

ADVERTISING RATE CARD 2021

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Editorial part

						<p>Next to content & next to editorial 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	2^{nd-5th spread}	spread	3rd cover	4th cover	single page	
€ 3180	€ 2780	€ 2380	€ 2880	€ 2980	→	
440 x 297 mm			220 x 297 mm	220 x 297 mm	220 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
440 x 148 mm	73 x 297 mm	135 x 297 mm	188 x 136 mm	220 x 148 mm	135 x 183 mm

Advertisement section

Discounts

1/8 page	1/4 page	1/4 page	1/2 page	1/2 page
€ 150	€ 290	€ 290	€ 580	€ 580
92 x 66 mm	92 x 136 mm	188 x 66 mm	188 x 136 mm	92 x 276 mm

Volume discounts:

2x 10%	10x 30%
4x 15%	12x 35%
6x 20%	18x 40%
8x 25%	24x 45%

Ad agencies: **15%**

- 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: € 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	→	
440 x 297 mm			220 x 297 mm	220 x 297 mm	220 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
440 x 148 mm	73 x 297 mm	135 x 297 mm	188 x 136 mm	220 x 148 mm	135 x 183 mm

Advertisement section

Discounts

1/8 page	1/4 page	1/4 page	1/2 page	1/2 page
€ 180	€ 340	€ 340	€ 680	€ 680
92 x 66 mm	92 x 136 mm	188 x 66 mm	188 x 136 mm	92 x 276 mm

Volume discounts:

2x 10%	10x 30%
4x 15%	12x 35%
6x 20%	18x 40%
8x 25%	24x 45%

Ad agencies: **15%**

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- 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>In 1st half on the book: € 940</p> <p>In 2nd half on the book: € 840</p>
1st spread	2^{nd-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

Discounts

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

Volume discounts:

2x 10%	10x 30%
4x 15%	12x 35%
6x 20%	18x 40%
8x 25%	24x 45%

Ad agencies: **15%**

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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

						<p>Next to content & next to editorial column:</p> <p>In 1st half on the book: € 940</p> <p>In 2nd half on the book: € 840</p>
1st spread	2^{nd-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

Discounts

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

Volume discounts:

2x 10%	10x 30%
4x 15%	12x 35%
6x 20%	18x 40%
8x 25%	24x 45%

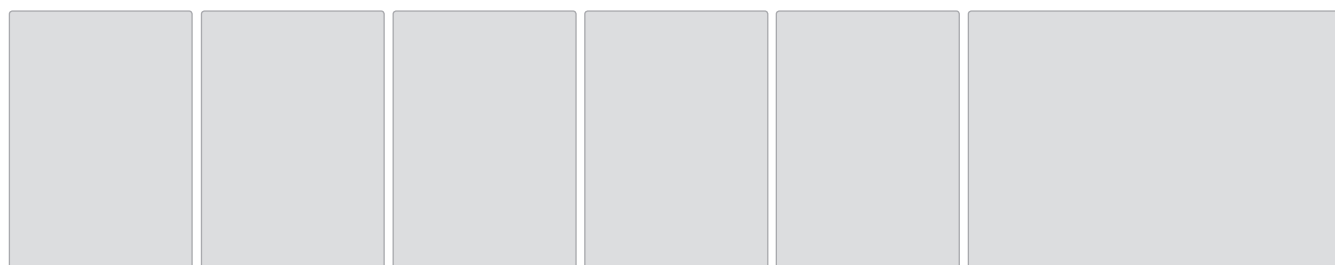
Ad agencies: **15%**

- 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



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

Discounts



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

Volume discounts:

2x 10%	10x 30%
4x 15%	12x 35%
6x 20%	18x 40%
8x 25%	24x 45%

Ad agencies: **15%**

- 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.



COPEŠ LIETAS

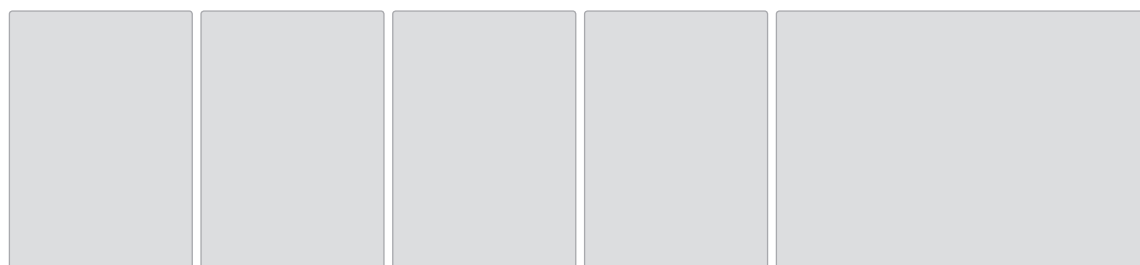
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www.lilita.lv

