.

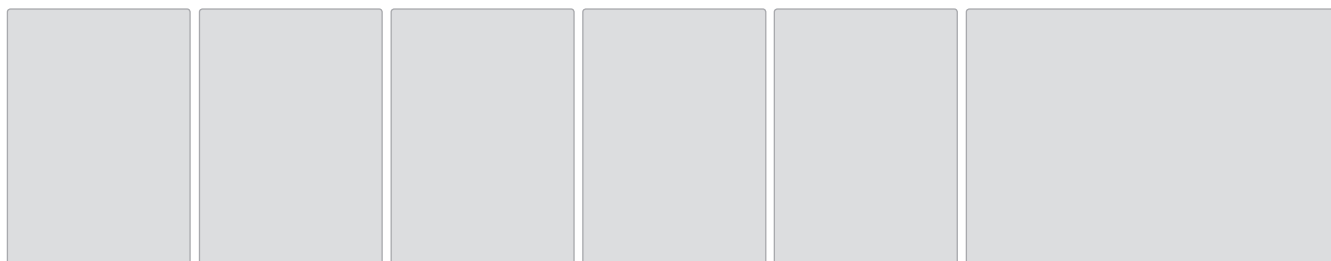
## Attention!



- 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 2<sup>nd</sup> part of the book.



## Editorial part

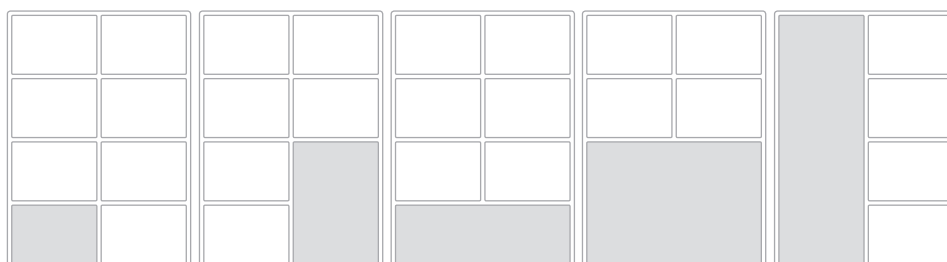


<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>single page next to content</b>	<b>spread</b>
€ 1380	€ 1380	€ 1480	€ 980	€ 1080	€ 1380
210 x 297 mm	210 x 297 mm	210 x 297 mm	210 x 297 mm	210 x 297 mm	420 x 297 mm



<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 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



<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 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 04	06.09.2018.	19.09.2018.
Патрон 05	19.10.2018.	01.11.2018.
Патрон 06	03.12.2018.	14.12.2018.

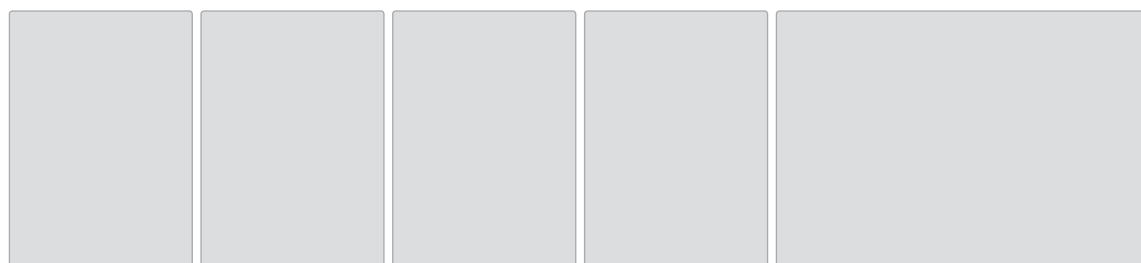
## Attention!



