

MEDIA KIT 2016.

**adria
media
group**



GENERAL TERMS OF ADVERTISING

- * Reservation of advertising space is valid only in written form.
- * It is necessary to submit a Declaration in accordance with the Law on Advertising with a reservation and advertising solution.
- * Invoices are issued on the day of the release of daily newspapers and magazines for the sale, according to the middle exchange rate of the National Bank of Serbia on the date of invoicing (for pricing with foreign currency clause).
- * VAT is not included in the price of advertising space from the price list.
- * Payment deadline is ten days, unless otherwise is regulated by the contract.
- * The cancellation deadline is the same as for bookings, except in the case of cover position of the magazine, where the deadline for the cancellation is two weeks before the release of the magazine. For untimely cancellation specific positions will be charged 50% of the amount for reserved space.
- * Complaints are accepted only in written form no later than three days from the release date of publication.

SPECIAL REQUIREMENTS FOR MAGAZINE

Creating or alteration of advertising solutions, will be charged 10% more than the net price.

Special positioning is charged 20% more than the net price of advertising space and applies to each individual request.

Special positioning is charged for all reservations that include the following requirements:

- * Right side
- * Tied right side
- * Positioning with specific content
- * Positioning in the first third of a magazine.

ADVERTISEMENTS IN THE FORM OF ADVERTORIALS AND COVERAGES FOR MAGAZINES ARE CHARGED:

- * 30% more than the net value of advertising space - if advertorial is made by editorial staff
If the client does not submit material, production costs are charged (photos, texts)
- * 20% increase in the net worth of advertising space - if an agency or a client submit advertorial in the form of finished advertising solutions.

In advertorials and newspapers coverages, note "PROMO" or "PAID ADVERTISEMENT" must be visible without exceptions.

TECHNICAL COSTS FOR MAGAZINES:

CELLOPHANING Increases all prices 29 EUR / 1000 pieces		MECHANICAL (Always the first or the last page of sheet, the minimum 6 x 8 cm)	MANUAL attachments of smaller formats A5 and paper lighter than a 115 g / m ²
INSERTING catalogs, leaflets, booklets ...	Randomly selected page	9.75	18.5
	Specific page	on inquiry	33.75
IN-MAGAZINE SAMPLING bags, booklets etc..	Specific page	29.5	50
	prices are in EUR / 1000 pcs without VAT		
POSITIONING / STICKING of self-adhesive stickers	Specific page	/	on request

MEDIA KIT



*Nº 1 DAILY
NEWSPAPER in Serbia*

DAILY
NEWSPAPER



DYNAMIC: daily
FORMAT: 23,1 x 32 cm

Kurir

BESTSELLING NEWSPAPER IN SERBIA

ABOUT BRAND

Kurir daily newspaper represents a reliable source of information, informing the public about all the most important aspects of the society for 13 years already. Kurir is the leader in the market, actively influencing the public opinion with its content.

SUPPLEMENTS:



**FINANCIAL
TIMES**

FORMAT: 23.1 x 32 cm
DAY: MONDAY



STARS

FORMAT: 21 x 27 cm
DAY: WEDNESDAY



**NARODNI
KUVAR**

FORMAT: 21 x 27 cm
DAY: TUESDAY



**NARODNI
LEKAR**

FORMAT: 21 x 27 cm
DAY: SATURDAY



ASTRO DODATAK

FORMAT: 23.1 x 32 cm
DAY: SUNDAY

STRATEGY:

Our strategy is based on satisfying readers needs for all kind of information and to providing them with the crucial one that are relevant at every stage of their life.

PRICE:
35 RSD

CIRCULATION:
165.000

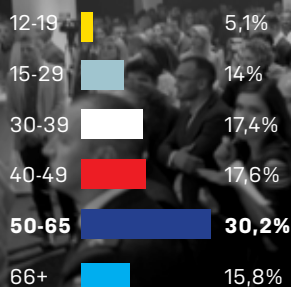
READERSHIP:
636.226



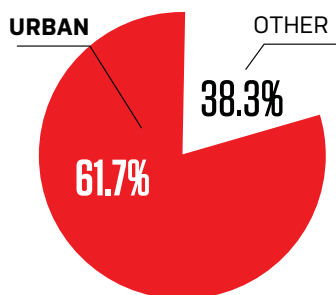
“
Readers
statements:

READERS PROFILE

Age structure:



Demography



Readers from the country and the abroad who seek the truth, those who want first to learn all the most important information. They are loyal and true to the desire for accurate and verified information!

47% (111*)
I would like to provide buy all kind of technical equipment

34% (112*)
I like to try new food products

43% (102*)
I am interested in various health improvement methods

23% (119*)
I will buy vehicle in next two years

42% (103*)
I make large purchases in retail chains

27% (115*)
I use more than one mobile phone

* Affinity index: the ratio of the share of the target group in the structure of readers in relation to the share in the total of population

Gender: **55,3%**

of readers are **MEN**

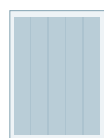


Stratum:

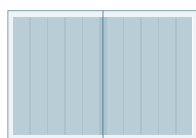
Vojvodina.....	22,8%
Belgrade	31%
Central Serbia.....	46,1%

Education:

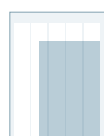
Elementary.....	17,3%
Secondary	65,1%
University.....	17,6%



Full page
231 x 320 mm



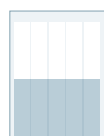
Double page spread
476 x 320 mm
the central area width
13mm would
should be text



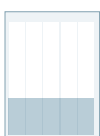
Junior page
146 x 255 mm



Nonstandard form (L format)
vertical dimensions
60 x 234 mm
horizontal dimensions
+ 231 x 75 mm



1/2 page
horizontal:
231 x 151 mm
vertical:
124 x 309 mm



1/3 page
horizontal:
231 x 100 mm
vertical:
81 x 309 mm



1/4 page
horizontal:
231 x 75 mm
vertical 1:
124 x 151 mm
vertical 2:
146 x 124 mm



1/6 page
horizontal:
231 x 47 mm

1 column = 38 mm; **2 columns** = 81 mm;
3 columns = 124 mm; **4 columns** = 167 mm

COVER PAGE



Vignette next to logo
smaller
74 x 47 mm



Vignette next to logo
larger
74 x 87 mm



Vignette above to logo
231 x 30 mm



Vignette in the bottom of the page
w = 2, 3, 4 ili 6 columns;
h = max 40 mm

COVER PAGE IS DIVIDED ON SIX COLUMNS, INSIDE PAGES ARE DIVIDED ON FIVE COLUMNS //

In contrast to the inner part of the newspapers, which is divided into five columns, the front page is divided into six columns. On the front page advertisement can be the width of two, three, four or six columns, height up to 40 mm.

1 column = 35 mm; **2 columns** = 74 mm;
3 columns = 113 mm; **4 columns** = 153 mm

PRICE LIST

	Price
1/1	3.140 €
2/1	6.780 €
Junior page	2.650€
Nonstandard form (L format)	1.320 €
1/2	1.650 €
1/3	1.080 €
1/4	810 €
1/6	570 €
mm/Column	2.15 €
Cover page (next to logo) smaller	910 €
Cover page (next to logo) larger	1.400 €
Cover page (above the logo)	2.100 €
Cover page (mm/column)	8.1€
Last page (mm/column)	4.8 €

INSERTION	Belgrade	Region	Serbia
to 40 grams	18 €/ per 1.000 copies	18 €/ per 1.000 copies	15 €/ per 1.000 copies
to 70 grams	20 €/ per 1.000 copies	20 €/ per 1.000 copies	18 €/ per 1.000 copies

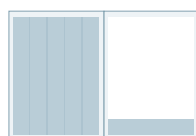
All prices are without 20% VAT.

SPECIAL REQUIREMENTS	
Political content	+100%
Chat rooms	+100%
Special requirements	+30%
Editorial content	+50%
PR content	+30%
Section Stars	+50%
Ads creating	+10%
Cover page (political content, compensation, media sponsorships)	+300%

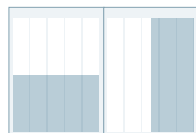
NOTES // Ads need to be sent in the jpeg (12,300 dpi) format, tiff or eps (fonts must be converted to curves) at a 300 dpi resolution. Advertisements in color (CMYK) must be prepared with black overprint. The letters should be in one color. Ads should be delivered two days before the announcement.



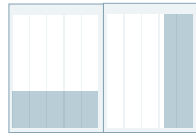
MONDAY



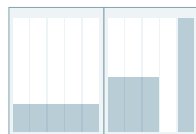
Full Page
225 x 300 mm



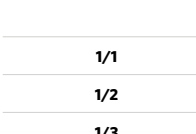
Cover page vignette
225 x 40 mm



1/2 page
horizontal:
225 x 142 mm
vertical:
123 x 293 mm



1/3 page
horizontal:
225 x 95 mm
vertical:
72 x 293 mm



1/4 page
horizontal:
225 x 73 mm
vertical 1:
123 x 142 mm
vertical 2:
47 x 293 mm

	Price
1/1	3.800 €
1/2	1.900 €
1/3	1.290 €
1/4	950 €
Cover page	910 €

SPECIAL REQUIREMENTS	
Political content	100%
Special requirements	30%
Editorial content	30%
PR content	30%
Ads creating	10%

NOTES // Ads need to be sent in the jpeg format (12,300 dpi), tiff or eps (fonts must be converted to curves) at a resolution of 300 dpi. Advertisements in color (CMYK) must be prepared with black overprint. The letters should be in one color. Ads should be deliver two days before the announcement.

RESERVATION DATE 5 days before issue on sale date.

MATERIALS DUE DATE 3 days before issue on sale date.



WEDNESDAY



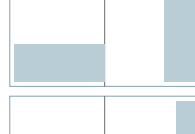
Full Page
210 x 270 mm



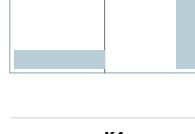
Vignette
70 x 40 mm



Vignette at the bottom of double page
420 x 50 mm



1/2 page
horizontal:
210 x 135 mm
vertical:
105 x 270 mm



1/3 page
horizontal:
210 x 90 mm
vertical:
70 x 270 mm



1/4 page
horizontal:
210 x 68 mm
vertical:
53 x 270 mm

	Price
K4	1.640 €
K3	1.460 €
K2	1.460 €
1/1	1.190 €
1/2	600 €
1/3	400 €
1/4	300 €
Vignette	400 €
Vignette at the bottom of double page	600 €

All prices are without 20% VAT.