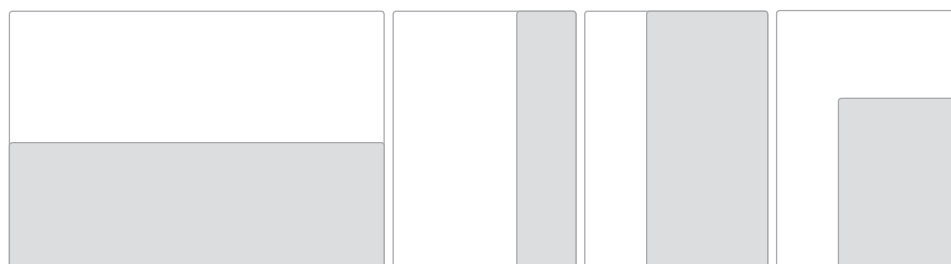
lilita
ŽURNĀLU IZDEVNIECĪBA



Editorial part



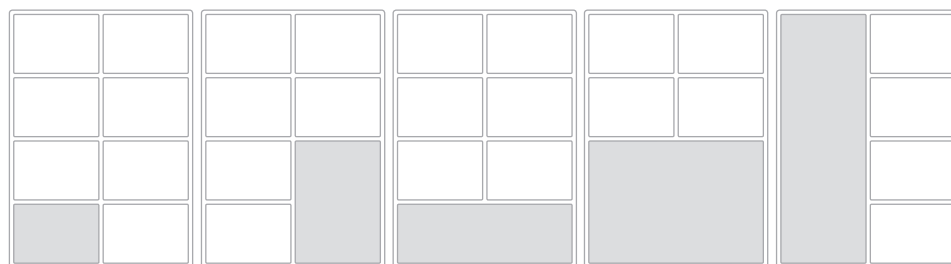
2nd cover	3rd cover	4th cover	single page	spread
€ 1880	€ 1880	€ 1980	€ 1380	€ 1880
210 x 297 mm	210 x 297 mm	210 x 297 mm	210 x 297 mm	420 x 297 mm



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

Discounts



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

Volume discounts:

2x 10%	10x 30%
4x 15%	12x 35%
6x 20%	18x 40%
8x 25%	24x 45%

Ad agencies: **15%**

- 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.

Publishing schedule and deadlines for material delivery are here
<http://lilita.lv/en/advertising/deadlines/>



КЛЁВЫЕ ДЕЛА

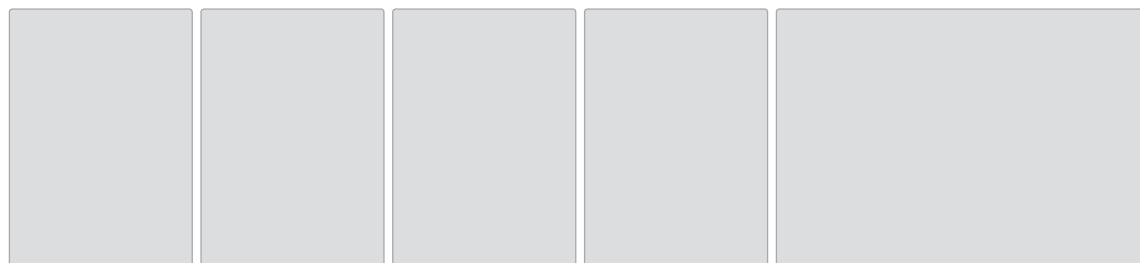
ADVERTISING RATE CARD 2021

www.lilita.lv

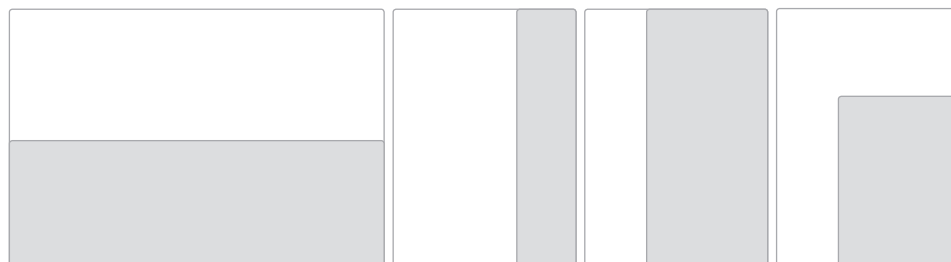
lilita
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Editorial part