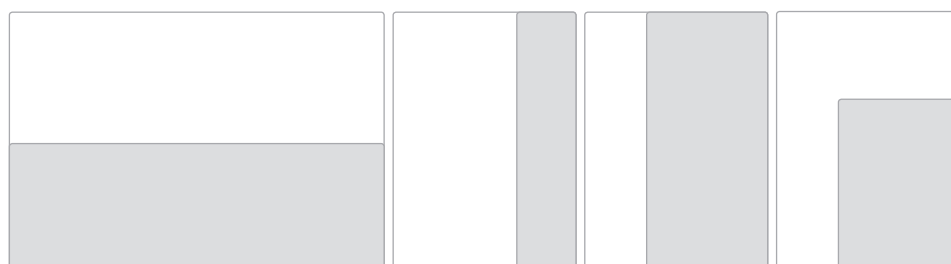
- Prices do not include 21% VAT.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2<sup>nd</sup> part of the book.



## Editorial part

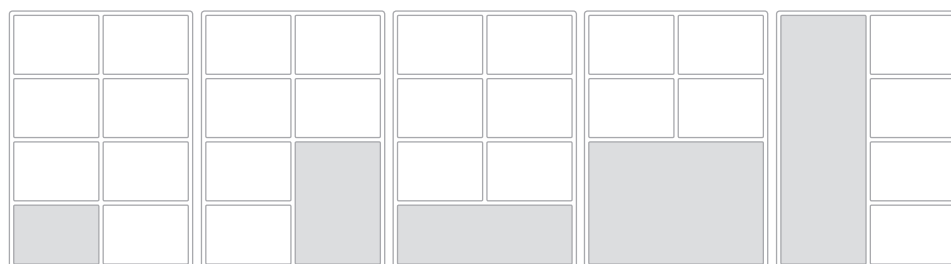


<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>spread</b>
€ 1880	€ 1880	€ 1980	€ 1380	€ 1880
210 x 297 mm	210 x 297 mm	210 x 297 mm	210 x 297 mm	420 x 297 mm



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

## Advertisement section



<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 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
Copes Lietas 09	21.08.2018.	06.09.2018.
Copes Lietas 10	21.09.2018.	03.10.2018.
Copes Lietas 11	19.10.2018.	01.11.2018.
Copes Lietas 12	20.11.2018.	03.12.2018.

## Attention!

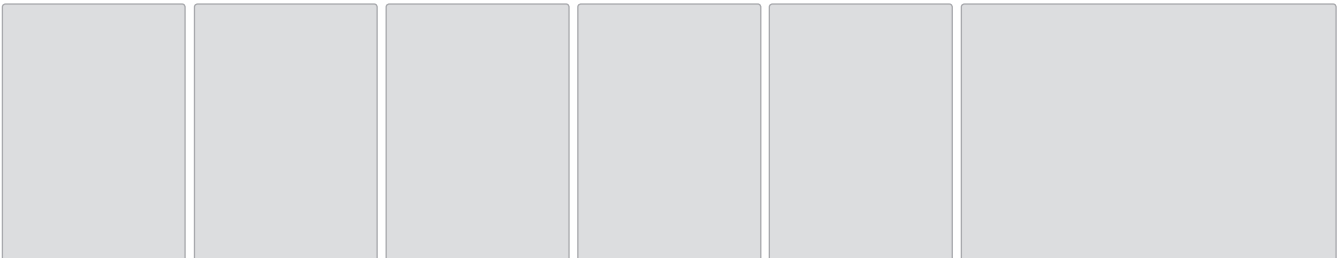


- Prices do not include 21% VAT.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2<sup>nd</sup> part of the book.





