



**Svet 2019** The Economist

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**Almanac Svet 2016 in HN – formats (in mm) and prices of colour advertising CMYK in € excluding VAT**

1/1 175 x 235 <b>203 x 267</b>	1/2 V 85 x 237 <b>98 x 267</b>	1/2 H 175 x 116 <b>203 x 126</b>	1/3 V 55 x 237 <b>68 x 267</b>	1/3 H 175 x 76 <b>203 x 86</b>
<b>4 758 €</b>	<b>2 818 €</b>	<b>2 818 €</b>	<b>1 903 €</b>	<b>1 903 €</b>

▶ Other advertising formats are possible after negotiations.

**Advertising prices**

Panorama	7 758 €
<b>Cover pages</b> 2nd and 3rd cover page	5 417 €
4th cover page	6 002 €
<b>2/1 page format</b>	
Folding front page 2/1	9 954 €
the first 2/1 page (2. cover + 1. page inside the magazine)	8 533 €

**Extra charges**

Required placement	20 %
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**Cancellation conditions**

12 – 10 business days before publishing	50 %
9 – 7 business days before publishing	100 %

**Prices of inserts in HN**

by agreement

**Polygraphic and typographic data**

Gross format (before crop)	242 x 307 mm
Net format (after crop)	232 x 297 mm
Colour	4/4 CMYK
Paper	80 g/m <sup>2</sup> LWC
Cover paper	170 g/m <sup>2</sup> art paper UV polish
Raster	150 lines/inch
Cover page	150–177 lines/inch
Print	offset
Bind	V1

**Deadlines for order and advertising material handover**

Advertising	Orders	Ad materials
Ready advert. materials in electronic version	<b>15 working days</b> before publishing	<b>10 working days</b> before publishing
materials determined for production in our graphic studio	<b>15 working days</b> before publishing	<b>15 working days</b> before publishing

▶ **BLEED formats** are listed in a net format after crop. As for crop, it is needed to make an over-drawing **5 mm from each side**.