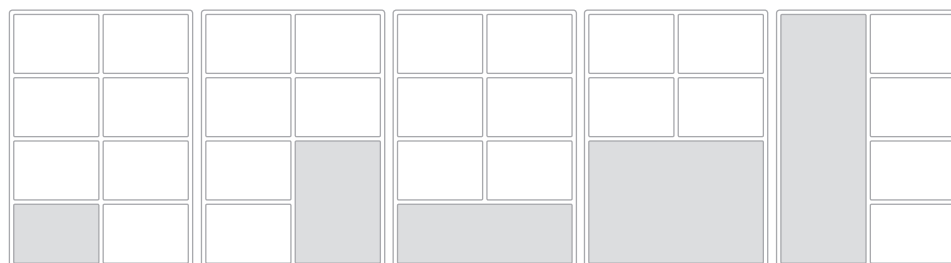
2nd cover	3rd cover	4th cover	single page	spread
€ 920	€ 890	€ 980	€ 880	€ 1480
210 x 297 mm	210 x 297 mm	210 x 297 mm	210 x 297 mm	420 x 297 mm



1/2 spread	1/3 page	2/3 page	JUNIOR page
€ 980	€ 380	€ 680	€ 680
420 x 148 mm	75 x 297 mm	138 x 297 mm	137 x 191 mm

Advertisement section

Discounts



1/8 page	1/4 page	1/4 page	1/2 page	1/2 page
€ 90	€ 180	€ 180	€ 280	€ 280
91 x 66 mm	91 x 136 mm	185 x 66 mm	185 x 136 mm	91 x 276 mm

Volume discounts:

2x 10%	10x 30%
4x 15%	12x 35%
6x 20%	18x 40%
8x 25%	24x 45%

Ad agencies: **15%**

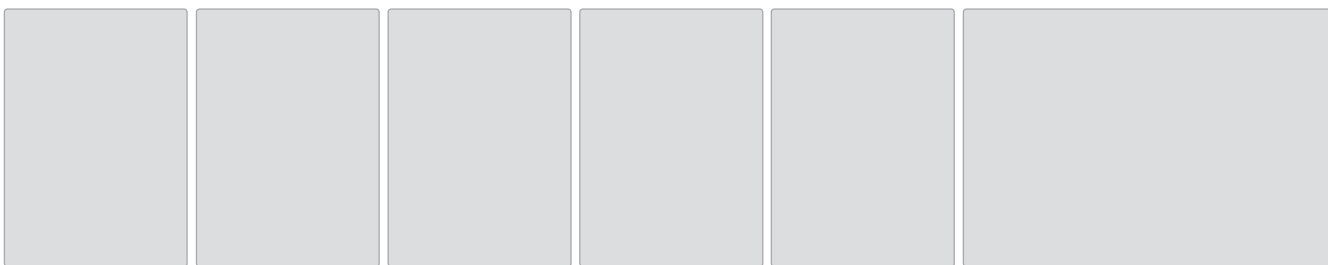
- Prices do not include 21% VAT.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2nd part of the book.

Publishing schedule and deadlines for material delivery are here
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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

Discounts



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

Volume discounts:

2x 10%	10x 30%
4x 15%	12x 35%
6x 20%	18x 40%
8x 25%	24x 45%

Ad agencies: **15%**

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- 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.



LATVIJAS ARCHITEKTŪRA

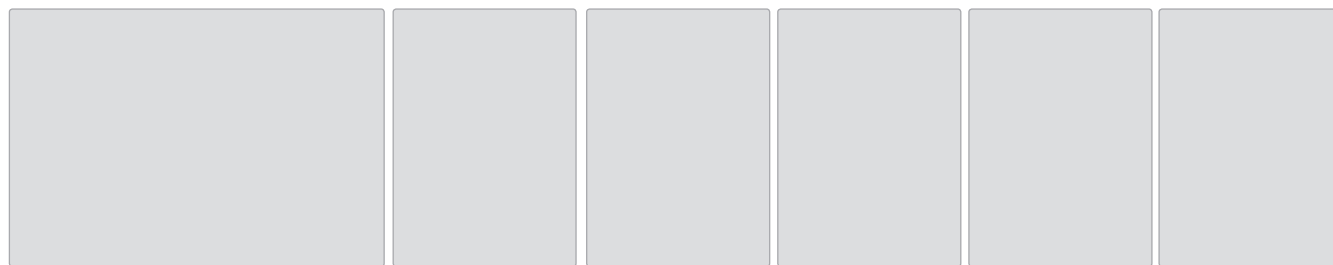
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Editorial part