## Editorial part

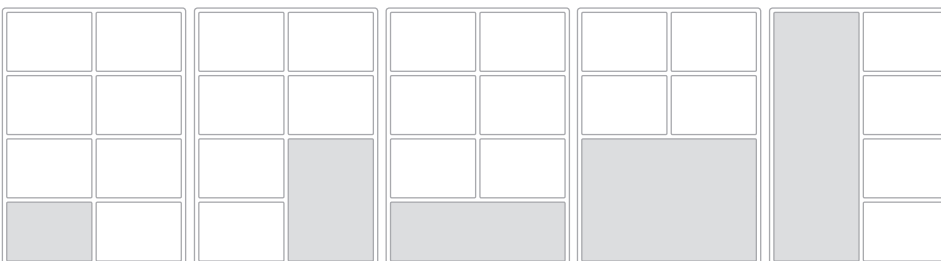


2 <sup>nd</sup> cover	3 <sup>rd</sup> cover	4 <sup>th</sup> cover	single page	single page next to content	spread
€ 1380	€ 1380	€ 1480	€ 980	€ 1080	€ 1380
213x270 mm	213x270 mm	213x270 mm	213x270 mm	213x270 mm	426x270 mm



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
GEO 5	24.09.2018.	05.10.2018.
GEO 6	26.11.2018.	05.12.2018.

## 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 2<sup>nd</sup> part of the book.

# LATVIJAS ARCHITEKTŪRA

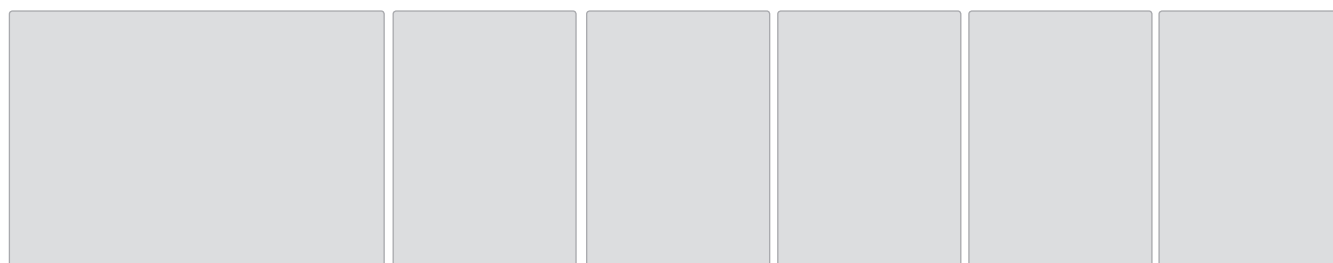
ADVERTISING RATE CARD 2018

www.lilita.lv

**lilita**  
ŽURNĀLU IZDEVNIECĪBA



## Editorial part

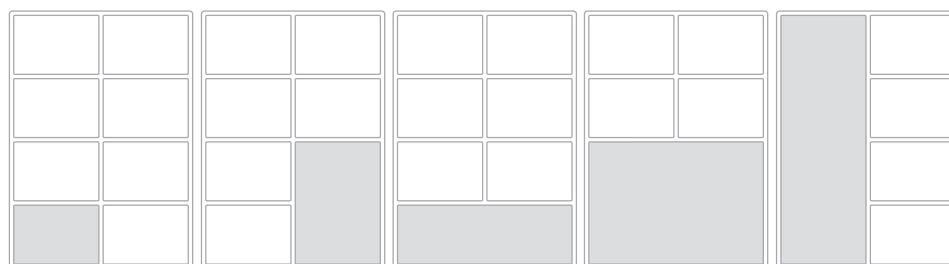


<b>spread</b>	<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>single page next to content</b>
€ 1987	€ 1680	€ 1540	€ 2390	€ 1380	€ 1535
458 x 297 mm	229 x 297 mm	229 x 297 mm	229 x 297 mm	229 x 297 mm	229 x 297 mm



<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 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



<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 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

Advertisement booking deadline      On sale

Latvijas Arhitektūra 04  
Latvijas Arhitektūra 05  
Latvijas Arhitektūra 06

03.09.2018.  
05.11.2018.  
04.01.2019.

14.09.2018.  
15.11.2018.  
16.01.2019.