NOTES // You deliver the tif, eps, pdf, jpg format CMYK color mode, resolution 300 pixels / inch, texts to be transformed into curves.

For all dimensions add 5 mm for trimming on each side.

RESERVATION DATE: Wednesdays for the next issue

MATERIALS DUE DATE: Fridays for the next issue

SUPPLEMENT

Kurir

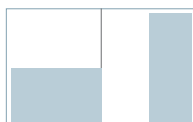


TUESDAY



Double page spread
420 x 270 mm

Full page
210 x 270 mm



1/2 page
horizontal:
210 x 135 mm
vertical:
105 x 270 mm



1/3 page
horizontal:
210 x 90 mm
vertical:
70 x 270 mm



1/4 page
horizontal:
210 x 68 mm
vertical:
53 x 270 mm

	Price
First spread	2.800 €
Inner spread	2.400 €
K4	2.000 €
K3	1.700 €
K2	1.800 €
1/1	1.500 €
1/2	800 €
1/3	600 €
1/4	450 €
Branding 1/1	1.000 €
Branding 1/2	580 €

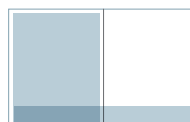
All prices are without 20% VAT.

RESERVATION DATE: Fridays for the next issue

MATERIALS DUE DATE: Mondays for the next issue

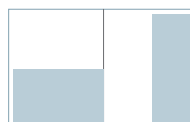


SATURDAY



Full page
210 x 270 mm

Vignette at the bottom of double page
420 x 50 mm



1/2 page
horizontal:
210 x 135 mm
vertical:
105 x 270 mm



1/3 page
horizontal:
210 x 90 mm
vertical:
70 x 270 mm



1/4 page
horizontal:
210 x 68 mm
vertical: 1:
53 x 270 mm
vertical: 2:
105 x 135 mm

	Price
K4	1.740 €
K3	1.570 €
K2	1.650 €
1/1	1.400 €
1/2	740 €
1/3	500 €
1/4	400 €
Vignette at the bottom of double page	600 €
Special requirements	+30%

All prices are without 20% VAT.

RESERVATION DATE: Wednesday for the next issue

MATERIALS DUE DATE: Fridays for the next issue

NOTES // You deliver the tif, eps, pdf, jpg format CMYK color mode, resolution 300 pixels / inch, texts to be transformed into curves. For all dimensions add 5 mm for trimming on each side.



Meet
THE FAMOUS!



DYNAMIC: weekly

FORMAT: 23 x 29,7 cm

PROJECTS

STORY CELEBRITIES ONLY PARTY

- the biggest and most glamorous Serbian celebrity party with more than 300 famous guests celebrating Story's birthday in the last week of September or first week of October.

STORY SHOPPING FEVERS

Several times in a year Story organizes shopping events with sales, discounts and entertainment programs in large shopping malls in Serbia which attract large number of visitors.

STORY DESIGNERS MONTH - Story organizes designers month, a project which connects top Serbian fashion designers, celebrities and story readers! That way readers have the opportunity to buy items designed by Verica Rakočević, Zvonko Marković, Ivana Rabrenović and other for the special price of 449 RSD.

Upoznajte poznate
Story

#1 CELEBRITY MAGAZINE IN SERBIA!

ABOUT THE BRAND

Story is **CELEBRITY** and **LIFESTYLE** weekly magazine, that provides readers with interesting and exclusive stories about celebrities from Serbia and abroad, every Friday.

Story is the magazine for modern women who are taking care of themselves and aim to be successful in every aspect of their lives. **Story readers** are curious, up-to-date and interested in trying new products and improving their lives.

EVENTS //

Story is well known for organizing top quality EVENTS!

STRATEGY

EXCLUSIVITY and **RELIABILITY, UNIQUE APPROACH**, constant innovation and **HIGH QUALITY CONTENT** are the main force of editorial policy, that makes Story unique and one of the best magazines in Celebrity segment.

PRICE:

100 RSD

CIRCULATION:

35.500

READERSHIP:

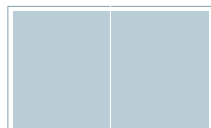
193.767

Readers
statements

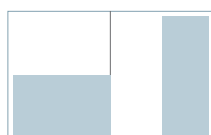
MEDIA KIT 2016.



Full Page
23 x 29,7 cm



Double page spread
46 x 29,7 cm



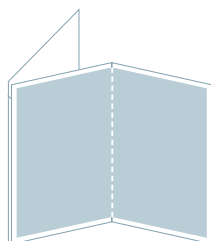
1/2 page
horizontal:
23 x 14,8 cm
vertical:
11,5 x 29,7 cm



1/3 page
horizontal:
23 x 9,9 cm
vertical:
8 x 29,7 cm



1/4 page
vertical:
23 x 7,4 cm



Double Cover (Gatefold)
format:
23 x 22,7 x 22,5 cm

EDITORIAL //
story@adriamedia.rs

AD SALES //
advertising@adriamedia.rs

MARKETING //
marketing@adriamedia.rs



PRICE LIST

	PRICE
K2	2.300 €
K3	2.150 €
K4	2.850 €
FIRST SPREAD	4.370 €
INNER SPREAD	3.000 €
1/1	2.090 €
1/2	1.330 €
1/3	950 €
1/4	740 €

NOTES //

The deadline for reservations is 15 days before the first day of the sale.

The deadline for ads delivering is 10 days before the first day of sale. You deliver the tif, eps, pdf, jpg format, CMYK color mode, resolution 300 pixels / inch, texts to be transformed into curves.

For all dimensions add 5 mm for trimming on each side.

MEDIA KIT



*Magazine that is not scared of touchy
SUBJECTS OR CHALLENGES*

MAGAZINES



FREQUENCY: Weekly

FORMAT: 20.6 x 26.6 cm

WORD FROM THE EDITOR

"One of the most famous editors of Newsweek magazine recently wrote that Newsweek has been many things in its 80 years old history, but timid is not one of them. During past eight decades, stories from Newsweek kicked up some dust. But, the aim of its then editors was to engage the reader in ways that were intense and provocative.

Newsweek Srbija will not be a conventional magazine, or a hidebound place. Our local edition will be a new one, but one thing will be the same as with our big sister in New York – and that is our commitment of journalism of the very highest quality. We would not be Newsweek if it were otherwise."

Newsweek^{SRBIJA}

THE WORLD'S MOST INFLUENTIAL WEEKLY MAGAZINE

ABOUT BRAND

Newsweek Magazine has been a pillar of American journalism for more than 80 years, and represents a synonym for high quality reporting from the fields of politics, society, popular culture and science.

Serbian edition of the magazine is the seventh member of the international family of Newsweek- along with Spanish, South Korean, Japanese, Polish, Arabic and the Turkish edition.

Newsweek has been a symbol of a strong brand for decades now, offering its readers a powerful mixture of news, culture and ideas with a clear point of view - giving the first and closing word about today's most important events.

.....

PRICE

150 din.

CIRCULATION

12.000

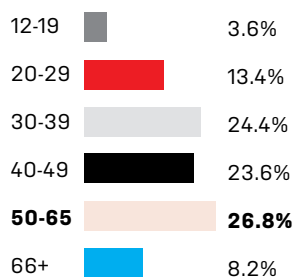
READERSHIP

28.381

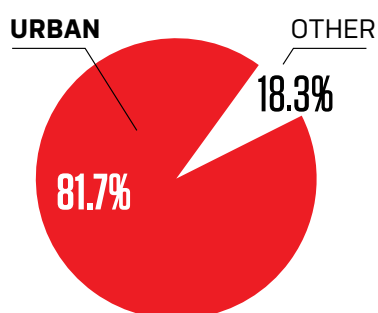


READERS PROFILE

Age structure



Demography



Gender:  **67.4%** of readers are **MEN**



Stratum:

Vojvodina.....	17,5%
Belgrade.....	55,1%
Central Serbia.....	27,4%



Education:

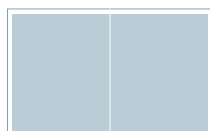
Primary and lower.....	4.6%
Secondary.....	49.9%
Higher and high.....	45.5%

AD SALES //

advertising@adriamedia.rs

MARKETING //

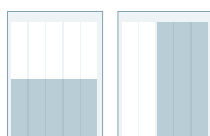
marketing@adriamedia.rs



Double page spread
41,2 x 26,6 cm



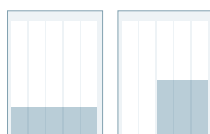
Full page
20,6 x 26,6 cm



1/2 page
horizontal:
20,6 x 13 cm
vertical:
10,1 x 26,6 cm



1/3 page
horizontal:
20,6 x 8,5 cm
vertical:
7,2 x 26,6 cm



1/4 page
horizontal:
20,6 x 6,9 cm
vertical:
10,1 x 13,35 cm



PRICE LIST

	Price
INNER DOUBLE PAGE SPREAD	1,150 €
1/1	2,200 €
K4	1,600 €
K3	1,200 €
K2	1,400 €
1/2	630 €
1/3	460 €
1/4	340 €

SPECIAL REQUIREMENTS	
Political content	100%
Special requirements	30%
Editorial content	30%
PR content	30%
Ads creating	10%

NOTES //

The deadline for reservations is 10 days before the first day of the sale. The deadline for ads delivering is 7 days before the first day of sale.

Deliver in the formats:
tif, eps, pdf,jpg CMYK color mode, resolution 300 pixels / inch, texts to be transformed into curves. For all dimensions add 5 mm for trimming on each side.



„If She reads,
She reads *ELLE*”

MAGAZINES



FREQUENCY: monthly

FORMAT: 22 x 28,5 cm

ELLE STYLE AWARDS is a reputable international event, where Elle magazine awards the most remarkable individuals in the field of fashion, art, culture and show business for their recognizable style. This ceremony is one of the key events of the season and it attracts huge media attention.

ARTELLE is the project of cultural responsibility launched by Elle magazine with the aim of supporting and promoting culture and art.

ELLE FASHION DINNER For 50 chosen women, the members of social and business elite and premium clients, is on high level with specially selected menu, wines and program.

ELLE APERITIVO is organized in urban cafe in town, where clients socialize in relaxing atmosphere with Aperol Spritz and become familiar with innovations of Elle brand.