spread

€ 1987

458 x 297 mm

2nd cover

€ 1680

229 x 297 mm

3rd cover

€ 1540

229 x 297 mm

4th cover

€ 2390

229 x 297 mm

single page

€ 1380

229 x 297 mm

single page next to content

€ 1535

229 x 297 mm



1/2 spread

€ 1395

458 x 148 mm

1/3 page

€ 680

74 x 297 mm

2/3 page

€ 968

138 x 297 mm

1/2 page

€ 830

229x146 mm

1/2 page

€ 680

196 x 136 mm

JUNIOR page

€ 830

138 x 176 mm

Advertisement section

Discounts



1/8 page

€ 190

96 x 66 mm

1/4 page

€ 350

96 x 136 mm

1/4 page

€ 350

196 x 66 mm

1/2 page

€ 650

196 x 136 mm

1/2 page

€ 630

96 x 276 mm

Volume discounts:

2x 10%	10x 30%
4x 15%	12x 35%
6x 20%	18x 40%
8x 25%	24x 45%

Ad agencies: **15%**

- 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.

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LATVIJAS BŪVNICĪBA

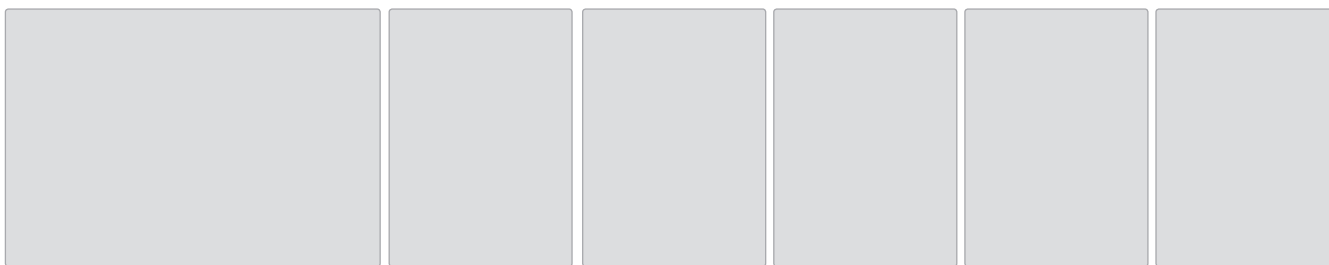
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Editorial part



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

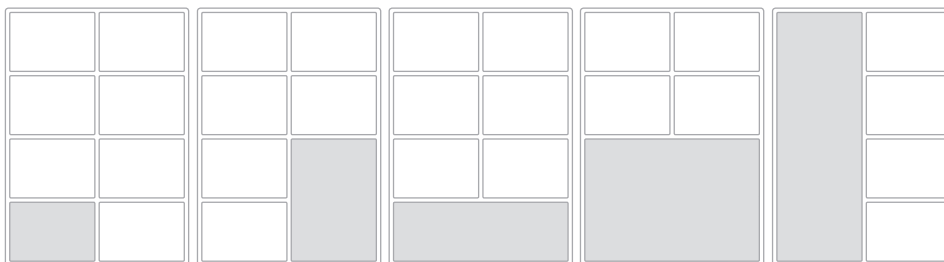
JUNIOR page

€ 720

138 x 176 mm

Advertisement section

Discounts



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

Volume discounts:

2x 10%	10x 30%
4x 15%	12x 35%
6x 20%	18x 40%
8x 25%	24x 45%

Ad agencies: **15%**

- 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.