## 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 2<sup>nd</sup> part of the book.

# LATVIJAS BŪVNICĪBA

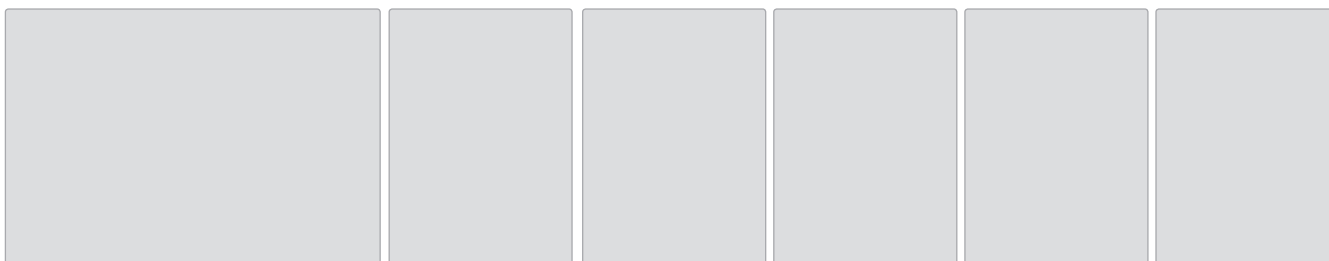
ADVERTISING RATE CARD 2018

www.lilita.lv

**lilita**  
ŽURNĀLU IZDEVNIECĪBA



## Editorial part

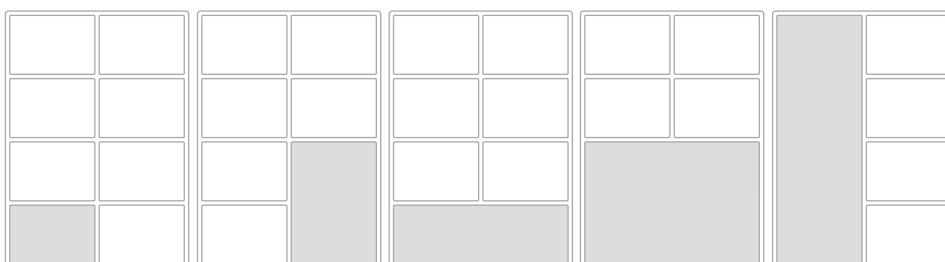


<b>spread</b>	<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>single page next to content</b>
€ 1830	€ 1490	€ 1390	€ 1965	€ 1280	€ 1390
458 x 297 mm	229 x 297 mm	229 x 297 mm	229 x 297 mm	229 x 297 mm	229 x 297 mm



<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 1180	€ 680	€ 960	€ 780	€ 630	€ 720
458 x 148 mm	74 x 297 mm	138 x 297 mm	229x146 mm	196 x 136 mm	138 x 176 mm

## Advertisement section



<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 160	€ 300	€ 300	€ 560	€ 560
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

Advertisement booking deadline      On sale

Latvijas Būvniecība 04	10.08.2018.	22.08.2018.
Latvijas Būvniecība 05	12.10.2018.	24.10.2018.
Latvijas Būvniecība 06	07.12.2018.	19.12.2018.