ELLE

WORLD'S #1 FASHION MAGAZINE!

ABOUT US

ELLE inspires women to explore and **CELEBRATE THEIR OWN STYLE** in all aspects of their lives. Our smart, irreverent take on fashion, beauty, and pop culture is aspirational and accessible, at once encouraging readers to cultivate not just personal style, but the success that comes with **PERSONAL POWER**. As the brand evolves to fulfill these objectives, we **PROMISE** to never lose our intelligence, wit, cool, and ability to be ahead of the times.

The ELLE Global Network

- *World's #1 fashion magazine*
- *44 editions across 60+ countries*
- *23 million readers globally*
- *The most **INFLUENTIAL** fashion **MAGAZINE** on the market!*

Under the halo of the ELLE brand, ELLE.rs is the insider's style guide with a global outlook, delivering **FASHION**, beauty, style, service, and shopping in an **ACCESSIBLE** and attainable format.

ELLE is very active on social media with more than 139.853 Facebook fans, 2.320 Twitter and 9.829 Instagram followers.

Read by trendsetters and **OPINION LEADERS**, it is by far the most suitable magazine for product launchers and absolute must for all premium campaigns.

COVER PRICE:

290 din.

CIRCULATION:

15.000

READERSHIP:

139.856

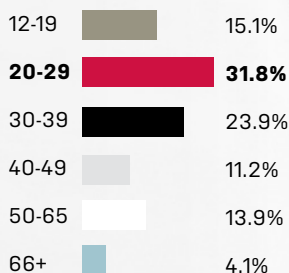
ELLE sets up trends, doesn't copy them // ELLE suggests style, doesn't dictate it //
ELLE loves luxury, but doesn't insist on it // ELLE speaks out when others are silent



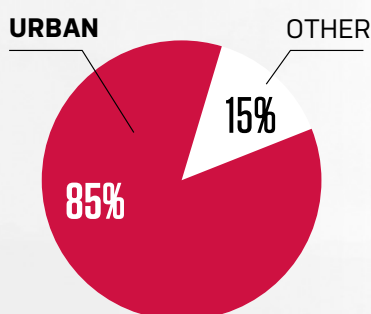
“
Readers
statements

READERS PROFILE

Age Structure :



Demographics



ELLE magazine
is read by modern,
highly educated
and confident
women. They earn
above average
and know quality.

80% (135*)
pays attention on
their looks and
style

52% (177*)
try to buy trendy
clothes,

46% (176*)
loves to buy shoes,

63% (121*)
has a debit card,

56% (158*)
points out the
brand significance
when buying a
cosmetic product,

47% (148*)
likes trying
gastronomy
novelties.

* Affinity index: ratio of certain
target group in the readers
structure relative to the share
of total population

Gender: **83,5%**

readers are
WOMEN



Stratum:

Vojvodina.....	24,7%
Belgrade	42,7%
Central Serbia.....	32,6%

Education:

Primary.....	15,7%
Middle.....	50,2%
Higher.....	34,1%

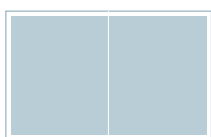
EDITORIAL //
elle@adriamedia.rs

AD SALES //
advertising@adriamedia.rs

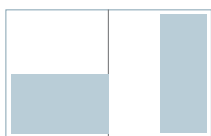
MARKETING //
marketing@adriamedia.rs



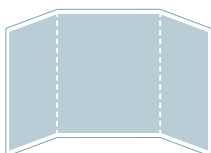
FULL PAGE
22 x 28,5 cm



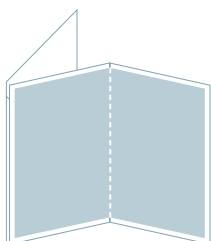
SPREAD
44 x 28,5 cm



1/2 page
horizontal:
22 x 14,2 cm
vertical:
11 x 28,5 cm



French Door
format:
Price on request



Double Cover (GATEFOLD)
format:
(in): Gatefold 22 cm
Front Cover: 21.8 cm
(external): Gatefold 21.7 cm
Front Cover: 21.8 cm



AD SPACE PRICES

Release date	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17
1/1	2.800 €	3.250 €	3.250 €	3.250 €	3.250 €	2.800 €	2.800 €	3.250 €	3.250 €	3.250 €	3.250 €	2.800 €
K3	3.100 €	3.600 €	3.600 €	3.600 €	3.600 €	3.100 €	3.100 €	3.600 €	3.600 €	3.600 €	3.600 €	3.100 €
K4	4.500 €	5.200 €	5.200 €	5.200 €	5.200 €	4.500 €	4.500 €	5.200 €	5.200 €	5.200 €	5.200 €	4.500 €
First Spread	5.500 €	6.300 €	6.300 €	6.300 €	6.300 €	5.500 €	5.500 €	6.300 €	6.300 €	6.300 €	6.300 €	5.500 €
Second Spread	5.000 €	5.750 €	5.750 €	5.750 €	5.750 €	5.000 €	5.000 €	5.750 €	5.750 €	5.750 €	5.750 €	5.000 €
Inner Spread	4.100 €	4.650 €	4.650 €	4.650 €	4.650 €	4.100 €	4.100 €	4.650 €	4.650 €	4.650 €	4.650 €	4.100 €
1/2	1.550 €	1.850 €	1.850 €	1.850 €	1.850 €	1.550 €	1.550 €	1.850 €	1.850 €	1.850 €	1.850 €	1.550 €

REMARKS // Commitment due date is 15 days before on sale date. Material due date for is 10 days before on sales date. Material Specifications Delivery Method: On-line, CD. Ads are to be delivered in the formats tiff, eps, pdf, jpeg, color made CMYK, resolution 300 pixels/inch. Texts to be transformed into curves. On all dimensions add 5 mm on each side for trimming.



Fun, Fearless
FEMALE

COSMOPOLITAN



LAUNCH DATE:
every last Thursday of the month

FORMAT:
21 x 28 cm

COSMOPOLITAN BEAUTY

AWARDS is a prestigious award for the best cosmetic products. In Serbia this event was organized ninth year in a row.

COSMO MILLENNIAL FESTIVAL

lasts two days and includes three events - exhibitions "My creative self", Cosmo Millennials Panel and Cosmo Party.

COSMO STANDS

Cosmopolitan magazine organizes lectures for students of Belgrade University twice a year on the subject of career and success.

COSMO LEAN-IN is an event that brings together successful women from different business spheres. The goal of lean-in is to have a group of 8-12 women, who spontaneously exchange their ideas about obstacles and professional triumphs and so they form business guidelines.

WORLD'S BEST SELLING FEMININE MAGAZINE

ABOUT BRAND

Cosmopolitan is the Bible for young women wanting to live fun and fearless lives. They want to be the best they can be in every area of their life.

The best - selling magazine in its category, **Cosmopolitan** has 61 international editions. Cosmo delivers sharp, entertaining, coverage on work and money, fashion and beauty, health and relationships, culture and celebrities.

Our mission is to drive the conversations that matter mostly to young women and make their interests and voices heard. We aim to open readers minds, broaden their perspectives, and help them to live the full life they deserve.

FOR A FUN AND FEARLESS WOMAN!

In a media world that's been split into a hundred little pieces, Cosmopolitan has remarkably, relentlessly and passionately remained a center of gravity in a Cosmo girl's life.

Cosmo engages in a dialogue about what's most important to a woman - her relationships. We talk about them more openly and in a way that promises that greater satisfaction in all areas of her life is within her reach. And in doing so, we get closer than anyone.

For advertisers, the Return on Intimacy is an opportunity to be part of this intimate conversation. To connect one-on-one with 147.000 fun fearless readers in Serbia.

COVER PRICE:

190 din.

CIRCULATION:

18.000

READERSHIP:

147.418

No one is closer to the readers // Readers trust Cosmopolitan //
Cosmopolitan is for reading, but looking as well

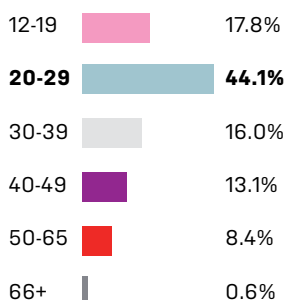
COSMOPOLITAN



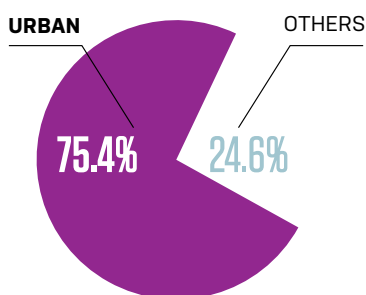
“
Readers
statements

READERS PROFILE

Age structure



Demographics



Cosmopolitan
is the best friend to the
successful, ambitions,
young woman who knows
what she wants in life.

78% (131*)
Pays attention
on their looks
and style

46% (154*)
Try to buy
trendy clothes

51% (144*)
Points out
the brand
significance
when buying
a cosmetic
product

56% (149*)
Emphasize the
importance
of looking
attractive

73% (165*)
Daily using
perfumes and
eau de toilette

* Affinity index: ratio of certain target
group in the readers structure relative to
the share of total population

Gender:



90,2%

readers are
WOMEN



Stratum:

Vojvodina.....	24,7%
Beograd.....	33,7%
Central Serbia	41,6%

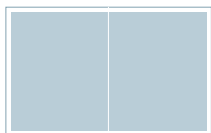


Education:

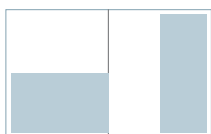
Primary	14,3%
Middle	59,8%
Higher.....	25,8%



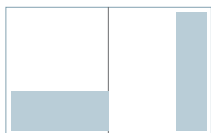
Full page
21 x 28 cm



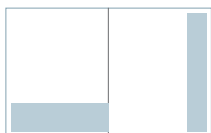
Spread
42 x 28 cm



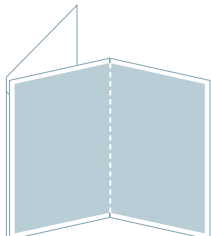
1/2 page
horizontal:
21 x 14 cm
vertical:
10,5 x 28 cm



