



Svet 2022 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 235 203 x 267	1/2 V 85 x 237 98 x 267	1/2 H 175 x 116 203 x 126	1/3 V 55 x 237 68 x 267	1/3 H 175 x 76 203 x 86
4 758 €	2 818 €	2 818 €	1 903 €	1 903 €

► Other advertising formats are possible after negotiations.

Advertising prices

Panorama	7 758 €
Cover pages 2nd and 3rd cover page	5 417 €
4th cover page	6 002 €
2/1 page format	
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)	213 x 277 mm
Net format (after crop)	203 x 267 mm
Colour	4/4 CMYK
Paper	80 g/m ² LWC
Cover paper	170 g/m ² art paper UV polish
Raster	150 lines/inch
Cover page	150-177 lines/inch
Print	offset
Bind	V1

► **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**.

Deadlines for order and advertising material handover

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