## 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 2<sup>nd</sup> part of the book.

# NEZINĀMĀ VĒSTURE

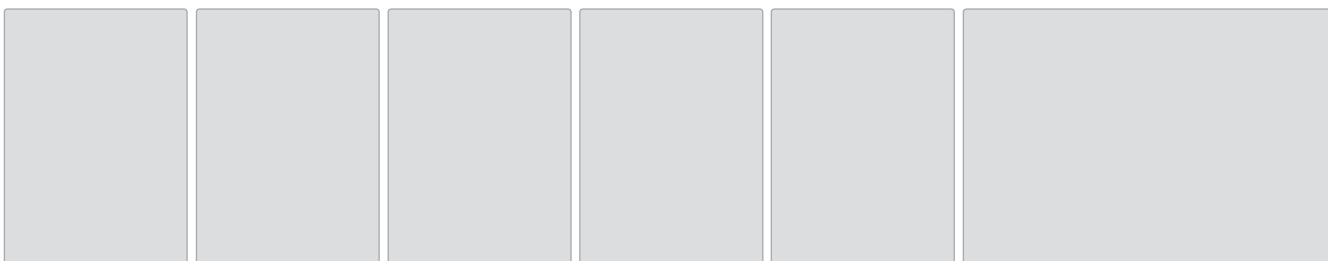
ADVERTISING RATE CARD 2018

www.lilita.lv

**lilita**  
ŽURNĀLU IZDEVNIECĪBA



## Editorial part

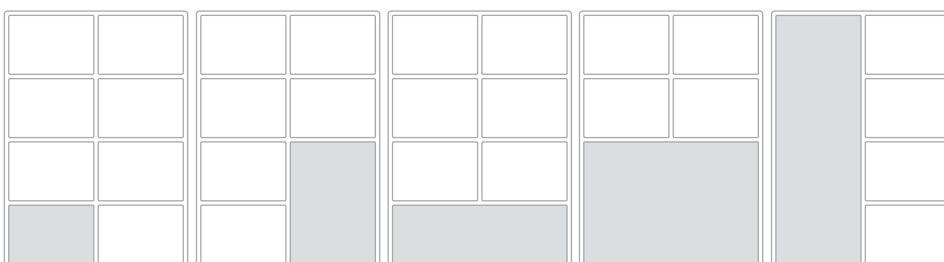


<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>single page next to content</b>	<b>spread</b>
€ 1380	€ 1380	€ 1480	€ 880	€ 1080	€ 1380
230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	460 x 297 mm



<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 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



<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 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 Vēsture 05	26.09.2018.	05.10.2018.
Nezināmā Vēsture 06	27.11.2018.	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 2<sup>nd</sup> part of the book.

# NEZINĀMĀ KARA VĒSTURE

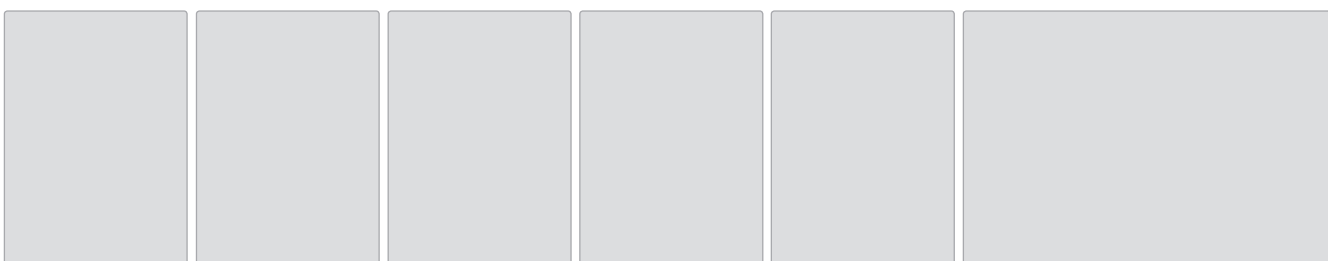
ADVERTISING RATE CARD 2018

www.lilita.lv

**lilita**  
ŽURNĀLU IZDEVNIECĪBA



## Editorial part

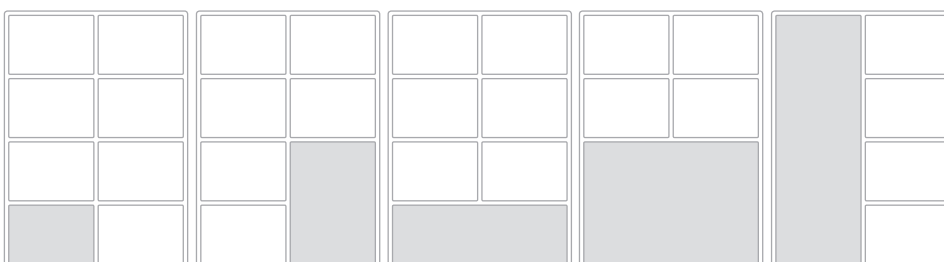


<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>single page next to content</b>	<b>spread</b>
€ 1380	€ 1380	€ 1480	€ 880	€ 1080	€ 1380
230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	460 x 297 mm