1/3 page
horizontal:
21 x 9,3 cm
vertical:
7 X 28 cm



1/4 page
horizontal:
21 x 7 cm
vertical:
5,25 x 28 cm



**Double cover
(Gatefold)**
format:
21 x 20,8 x 20,6 cm
height:
28 cm

AD SALES //
advertising@adriamedia.rs

MARKETING //
marketing@adriamedia.rs



AD SPACE PRICES

	February	March	April	May	June	July	August	September	October	November	December	January
1/1	2.750 €	3.150 €	3.150 €	3.150 €	3.150 €	2.750 €	2.750 €	3.150 €	3.150 €	3.150 €	3.150 €	2.750 €
K2	3.400 €	3.800 €	3.800 €	3.800 €	3.800 €	3.400 €	3.400 €	3.800 €	3.800 €	3.800 €	3.800 €	3.400 €
K3	3.100 €	3.500 €	3.500 €	3.500 €	3.500 €	3.100 €	3.100 €	3.500 €	3.500 €	3.500 €	3.500 €	3.100 €
K4	4.500 €	5.050 €	5.050 €	5.050 €	5.050 €	4.500 €	4.500 €	5.050 €	5.050 €	5.050 €	5.050 €	4.500 €
1DPS	5.500 €	6.200 €	6.200 €	6.200 €	6.200 €	5.500 €	5.500 €	6.200 €	6.200 €	6.200 €	6.200 €	5.500 €
2DPS	5.200 €	5.700 €	5.700 €	5.700 €	5.700 €	5.200 €	5.200 €	5.700 €	5.700 €	5.700 €	5.700 €	5.200 €
IDPS	4.100 €	4.600 €	4.600 €	4.600 €	4.600 €	4.100 €	4.100 €	4.600 €	4.600 €	4.600 €	4.600 €	4.100 €
1/2	1.500 €	1.750 €	1.750 €	1.750 €	1.750 €	1.500 €	1.500 €	1.750 €	1.750 €	1.750 €	1.750 €	1.500 €
1/3	1.100 €	1.250 €	1.250 €	1.250 €	1.250 €	1.100 €	1.100 €	1.250 €	1.250 €	1.250 €	1.250 €	1.100 €
1/4	850 €	950 €	950 €	950 €	950 €	850 €	850 €	950 €	950 €	950 €	950 €	850 €

REMARKS // Commitment due date is 15 days before on sale date. Material due date for is 10 days before on sales date. Material Specifications Delivery Method: On-line, CD. Ads are to be delivered in the formats tiff, eps, pdf, jpeg, color made CMYK, resolution 300 pixels/inch. Texts to be transformed into curves. On all dimensions add 5 mm on each side for trimming.



All that

***LIFE** is made of*



FREQUENCY: Monthly

FORMAT: 22,5 x 29,7 cm

Lisa lepa & srećna

MOST WANTED FEMALE MAGAZINE IN SERBIA!

ABOUT BRAND

Magazine Lisa lepa & srećna is dedicated to the contemporary woman who is trying to improve all aspects of everyday life. Magazine covers all topics that are important to her: Health, fashion, beauty, cuisine, travel, parenting, interior... What makes this magazine different from others is a unique approach to the coverage of topics, as well as a long list of renowned experts who are our associates.

TOPICS //

Female readers in Lisa can find all the information and topics that interest them in one place. Through its contents Lisa lepa & srećna in each issue presents interesting people, trends, ideas and landscapes.

STRATEGY

With it's honest approach through inspiring personalities and positive stories from everyday life, Lisa lepa & srećna communicates with women who want more from life and advises them on how to achieve their goals. Through sincere tone of speech, Lisa wants to encourage all female readers to be better in all aspects of life.

PRICE:

89 dinars

CIRCULATION:

40.000

READERSHIP :

198.608



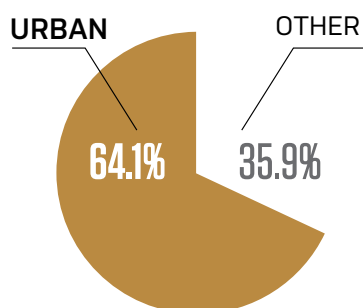
Readers' Statements

READERS PROFILE

Age structure:

12-19 years	4.7%
20-29 years	15.2%
30-39 years	23.0%
40-49 years	17.4%
50-65 years	28.9%
66+ years	10.7%

Demography



Lisa's female readers are women who wish themselves and to their family all the best. They are constantly searching for new advices and suggestions for improvement of life.

55% (137*)
female readers like to try new recipes for food preparation

42% (132*)
female readers like to buy new food products that appear in stores

60% (121*)
female readers are interested in news about what is good and what is bad for health

67% (118*)
female readers think that is important in home pharmacy to have some of the medications against colds and flu

* Affinity index: the ratio of the share of the target group in the structure of readers in relation to the share in the total of population

Gender:  **91%**

of readers are **WOMEN**



Stratum:

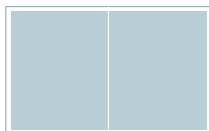
Vojvodina.....	29,2%
Belgrade	30,7%
Central Serbia	40,2%

Education:

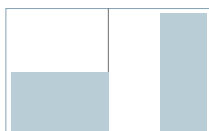
Primary and lower	13,7%
Secondary	62,5%
Higher and high	23,8%



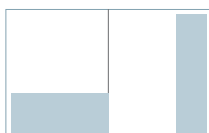
Full page
22,5 x 29,7 cm



Double page spread
45 x 29,7 cm



1/2 page
horizontal:
22,5 x 14,85 cm
vertical:
11 x 29,7 cm



1/3 page
horizontal:
22,5 x 9,9 cm
vertical:
7,5 x 29,7 cm



1/4 page
horizontal:
22,5 x 7,42 cm



EDITORIAL //
lisa@adriamedia.rs

AD SALES //
advertising@adriamedia.rs

MARKETING //
marketing@adriamedia.rs



ADVERTISING //

Through its sections Lisa lepa & srećna offers many opportunities for attractive placement of advertisers' messages. From groceries to how to prepare meals, through cleaning tools to maintain the purity of the household, to cosmetics, Lisa offers ideal rubrics for positioning the ad. In consultation with the client it is possible to introduce special content in magazine, that is adjusted to advertising messages of clients.

PRICE LIST

	Price
K2	1.650 €
K3	1.550 €
K4	1.800 €
FIRST DOUBLE PAGE SPREAD	2.200 €
SECOND DOUBLE PAGE SPREAD	2.000 €
INNER DOUBLE PAGE SPREAD	1.900 €
1/1	1.500 €
1/2	800 €
1/3	650 €
1/4	500 €

NOTES //

Deadline for reservations is 15 days before the first day of sale. The deadline for ads delivering is 10 days before the first day of sale.

You deliver in the format tif, eps, pdf, jpg color mode CMYK, resolution 300 pixels / inch, texts to be transformed into curves.

For all dimensions add 5 mm for trimming on each side.



Magazine for
HAPPIER LIFE

MAGAZINI

sensa

magazin za srećniji život



FREQUENCY: monthly
FORMAT: 21,3 x 27,5 cm

SENSA WEEKEND

Sensa weekend is a project of the Sensa magazine which in one place during three days, gathers over 50 readers and a few experienced lecturers from different areas that are engaged in magazine Sensa (yoga, pilates, neuro-linguistic programming, studies of happiness, crystal therapy, EFT, theta healing, psychotherapy, music therapy...).

The weekend is intended for those who want to solve living concerns with the advice of a life coach, for those who want to experience the benefits of yoga and pilates and try new relaxation techniques...

#1 **MINDSTYLE**
MAGAZINE
IN SERBIA

ABOUT THE BRAND

Sensa is a magazine dedicated to those who strive for fulfillment and more beautiful life. Unique in the market, Sensa represents a source of inspiration for its readers when it comes to healthy habits, psychology, natural beauty, travel, and tips for a happier life. A healthy lifestyle is a matter of choice, but Sensa is an inspiration. Sensa is the only magazine in Serbia which is printed on 100% recycled paper!

With attractive themes and designs that wins at first sight, Sensa from month to month records the increase in readership and sales. For eight years the magazine has generated the most loyal and the highest quality readership market

EVENTS //

Sensa organizes events in a recognizable spirit of magazine, which, with its originality draws attention wherever it is implemented. Through events that organizes Sensa presents a more beautiful side of reality and educates readers how to establish balance in everyday life.

STRATEGY

Strategy of Sensa magazine is to keep the leading position in the market in the segment of mindstyle magazine, as well as to expand its influence in the future among the reading public.

PRICE:
220 din.

CIRCULATION:
17.000

READERSHIP:
74.920

Sensa inspires //Relaxes //
Opens up new dimensions of life

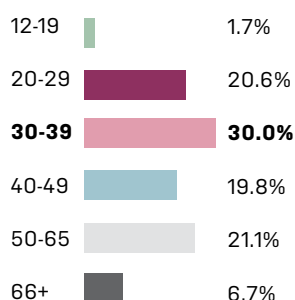
sensa



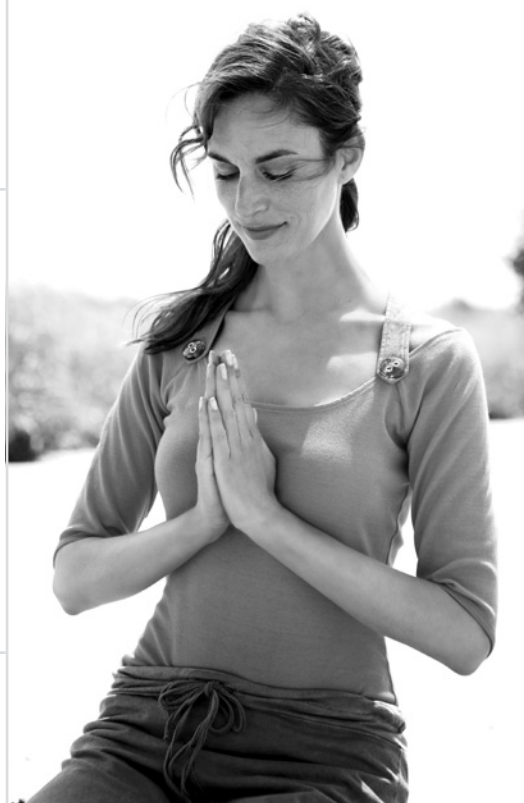
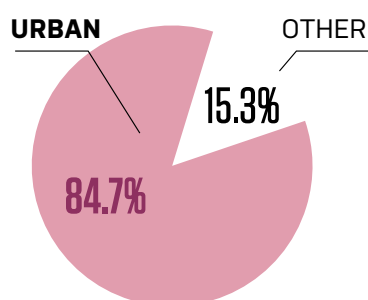
“
Readers'
Statements

