

ADVERTISING

PUBLISHING:	The magazine Pet zvezdic (Five stars) is on the market for 17 years and comes out every 1st (first) of the month for the current month. 11 numbers are issued every year, summer number is double (No. 7 / 8). An enclosure to the April's edition (No. 4) is Catalogue of HORECA equipment.
CONTENTS:	Pet zvezdic is a magazine for the art of cooking and enjoying the food. It is a professional, educational and informative monthly magazine for enogastronomy (knowledge of food and drinks). The magazine is official bulletin of Slovene Association of Chefs and Confectioners, sections for Waiters, Sommeliers, Food & Beverage Managers (Tourism and Hospitality Chamber at Chamber of Commerce of Slovenia), Slovenian Bartenders Association and Sparkling wine lovers Club. The magazine covers areas of cooking, food-processing industry, beverage industry, wine cellars and winegrowers, catering and (commercial) vehicles equipment (transport of food, catering, food supply) in the HORECA industry, including the offer of protection and security ...
SUBSCRIBERS:	Hotels, wellness, resorts, inns and restaurants, pizzerias, confectioneries, winemakers, hospitality schools (including students), elementary education schools (teaching of domestic science), hospitals, health centres, libraries, among individuals people who like fine food and drinks (gourmets)...
EDITIONS:	8100. A survey of the editorial board shows that ten people read or review the magazine on average.
SALE:	Half yearly and annual subscriptions; supermarkets, large food stores...

PRICE LIST 2011*

AD SIZE:	Prices without VAT
back cover (glossy paper) - 213 x 297 mm (full bleed: add 4mm)	1200 EUR
2. and 3. cover page - 213 x 297 mm (full bleed: add 4mm)	1000 EUR
one page, inner - 194 x 257 mm (edge), 213 x 297 mm (full bleed: add 4mm)	900 EUR
1/2 page - 194 x 125 mm (horizontal), 95 x 257 mm (vertical)	500 EUR
1/3 page - 194 x 85 (horizontal), 65 x 257 mm (vertical)	350 EUR
1/4 page - 95 x 125 mm (vertical)	250 EUR
1/6 page - 95 x 80 mm (horizontally)	200 EUR
1/8 page - business card - 95 x 60 mm (horizontal)	150 EUR
1 cm of column - on one magazine page are four columns	15 EUR
<i>*Please, send your ad in appropriate PDF, TIFF or JPG file, (resolution 300dpi) and CMYK colors.</i>	

DISCOUNTS:

12 ads – 30 %	6 ads – 20 %	3 ads – 10 %
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DEADLINE FOR SENDING AD DESIGN: 10th to 15th of the month for next month issue!

HOW TO SEND ARTWORK: CD or via e-mail: petzvezdic@siol.net.