<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 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



<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 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 03	03.09.2018.	13.09.2018.
Nezināmā Kara Vēsture 04	26.09.2018.	17.10.2018.
Nezināmā Kara Vēsture 05	05.11.2018.	15.11.2018.
Nezināmā Kara Vēsture 06	04.12.2018.	14.12.2018.

## 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 2<sup>nd</sup> part of the book.

# KĀ TAS STRĀDĀ

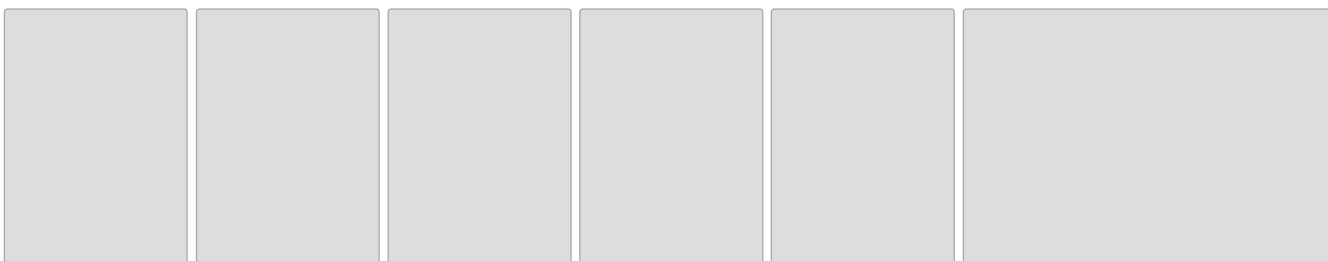
ADVERTISING RATE CARD 2018

www.lilita.lv

**lilita**  
ŽURNĀLU IZDEVNIECĪBA



## Editorial part

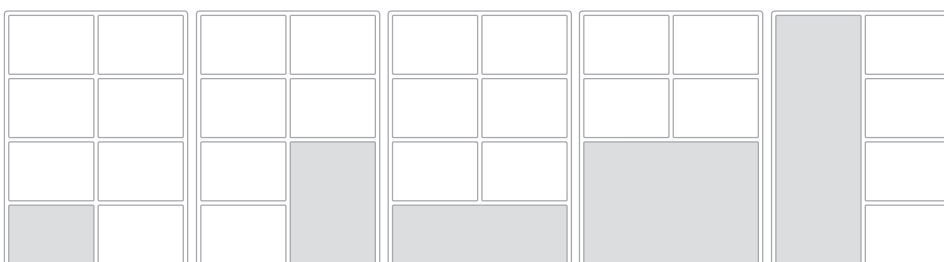


2 <sup>nd</sup> cover	3 <sup>rd</sup> cover	4 <sup>th</sup> cover	single page	single page next to content	spread
€ 1380	€ 1380	€ 1480	€ 880	€ 1080	€ 1380
230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	460 x 297 mm



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
Kā Tas Strādā 03	03.09.2018.	14.09.2018.
Kā Tas Strādā 04	05.10.2018.	17.10.2018.
Kā Tas Strādā 05	05.11.2018.	15.11.2018.
Kā Tas Strādā 06	04.12.2018.	14.12.2018.