READERS PROFILE

Age structure:



Demography



**Sensa's readers are
achieved people ready
to change, try out
something new, products
and techniques in order
to establish life balance**

52% (194*)
female readers
spend more than
3,000 dinars a
month on clothes

23% (294*)
female readers
spend more than
3,000 dinars
per month on
cosmetics

40% (166*)
use cosmetic
products in order
to keep physical
attractiveness

62% (145*)
consider that, if
it encounters a
product that looks
like it was created
just for her, will
buy it

51% (199*)
rather buy

* Affinity index: the ratio of the
share of the target group in the
structure of readers in relation to
the share in the total of population

Gender:  **89%** of readers
are **WOMEN**



Stratum:

Vojvodina.....	32,6%
Belgrade	33,9%
Central Serbia	33,5%

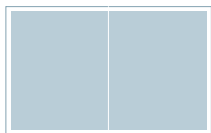


Education:

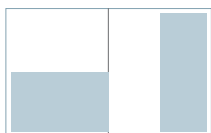
Primary.....	4,9%
Secondary.....	45,8%
Higher and high	49,3%



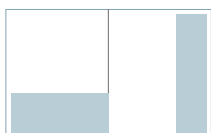
Full page
21,3 x 27,5 cm



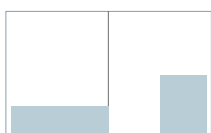
Double page spread
42,6 x 27,5 cm



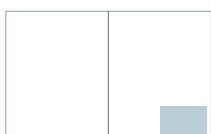
1/2 page
horizontal:
21,3 x 13,4 cm
vertical:
10,3 x 27,5 cm



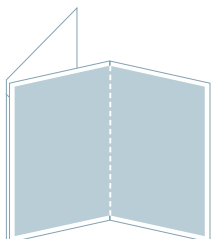
1/3 page
horizontal:
21,3 x 9 cm
vertical:
7 x 27,5 cm



1/4 page
horizontal:
21,3 x 6,8 cm
vertical:
8,9 x 11,8 cm



1/8 page
horizontal:
8,9 x 5,9 cm



Double page (Gatefold)
format:
41,4 x 27,5 x 27,5 cm

PRICE LIST

	January	February	March	April	May	June	July	August	September	October	November	December
1/1	1.500 €	1.500 €	1.900 €	1.900 €	1.900 €	1.900 €	1.500 €	1.500 €	1.900 €	1.900 €	1.900 €	1.900 €
K2	1.850 €	1.850 €	2.300 €	2.300 €	2.300 €	2.300 €	1.850 €	1.850 €	2.300 €	2.300 €	2.300 €	2.300 €
K3	1.750 €	1.750 €	2.200 €	2.200 €	2.200 €	2.200 €	1.750 €	1.750 €	2.200 €	2.200 €	2.200 €	2.200 €
K4	2.200 €	2.200 €	2.700 €	2.700 €	2.700 €	2.700 €	2.200 €	2.200 €	2.700 €	2.700 €	2.700 €	2.700 €
1DPS	2.400 €	2.400 €	3.000 €	3.000 €	3.000 €	3.000 €	2.400 €	2.400 €	3.000 €	3.000 €	3.000 €	3.000 €
2DPS	2.300 €	2.300 €	2.800 €	2.800 €	2.800 €	2.800 €	2.300 €	2.300 €	2.800 €	2.800 €	2.800 €	2.800 €
IDPS	2.200 €	2.200 €	2.700 €	2.700 €	2.700 €	2.700 €	2.200 €	2.200 €	2.700 €	2.700 €	2.700 €	2.700 €
1/2	850 €	850 €	1.050 €	1.050 €	1.050 €	1.050 €	850 €	850 €	1.050 €	1.050 €	1.050 €	1.050 €
1/3	700 €	700 €	850 €	850 €	850 €	850 €	700 €	700 €	850 €	850 €	850 €	850 €
1/4	550 €	550 €	700 €	700 €	700 €	700 €	550 €	550 €	700 €	700 €	700 €	700 €
1/8	350 €	350 €	400 €	400 €	400 €	400 €	350 €	350 €	400 €	400 €	400 €	400 €

NOTES // Deadline for reservations 15 days before the first day of sale. The deadline for ads delivering is 10 days before the first day of sale. You deliver in the tif, eps, pdf, jpg format color mode CMYK, resolution 300 pixels / inch, texts to be transformed into curves. For all dimensions add 5 mm for trimming on each side.

EDITORIAL //
sensa@adriamedia.rs

AD SALES //
advertising@adriamedia.rs

MARKETING //
marketing@adriamedia.rs



ADVERTISING //

With a local target group, which consistently believe in the content of the magazine, Sensa is the right choice for advertisers who care to reach consumer awareness. With creative proposals of Sensa`s team, all ad messages of clients can be integrated in the content of the magazine in a completely unique way



The Magazine

MEN live by

Men's Health



LAUNCH DATE: every last Thursday of the month

FORMAT: 21 x 28 cm

EXTRAORDINARY GENTLEMEN'S LEAGUE

is an event for 250 VIP guests, where the most successful individuals from the world of business, sports, arts and culture will be awarded for their successes achieved in 2015.

100% USEFUL

ABOUT

It's the brand for active, successful, professional men who want greater control over their physical, mental and emotional lives. We give men the tools they need to make their lives better through in-depth reporting covering everything from fashion and grooming to health and nutrition as well as cutting-edge gear, the latest entertainment, timely features and more. It is the only men's magazine dedicated to showing men the **PRACTICAL AND POSITIVE ACTIONS** that make their lives better.

Men's Health is the strongest media brand targeting **YOUNG, URBAN AND HEALTH-CONSCIOUS MEN** with authoritative content on fitness, health, sex, style, technology and other relevant information for a modern lifestyle.

With 40 issues world wide, Men's Health is the most read magazine for men.

LIFESTYLE BREND //

Men's Health has a **HIGH QUALITY EDITORIAL** which covers all aspects of man's life featuring fashion, health, nutrition and fun including various interesting stories.

COVER PRICE

220 din.

CIRCULATION:

12.333

READERSHIP:

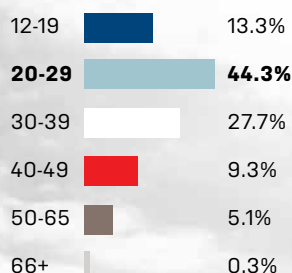
117.727



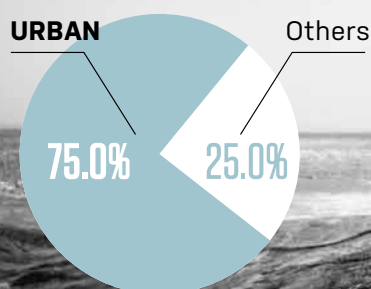
Readers statements

READERS' PROFILE

Age structure:



Demographics



Men's Health
readers are
active, busy
and interested
to improve
their life/MH
readers are in
constant motion,
following trends
and are very
interested in
fitness, health
and style.

66% (160*)
wants to afford
various modern
gadgets,

65% (172*)
tries to follow
progress of modern
technologies,

48% (139*)
personal
appearance is of a
great importance,

49% (123*)
are interested in
different methods
of keeping and
upgrading health,

42% (160*)
likes to try the
same nutrition
product from
various producers.

* Affinity index: ratio of certain target
group in the readers structure relative
to the share of total population

Gender:  **88,7%** of the readers
are **MEN**



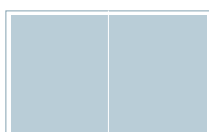
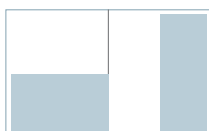
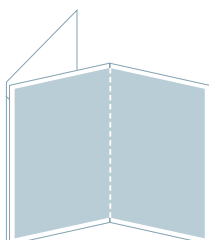
Stratum:

Vojvodina.....	28,3%
Belgrade	34%
Central Serbia.....	37,7%



Education:

Primary	9,9%
Middle	58,8%
Higher	31,2%

AD SALES //
advertising@adriamedia.rsMARKETING //
marketing@adriamedia.rs**Whole page**
21 x 28 cm**Double page**
42 x 28 cm**1/2 page**
horizontal:
21 x 14 cm
vertical:
10,2 x 28 cm**1/3 stranice**
horizontal:
21 x 9,3 cm
vertical:
6,6 x 28 cm**Gatefold**
dimension:
28 x 20,8 x 20,2 cm

AD SPACE PRICES

	Februar	Mart	April	Maj	Jun	Jul	Avgust	Septembar	Oktobar	Novembar	Decembar	Januar
1/1	1.600 €	1.950 €	1.950 €	1.950 €	1.950 €	1.600 €	1.600 €	1.950 €	1.950 €	1.950 €	1.950 €	1.600 €
K2	1.800 €	2.100 €	2.100 €	2.100 €	2.100 €	1.800 €	1.800 €	2.100 €	2.100 €	2.100 €	2.100 €	1.800 €
K3	1.700 €	2.000 €	2.000 €	2.000 €	2.000 €	1.700 €	1.700 €	2.000 €	2.000 €	2.000 €	2.000 €	1.700 €
K4	2.500 €	2.800 €	2.800 €	2.800 €	2.800 €	2.500 €	2.500 €	2.800 €	2.800 €	2.800 €	2.800 €	2.500 €
1DPS	2.800 €	3.000 €	3.000 €	3.000 €	3.000 €	2.800 €	2.800 €	3.000 €	3.000 €	3.000 €	3.000 €	2.800 €
2DPS	2.600 €	2.750 €	2.750 €	2.750 €	2.750 €	2.600 €	2.600 €	2.750 €	2.750 €	2.750 €	2.750 €	2.600 €
IDPS	2.300 €	2.450 €	2.450 €	2.450 €	2.450 €	2.300 €	2.300 €	2.450 €	2.450 €	2.450 €	2.450 €	2.300 €
1/2	900 €	1.100 €	1.100 €	1.100 €	1.100 €	900 €	900 €	1.100 €	1.100 €	1.100 €	1.100 €	900 €
1/3	650 €	800 €	800 €	800 €	800 €	650 €	650 €	800 €	800 €	800 €	800 €	650 €

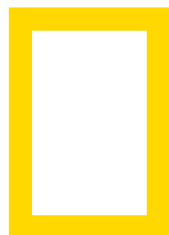
REMARKS // Commitment due date is 15 days before on sale date. Material due date for is 10 days before on sales date.