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NEZINĀMĀ VĒSTURE

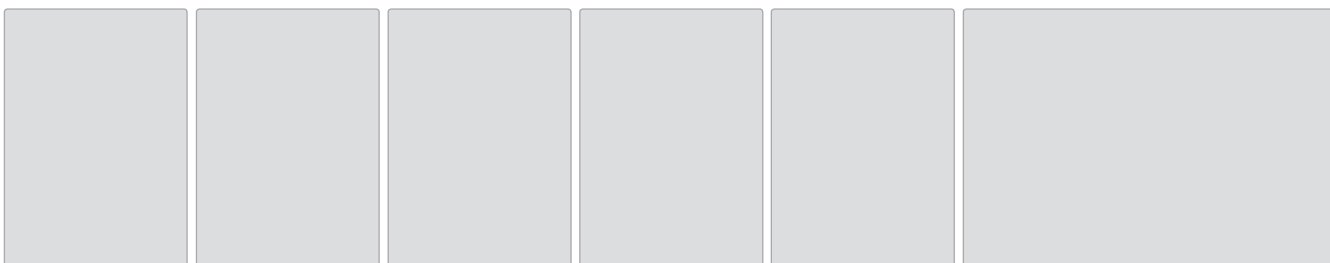
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Editorial part



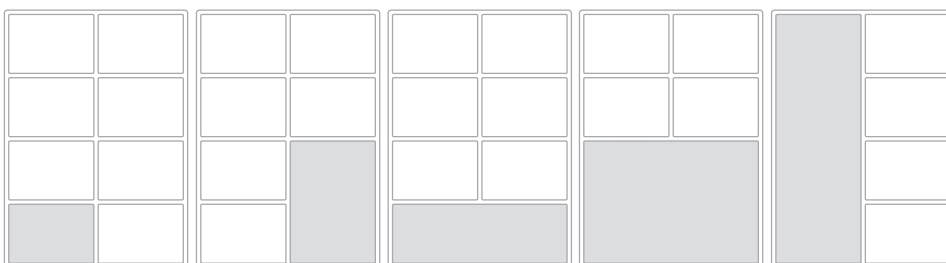
2nd cover	3rd cover	4th cover	single page	single page next to content	spread
€ 1380	€ 1380	€ 1480	€ 880	€ 1080	€ 1380
230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	460 x 297 mm



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

Discounts



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

Volume discounts:

2x 10%	10x 30%
4x 15%	12x 35%
6x 20%	18x 40%
8x 25%	24x 45%

Ad agencies: **15%**

- 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.

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NEZINĀMĀ KARA VĒSTURE

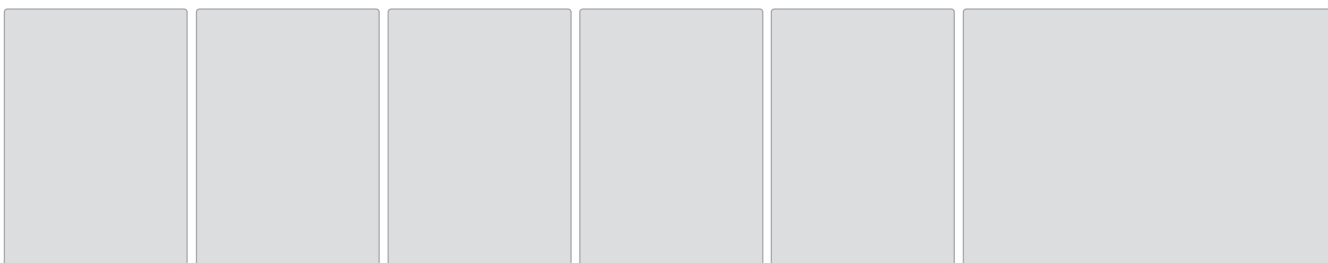
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Editorial part



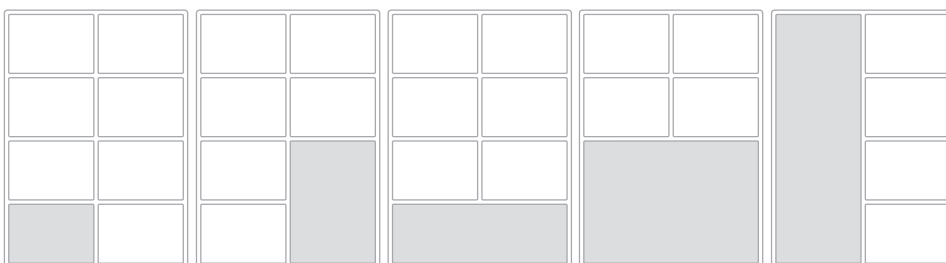
2nd cover	3rd cover	4th cover	single page	single page next to content	spread
€ 1380	€ 1380	€ 1480	€ 880	€ 1080	€ 1380
230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	460 x 297 mm



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

Discounts



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

Volume discounts:

2x 10%	10x 30%
4x 15%	12x 35%
6x 20%	18x 40%
8x 25%	24x 45%

Ad agencies: **15%**

- 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.