## 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 2<sup>nd</sup> part of the book.

# ЧЕТЫРЕ СЕЗОНА

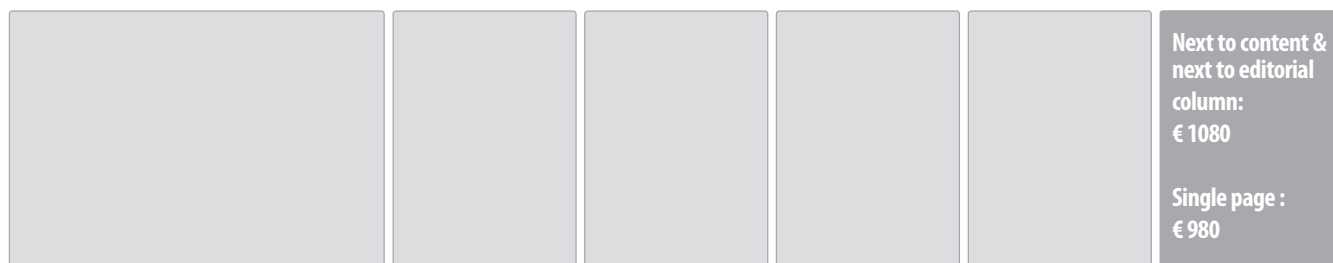
ADVERTISING RATE CARD 2018

www.lilita.lv

**lilita**  
ŽURNĀLU IZDEVNIECĪBA



## Editorial part



Next to content & next to editorial column:  
€ 1080

Single page :  
€ 980

<b>1<sup>st</sup> spread</b>	<b>2<sup>nd</sup>-5<sup>th</sup> spread</b>	<b>spread</b>	<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>
€ 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



<b>1/2 spread</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>1/3 page</b>	<b>1/3 page</b>	<b>1/4 page</b>
€ 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 04	04.10.2018.	17.11.2018.

## 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 2<sup>nd</sup> part of the book.

# Baltic Business Quarterly

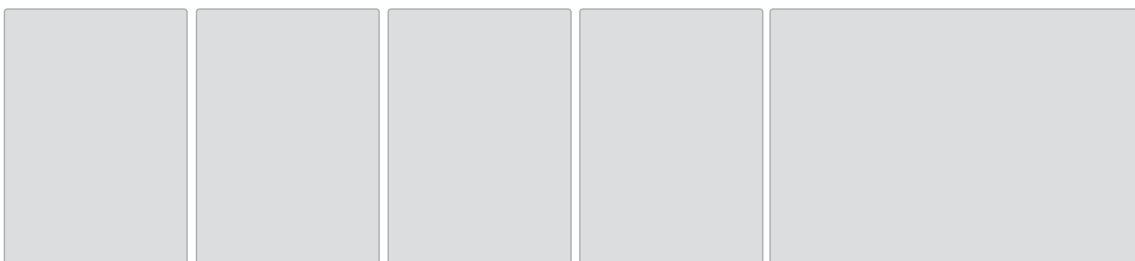
ADVERTISING RATE CARD 2018

www.lilita.lv

**lilita**  
ŽURNĀLU IZDEVNIECĪBA



## Editorial part



2 <sup>nd</sup> cover	3 <sup>rd</sup> cover	4 <sup>th</sup> cover	single page	spread
€ 1200	€ 1200	€ 1800	€ 850	€ 1600
213x270 mm	213x270 mm	213x270 mm	213x270 mm	426x270 mm



1/2 page	1/3 page	1/4 page
€ 640	€ 550	€ 460
213x135 mm	213x93 mm	213x70 mm

## Atlaides

Volume discounts:	2 x	15 %
	4 x	30 %

AHK members	20 %
Ad agencies: 15%	15 %

## Deadlines

	Advertisement booking deadline	On sale
Baltic Business Quarterly 02	24.09.2018.	05.10.2018.

## 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 2<sup>nd</sup> 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.

## 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);
- **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!!!