Material Specifications Delivery Method: On-line, CD. Ads are to be delivered in the formats tiff, eps, pdf, jpeg, color made CMYK, resolution 300 pixels/inch. Texts to be transformed into curves. On all dimensions add 5 mm on each side for trimming.

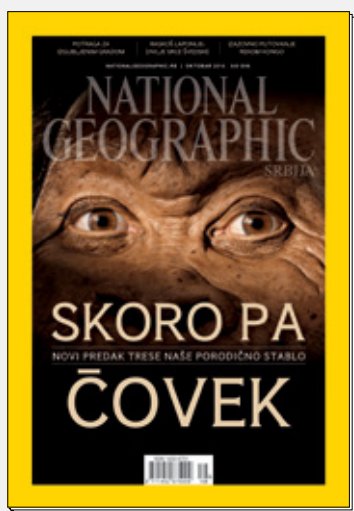


*THE WORLD'S MOST FAMOUS
scientific magazine with the
highest circulation!*

MAGAZINI



NATIONAL GEOGRAPHIC SRBIJA



FREQUENCY: monthly
FORMAT: 17,5 x 25,4 cm

SPECIAL EDITIONS

Special Editions of the National Geographic Magazine are a collection of premium quality photos, fascinating stories and proven facts about diverse topics, that all have something in common - life itself. These Special Editions have an important place in every school's and family's library, documenting the world through the famous yellow frame and taking notes in history, archeology, arts and sciences since 1888.

EDUCATION

FOR THE WHOLE FAMILY!

ABOUT BRAND

National Geographic Magazine offers authoritative, unbiased content about complex, nowadays problems, revealing the wonders of our time and encouraging people to take action and make their contribution. Each edition attracts the curious readers with high quality, often award-winning photographs and reports that inspire the target group to make the right decisions and elicit a positive change.

Being a part of one of the largest non-profit, educational and entertainment organizations in the world, National Geographic has a unique approach to a national readership.

National Geographic is a magazine that the readers always come back to and save it for the future generations as it has no expiration date!

SOCIAL RESPONSIBILITY //

National Geographic organizes various social responsibility projects all over the World, affecting the public awareness. This magazine is considered as one of the professional literature at many universities, thereby significantly encouraging and inspiring the young generations to take care of nature.

STRATEGY

National Geographic inspires and educates its readers by providing them with an exceptionally high-quality content. Magazine encourages people to carefully treat nature in an interesting, informative and visually attractive manner. Advertisers have a unique opportunity to advertise their content in this edition and join this amazing club that cares for the preservation of the planet.

PRICE:
300 din.

CIRCULATION:
12.875

READERSHIP:
93.575

National Geographic inspires // Educates // Creates
attitudes // National Geographic is always current



NATIONAL GEOGRAPHIC
SRBIJA

adria
media
group



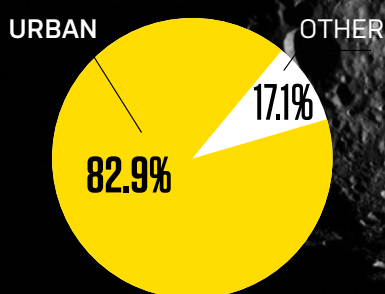
“
Readers'
statements

READERS PROFILE

Age structure:

12-19		13.3%
20-29		25.5%
30-39		27.6%
40-49		18.7%
50-65		11.2%
66+		3.7%

Demography



NG readers are
urban, informed,
conscientious readers
who are struggling
in life for more goals
and social well-being!
National Geographic
readers care about
the natural beauty
and resources, and
all-round fight for the
preservation of these
values!

32% (175*)
intend to buy a new
mobile phone in
the next six months

59% (132*)
use perfumes,
toiletries and
colognes on a daily
basis

12% (195*)
readers monthly
spend more than
2000 RSD on
mobile phone
services

14% (148*)
plan to buy a new
car in the next two
years

54% (129*)
wished to afford a
variety of modern
tech gadgets

* Affinity index: ratio of the share of
certain target groups in the structure of
readers compared to the share of the
total population

gender:



64,9%

MALE
readers



Stratum:

Vojvodina.....	32,1%
Belgrade	41,9%
Central Serbia	26%

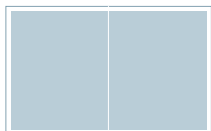


Education:

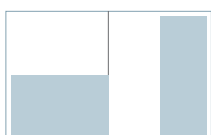
Primary.....	11,7%
Secondary	48,2%
Higher and high.....	40,2%



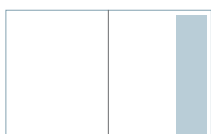
Full page
17,5 x 25,4 cm



Double page spread
35 x 25,4 cm



1/2 page
položena:
17,5 x 12,3 cm
uspravna:
8,6 x 25,4 cm



1/3 page
uspravna:
5,6 x 25,4 cm



**Special
laid out
format**
35 x 12,3 cm

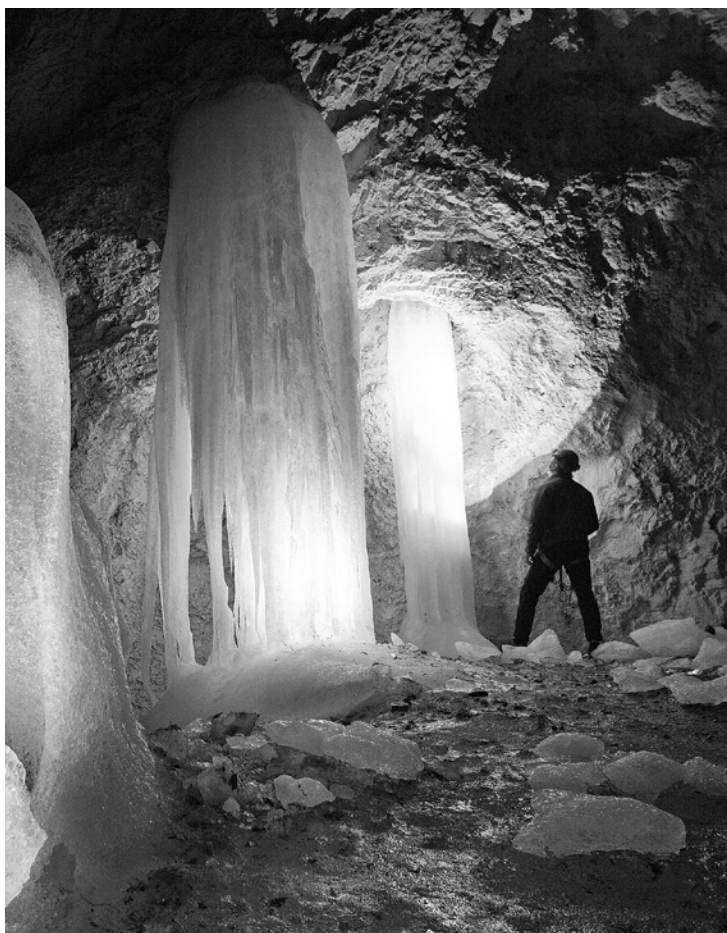


EDITORIAL // AD SALES // MARKETING //

ngm@adriamedia.rs

advertising@adriamedia.rs

marketing@adriamedia.rs



PRICE LIST

	January	February	March	April	May	June	July	August	September	October	November	December
1/1	1.550 €	1.550 €	1.950 €	1.950 €	1.950 €	1.950 €	1.550 €	1.550 €	1.950 €	1.950 €	1.950 €	1.950 €
K2	1.700 €	1.700 €	2.100 €	2.100 €	2.100 €	2.100 €	1.700 €	1.700 €	2.100 €	2.100 €	2.100 €	2.100 €
K3	1.600 €	1.600 €	2.000 €	2.000 €	2.000 €	2.000 €	1.600 €	1.600 €	2.000 €	2.000 €	2.000 €	2.000 €
K4	1.750 €	1.750 €	2.300 €	2.300 €	2.300 €	2.300 €	1.750 €	1.750 €	2.300 €	2.300 €	2.300 €	2.300 €
1DPS	2.800 €	2.800 €	3.300 €	3.300 €	3.300 €	3.300 €	2.800 €	2.800 €	3.300 €	3.300 €	3.300 €	3.200 €
2DPS	2.600 €	2.600 €	3.150 €	3.150 €	3.150 €	3.150 €	2.600 €	2.600 €	3.300 €	3.150 €	3.150 €	3.150 €
IDPS	2.200 €	2.200 €	2.700 €	2.700 €	2.700 €	2.700 €	2.200 €	2.200 €	2.700 €	2.700 €	2.700 €	2.700 €
Special	1.500 €	1.500 €	2.000 €	2.000 €	2.000 €	2.000 €	1.500 €	1.500 €	2.000 €	2.000 €	2.000 €	2.000 €
1/2	850 €	850 €	1.150 €	1.150 €	1.150 €	1.150 €	850 €	850 €	1.150 €	1.150 €	1.150 €	1.150 €
1/3	750 €	750 €	950 €	950 €	950 €	950 €	750 €	750 €	950 €	950 €	950 €	950 €

NOTES // The deadline for reservations is 15 days before the first day of the sale. The deadline for ads delivering is 10 days before the first day of sale. Deliver in the formats: tif, eps, pdf, jpg color mode CMYK color mode, resolution 300 pixels / inch, texts to be transformed into curves. For all dimensions add 5 mm for trimming on each side.

MEDIA PACK



Magazine with the most influential
READERSHIP



FREQUENCY: monthly
FORMAT: 22 x 28.5 cm

Kurir

MAGAZINE

FIRST CHOICE OF *OPINION LEADERS*

ABOUT THE BRAND

Kurir Magazine is the most prominent thematic English language magazine in Serbia and is also the only one that predominantly deals with EU integration. In this sense we are not only exclusive in our country, but rather the advantage of Kurir Magazine lies in the fact that it is the only magazine that communicates with EU institutions in this way, and it hails from a country that is not an EU Member State.

Kurir Magazine is synonymous with the exchange of opinions on political and economic issues that relate to Serbia's path towards the EU. Only now in the integration process, representatives of legislative and executive authorities, but also representatives of economic and commercial life, will more intensely express their opinions and assessments in relation to the specific challenges that will arise during the negotiation process.