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KĀ TAS STRĀDĀ

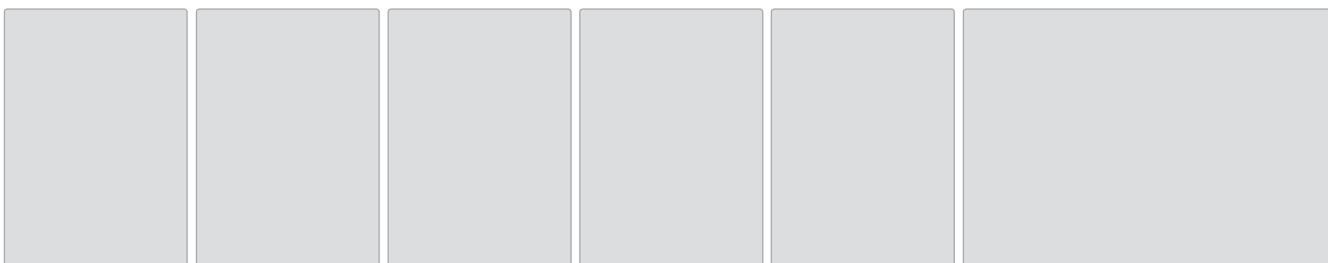
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Editorial part



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

Discounts



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

Volume discounts:

2x 10%	10x 30%
4x 15%	12x 35%
6x 20%	18x 40%
8x 25%	24x 45%

Ad agencies: **15%**

- 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.

Publishing schedule and deadlines for material delivery are here
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Baltic Business Quarterly

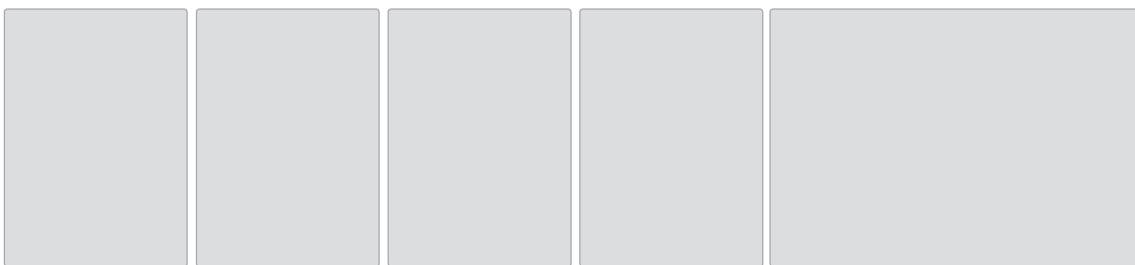
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Editorial part



2nd cover	3rd cover	4th 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

Discounts

Volume discounts:

2x 10%	10x 30%
4x 15%	12x 35%
6x 20%	18x 40%
8x 25%	24x 45%

Ad agencies: **15%**

- 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.

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TECHNICAL REQUIREMENTS

SUBMISSION OF READY ADS

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)
page size 220 x 297 mm
bleed size 230 x 307 mm
Лилит Look, Lilit Look,
Latvijas Architektūra, Latvijas Būvniecība
page size 229 x 297 mm
bleed size 239 x 307 mm
- **Сорес Lietas, Клёвые Дела, Patron**
page size 210 x 297 mm
bleed size 220 x 307 mm
- **geo, Baltic Bussines Quartely**
page size 213 x 270 mm
bleed size 223 x 280 mm
- **Nezināmā Vēsture, Nezināmā Kara Vēsture,**
Kā Tas Strādā
page size 230 x 297 mm
bleed sizes 240 x 307 mm

WHEN DESIGNING YOUR ADS ON A PC

● Pictures:

- a) in CMYK;
- b) 300 dpi;
- c) not compressed;
- d) attach all pictures

● Text: as outlines outlines (text as curves);

● Save as: Adobe Illustrator (ai) format;

● When designing your ads in CorelDraw:

- before submission, please, do the following:
- a) convert text as outlines.
 - b) save as Adobe Illustrator (AI) format.
 - c) before submission double check the exported file.

FOR QUESTIONS CALL +371 67061621