CONCEPT //

Kurir Magazine is envisaged as a two-way channel of communication, therefore it certainly implies a space within which representatives of the EU can provide answers to questions posed and responses to potential dilemmas.

STRATEGY

We follow every step that Serbia makes on its path to the EU, examples of good foreign investment and development opportunities in Serbia, while at the same time promoting successful people, our country's natural beauty, tourist destinations and achievements in culture, science and sport. With a strong belief in the European perspective of Serbia and the other Western Balkan countries, Kurir Magazine focuses on advancing economic and cultural cooperation, with particular emphasis on the Western Balkan countries.

PRICE:

Free copy

PRINT RUN:

5.700

DISTRIBUTED COPIES:

5.700



WHO DO WE ADDRESS?

Kurir Magazine is printed each month and distributed to **7,000 addresses free of charge**. A copy of each new issue is received by European Parliament President Martin Schulz, as well as each of the **751 MEPs**.

Kurir Magazine is also received by all caucuses of the European Parliament: the European People's Party, the Progressive Alliance of Socialists and Democrats, the Alliance of Liberals and Democrats, the Greens, the European Conservatives and Reformists, the European United Left and Nordic Green Left, the Club of Freedom and Democracy and independent MEPs.

The highest officials of the European Commission are also among the readers of **Kurir Magazine**: European Commission President **Jean-Claude Juncker**, High Representative for EU Common Foreign and Security Policy, **Federica Mogherini**, First Vice-President of the European Commission **Frans Timmermans**, EC vice-presidents **Kristalina Georgieva**, **Andrus Ansip**, **Maroš**

Šefčovič, **Valdis Dombrovskis** and **Jyrki Katainen**, as well as Commission members **Günther Oettinger**, **Cecilia Malmström**, **Johannes Hahn**, **Neven Mimica**, **Dimitris Avramopoulos**, **Carmen Vela**, **Miguel Arias Cañete**, **Pierre Moscovici**, **Vytienis Andriukaitis**, **Marianne Thyssen**, **Christ Stylianides**, **Jonathan Hill**, **Phil Hogan**, **Violeta Bulc**, **Věra Jourová**, **Corina Cretu**, **Carlos Moedas**, **Tibor Navracsi**, **Elżbieta Bieńkowska** and **Margrethe Vestager**.

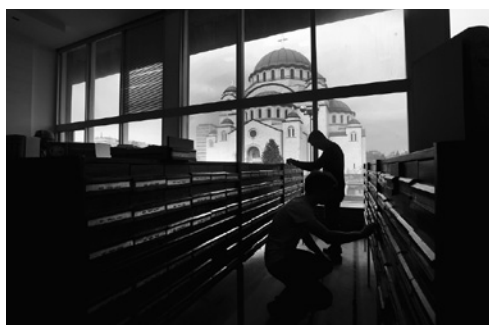
Likewise, each month the latest issue of **Kurir Magazine** is also distributed to the Office of the President of the European Council, **Donald Tusk**.

We also send copies of **Kurir Magazine** to the **U.S. mission to NATO in Brussels**, but also to the **U.S. Congress and State Department**.

In Serbia, **Kurir Magazine** addresses the CEOs of leading multinational companies, representatives of foreign companies and representatives of the diplomatic corps, while, besides ambassadors, readers of our publication also

include consuls, and economic and commercial attachés, members of business associations, government agencies and leaders of the largest NGOs in Serbia.

Kurir Magazine addresses international organizations operating in Serbia, including the OSCE Mission to Serbia, the Office of the European Commission in Belgrade, the EU Info Point and the Friedrich Ebert Foundation.



CHANNELS OF COMMUNICATION



KURIR MAGAZINE

Kurir Magazine is a must-read publication that can be found in the office of the President of the Republic of Serbia, Tomislav Nikolić, Serbian Prime Minister Aleksandar Vučić, First Deputy Prime Minister of Serbia, Ivica Dačić, as well as other Serbian Government ministers.

All 250 members of the Serbian National Assembly, including Parliamentary Speaker Maja Gojković, are also among our readers.

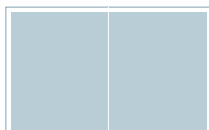
In the process of joining the EU and harmonising standards and legislation, **Kurir Magazine** has become an opinion making point and a place of dialogue between representatives of the economy, European officials and the Government of the Republic of Serbia.

KURIR
MAGAZINE IS
DISTRIBUTED
TO 450
BUSINESS
CLASS
SEATS ON
AIR SERBIA

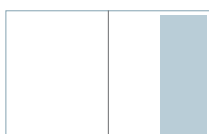
PRICE LIST



Full page
21 x 29,7 cm



Double page spread
42 x 29,7 cm



1/2 page
vertical:
10,5 x 29,7 cm



1/3 page
vertical:
7 x 29,7 cm



1/4 page
horizontal:
21 x 7,4 cm

NOTES //

Adverts should be submitted in jpeg format (quality 12), TIFF or EPS (fonts must be converted to curves) at a resolution of 300 dpi, with borders of 5 mm on each side. Advertisements in colour (CMYK) must be prepared with black overprint. Letters should be in a single colour. We do not recommend a font size smaller than 8 pt. It is obligatory for the advert to be submitted two days prior to publishing.

AD SALES //
advertising@adriamedia.rs

MARKETING //
marketing@adriamedia.rs



PRICE LIST

	Price
C2	1.820 €
C3	1.820 €
C4	2.320 €
C 2 + C 2a	2.730 €
C 3 + C 3a	2.730 €
1/1	1.570 €
1/2	830 €
1/3	540 €
1/4	400 €

INSERTS (RSD)

Inserts up to 70 grams	18 € / per 1.000 copies
Inserts over 70 grams	22 € / per 1.000 copies

Non-standard forms of advertising - upon agreement

MONTHLY MAGAZINE //

Deadline for reservations and cancellations
7 days prior to publication of the magazine

Deadline for submission of advert
4 days prior to publication of the magazine

Deadline for submission of material to create ads
5 days prior to publication of the magazine

SPECIAL REQUIREMENTS //

iadvert creation.....	+10%
special requirements.....	+30%
PR text/advertorial.....	+30%
party political content.....	+100%
chat rooms.....	+100%

VOLUME DISCOUNTS //

for 4 consecutive publications.....	5%
for 8 consecutive publications.....	7%
for 12 consecutive publications.....	10%

All prices are without VAT, which is calculated at 20%
Rates are valid as of 11.02.2013



The best-selling magazine for
DECORATING
INTERIOR

Moj stan

*INTERIOR FURNISHING,
CONTEMPORARY DESIGN,
PRACTICAL ADVICE*



FREQUENCY: Monthly
FORMAT: 21,7 x 27,3 cm

ABOUT BRAND

For 13 years **magazine - Moj stan** advises, inspires and teaches its readers how to turn their home into an oasis of peace and rest with their own will and effort. Inspiration, preliminary incentives and applicable advices, interwoven through all the sections, are distancing the magazine from its competitors and provide him unique place in the minds of readers.

As a leader in the segment of magazines for decorating interior **Moj stan** offers its advertisers the possibility of interactive communication with the highest quality readership. A team of experts in sales department will respond to all demands and devise the most creative ways to present products and services within the magazine.

PERCEPTION OF READERS //

„magazine that
inspires me“

STRATEGY

Strategy of magazine **Moj stan** is that through a consistent visual identity, practical advice, inspirational photos and unique content, that is resulting from combination of international and domestic trends, ensures its leading position in the segment of magazine that are dealing with interior design and to increase its market share in the next period.

PRICE:
120 din.

CIRCULATION:
25.000

READERSHIP:
124.397

Inspiring // Practical //
Informative // Modern

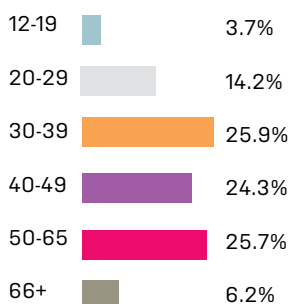
Moj stan



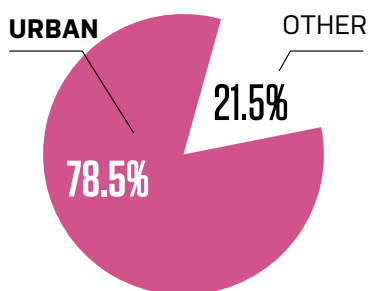
Readers' Statements

READERS' PROFILE

Age structure:



Demography



The target group consists of highly educated people with above-average incomes, who are interested in interior design

66% (150*)
readers often think how to redecorate the space in which they live

56% (143*)
loves to decorate their home with a variety of small things

73% (120*)
female readers finds it important that the space in which they live be more suited to their taste

29% (171*)
new financial products and services are interesting to them because they can facilitate their daily tasks

* Affinity index: the ratio of the target group share in the structure of readers in relation to the share of total population

Gender: **80%**

of readers are **WOMEN**

Stratum:

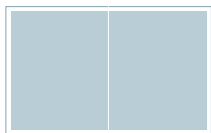
Vojvodina.....	27,7%
Belgrade.....	34,3%
Central Serbia.....	38%

Education:

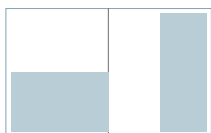
Primary and lower.....	4,2%
Secondary.....	57,1%
Higher and high.....	38,7%



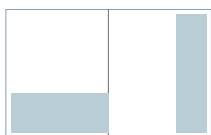
Full page
21,7 x 27,3 cm



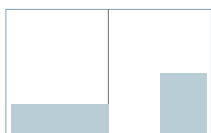
Double page spread
43,4 x 27,3 cm



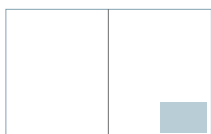
1/2 page
horizontal:
21,7 x 13,6 cm
vertical:
10,8 x 27,3 cm



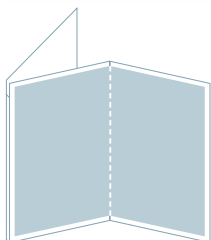
1/3 page
horizontal:
21,3 x 9,1 cm
vertical:
7,2 x 27,3 cm



1/4 page
horizontal:
21,7 x 6,8 cm
vertical:
10,8 x 13,6 cm



1/8 page
horizontal:
10,8 x 6,8 cm



Gatefold
format:
41,4 X 27,5 cm

EDITORIAL // mojstan@adriamedia.rs
AD SALES // advertising@adriamedia.rs
MARKETING // marketing@adriamedia.rs



PRICE LIST

	February	March	April	May	June	July	August	September	October	November	December	January
1/1	1.000 €	1.250 €	1.250 €	1.250 €	1.250 €	1.000 €	1.000 €	1.250 €	1.250 €	1.250 €	1.250 €	1.000 €
K2	1.200 €	1.400 €	1.400 €	1.400 €	1.400 €	1.200 €	1.200 €	1.400 €	1.400 €	1.400 €	1.400 €	1.200 €
K3	1.100 €	1.300 €	1.300 €	1.300 €	1.300 €	1.100 €	1.100 €	1.300 €	1.300 €	1.300 €	1.300 €	1.100 €
K4	1.600 €	1.900 €	1.900 €	1.900 €	1.900 €	1.600 €	1.600 €	1.900 €	1.900 €	1.900 €	1.900 €	1.600 €
1DPS	2.100 €	2.350 €	2.350 €	2.350 €	2.350 €	2.100 €	2.100 €	2.350 €	2.350 €	2.350 €	2.350 €	2.100 €
2DPS	1.900 €	2.200 €	2.200 €	2.200 €	2.200 €	1.900 €	1.900 €	2.200 €	2.200 €	2.200 €	2.200 €	1.900 €
IDPS	1.700 €	2.100 €	2.100 €	2.100 €	2.100 €	1.700 €	1.700 €	2.100 €	2.100 €	2.100 €	2.100 €	1.700 €
1/2	550 €	650 €	650 €	650 €	650 €	550 €	550 €	650 €	650 €	650 €	650 €	550 €
1/3	460 €	550 €	550 €	550 €	550 €	460 €	460 €	550 €	550 €	550 €	550 €	460 €
1/4	370 €	450 €	450 €	450 €	450 €	370 €	370 €	450 €	450 €	450 €	450 €	370 €
1/8	150 €	180 €	180 €	180 €	180 €	150 €	150 €	180 €	180 €	180 €	180 €	150 €

NOTES // Deadline for reservations 15 days before the first day of sale. The deadline for ads delivering is 10 days before the first day of sale. You deliver in the format tif, eps, pdf, jpg color mode CMYK, resolution 300 pixels / inch, texts to be transformed into curves. For all dimensions add 5 mm for trimming on each side.



Most widely read magazine dedicated to
GARDENING

MAGAZINES



FREQUENCY: Monthly
FORMAT: 20,5 x 27,5 cm

SELECTION OF THE MOST BEAUTIFUL GARDEN

"The selection for the most beautiful garden" is a traditional contest of magazine, "Moja lepa bašta", which for 13 years, brings together several hundred lovers of horticulture and presents relevant recognition. The competition runs from March until the beginning of September, and the winner is decided by a jury composed of representatives of magazine's editorial offices and relevant experts from the field of horticulture.

moja lepa bašta

***THE BEST GUIDE
THROUGH THE WORLD OF
BEAUTIFUL LANDSCAPED GARDENS,
FLOWERS AND NATURE***

ABOUT BRAND

Thanks to the inspiring reportages and unreal photographs, practical advice and unique content, the magazine Moja lepa bašta has positioned over the years as the most widely read and best-selling magazine in its field!

Moja lepa bašta is the highest selling European magazine about gardening, which for eleven years from month to month seeks to inform more the lovers of nature, flowers and beautifully landscaped garden about news and topics from the world of horticulture in the world and in our country. Moja lepa bašta has the best advices about the plants care and landscaping, giving always new and interesting ideas with the advice of local experts.

STRATEGY

Strategy of magazine Moja lepa bašta is to maintain the absolute top of the readership in the future that by following world trends in the field of horticulture and gardening.

PRICE:
150 din.

CIRCULATION:
15.000

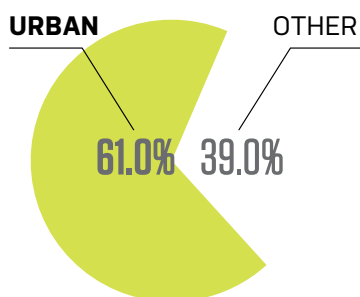
READERSHIP:
119.183

Reader's
statementsREADER'S
PROFILE

Age structure:

12-19	2.7%
20-29	10.1%
30-39	20.1%
40-49	27.1%
50-65	34.4%
66+	5.5%

Demography



The target group of the magazine Moja lepa bašta consists of higher educated, employed and wealthy readers to whom horticulture is a hobby or a profession.

49% (221*)

readers engage with the garden at least once a week

51% (127*)

readers are interested in various methods for improving health

63% (125*)

readers are interested in the news about what is good and what is bad for health

21% (162*)

readers use the life insurance

67% (152*)

readers often think about the reorganization of the space in which they live

* Affinity index: the ratio of the target group share in the structure of readers in relation to the share of total population

Gender:

**71.7%**of readers are **WOMEN**

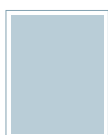
Stratum:

Vojvodina	39,1%
Belgrade	23,8%
Central Serbia	37,1%

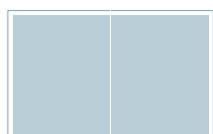


Education:

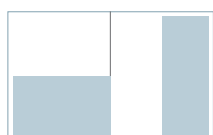
Primary and lower	9,7%
Secondary	64,3%
Higher and high	26,%



Full page
20,5 x 27,5 cm



Double page spread
41 x 27,5 cm



1/2 page
horizontal:
20,5 x 13,7 cm
vertical:
10,2 x 27,5 cm



1/3 page
horizontal:
20,5 x 9,1 cm
vertical:
6,8 x 27,5 cm



1/4 page
horizontal:
20,5 x 6,8 cm
vertical:
10,2 x 13,7 cm



1/8 page
vertical:
5,1 x 6,8 cm

AD SALES //
advertising@adriamedia.rs

MARKETING //
marketing@adriamedia.rs



ADVERTISING //

The team of magazine Moja lepa bašta will make sure that environment in which will be found the advertising messages of a client, contribute to its visibility and ensure the positioning of message in the minds of consumers in accordance with the preferences of the client.

PRICE LIST

	February	March	April	May	June	July	August	September	October	November	December	January
1/1	790 €	990 €	990 €	990 €	990 €	790 €	790 €	990 €	990 €	990 €	990 €	790 €
K2	850 €	1.000 €	1.000 €	1.000 €	1.000 €	850 €	850 €	1.000 €	1.000 €	1.000 €	1.000 €	850 €
K4	900 €	1.100 €	1.100 €	1.100 €	1.100 €	900 €	900 €	1.100 €	1.100 €	1.100 €	1.100 €	900 €
1DPS	1.500 €	1.700 €	1.700 €	1.700 €	1.700 €	1.500 €	1.500 €	1.700 €	1.700 €	1.700 €	1.700 €	1.500 €
2DPS	1.400 €	1.450 €	1.450 €	1.600 €	1.600 €	1.400 €	1.400 €	1.600 €	1.600 €	1.600 €	1.600 €	1.400 €
IDPS	1.300 €	1.500 €	1.500 €	1.500 €	1.500 €	1.300 €	1.300 €	1.500 €	1.500 €	1.500 €	1.500 €	1.300 €
1/2	440 €	520 €	520 €	520 €	520 €	380 €	380 €	520 €	520 €	520 €	520 €	440 €
1/3	320 €	370 €	370 €	370 €	370 €	320 €	320 €	370 €	370 €	370 €	370 €	320 €
1/4	270 €	320 €	320 €	320 €	320 €	200 €	200 €	320 €	320 €	320 €	320 €	270 €
1/8	100 €	125 €	125 €	125 €	125 €	100 €	100 €	125 €	125 €	125 €	125 €	100 €
want ad	20 €	20 €	20 €	20 €	20 €	20 €	20 €	20 €	20 €	20 €	20 €	20 €

NOTES // Deadline for reservations is 15 days before the first day of sale. The deadline for ads delivering is 10 days before the first day of sale. You deliver in the format tif, eps, pdf, jpg color mode CMYK, resolution 300 pixels / inch, texts to be transformed into curves. For all dimensions add 5 mm for trimming on each side.



*Magazine about
CELEBRITIES AND
HEDONISM!*



FREQUENCY: Quarterly

FORMAT: 21 x 28 cm

Storycafé

ABOUT BRAND

Storycafé is a special edition of the magazine Story that in a unique way is dealing with celebrities and hedonism. It brings recommendations for the best hotels and restaurants, interesting stories, the best known alcoholic and tobacco brands in the world. This is the only magazine in which it is possible to advertise tobacco products and alcoholic beverages.

Some of the topics that the magazine deals with:

- Sweet life of celebrities (hedonistic life of celebrities)
- Gastro duel (the best restaurants in town)
- VIP trip (recommendation of destinations and hotels)
- Wine tour (wine list of celebrities)
- Fashion recommendations
- News from the world of nautical and automotive
- Interesting facts about drinking
- Stories of best known tobacco brands of the world

PRICE:
free copy

CIRCULATION:
12.000

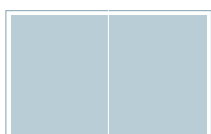
READERSHIP
/

AD SALES //
advertising@adriamedia.rs

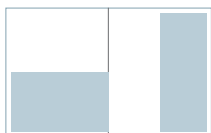
MARKETING //
marketing@adriamedia.rs



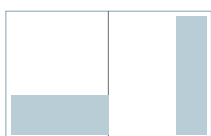
Full page
21 x 28 cm



**Double
page
spread**
42 x 28 cm



1/2 page
horizontal:
21 x 14cm
vertical:
11,2 x 28 cm



1/3 page
horizontal:
21 x 9,3 cm
vertical:
6,6 x 28 cm



PRICE LIST

	Price
K2	2.200 €
K3	2.000 €
K4	2.800 €
FIRST DOUBLE PAGE SPREAD	3.400 €
INNER DOUBLE PAGE SPREAD	3.000 €
1/1	1.800 €
1/2	1.330 €
1/3	900 €
1/4	600 €

NOTES //

For all dimensions add 5 mm for trimming on each side. You deliver it in the format tiff, eps, pdf, jpeg, color mode CMYK, resolution 300 pixels / inch, texts to be transformed into curves.