

Media Kit

Why Brandomania magazine:

Seven years after the success of Brandomania TV show (about lifestyle, communication, media, demystification of success and everything that makes it, including money), which first introduced the term "brand" in Serbia and the region of the former Yugoslavia, the printed version has begun its life in the form: **magazine for a creative life and business.**



This luxurious unisex lifestyle magazine on 146 pages is an elegant source of information on themes which make life more high-quality, beautiful and successful. Better communication between local and global culture, material and spiritual, modern and ancient and between all things that are in conflict because of prejudice or a lack of knowledge and information. That is our method.

The mission of Brandomania magazine is to search for the original and the new, in a society in which hyper-production of "copy-paste" dominates. This original and by its content superior magazine creates and strengthens communication, and connects with the best: brands, people, phenomena and ideas.

Every two months, it offers information of how to create, live and invest in things that matter.

What value does that give you as a person, to your business or your favorite brand? Demystification of the secrets of success and wealth, of both the material, and that which we call spiritual. Demystification of the creative process in life and business. In business, creativity gives better results.

Original and brand are almost synonyms.

Life can be creative, business too.

What you can find in Brandomania magazine, but cannot in the competition, are exclusive interviews with the most popular people about things that make a difference.

Photography and design also make a difference.

Original instead of copy. The difference is that we respect the reader's need for a magazine that can be read for a month and longer...We thought of our reader's contact with the finest paper. Thanks to our system of distribution, we cover 1400 kiosks in Serbia, with a special accent on shopping malls, airport, Maxi supermarkets....

We also distribute 5000 copies to important concerts, the National Theatre, through banks and by subscription. For the technically more advanced readers, we have the option of downloading the magazine in PDF.

The rules are changing. Learn the new rules and add value to your life and business.



Why advertise in Brandomania magazine:

Magazines that are swamped
with ads that irritate the reader
are the past.

intelligent advertising

Use the opportunity to advertise in Brandomania intelligently, achieving the complete effect of a carefully incorporated ad into the content. Also, allow your reputation to gain new strength in the context of the most successful and through the competition (www.brandomania.co.rs) for Brand of the Year (Brand of Trust and Brand of Style).

We will enable your brand a better communication through exclusive content, internet presentation, as well as direct marketing (newsletter).

Also, this year, there will be 4-6 promotions, with the central yearly one: for the best brand, for National Brand of the Year and the most socially responsible.

The best investment is the one related to the right people. People who search for creative solutions: men and women between 20 and 65, urban, professionals who are searching for better solutions.

Be a part of the family, who through its lifestyle and work creates a better world and a source of new values. Be a part of the project which connects ideas and money, as reader or as an advertiser, be a part of Brandomania magazine and the online issue.

mesto za
vaš oglas



Očekujte više!

Štedite u Piraeus banci.

PIRAEUS BANK
Dinamika u VIN

13.00: sastanak sa većinskim vlasnicima
14.30: sastanak sa 3000 kubika i 231 KS - 7300

Specijalna ponuda za limitiranu seriju: 77.730 eur
sa uračunatom carinom i PDV-om.

Prodajni ured:
Omlađina, Beograd, Kralja Milana 21a, Tel: 011 36 40 051, 011 36 20 072
Rastvoriti d.o.o. Beograd, Dragobila, Srećkovića b. Tel: 011 20 40 140
Rastvoriti d.o.o. Novi Sad, Novosadski put 71, Tel: 021 820 888
Rastvoriti d.o.o. Beograd, Vojvode Stevana 53, Tel: 011 20 30 638
Mild Company d.o.o. Niš, Stevana Nemanića 50a, Tel: 018 561 529
Auto Garant Motors d.o.o. Čabari, Topolski put 6b, Tel: 032 300 000
Srećković Auto d.o.o. Mladenovac, Vukobrat Pijeta, Tel: 011 682 01 960
Autocentar Univerzitet, Subotica, Braće Radica 77, Tel: 024 553 697



AMERICAN EXPRESS® BLUE KREDITNA KARTICA. NEUPOREDIVA.

TRANSFER I OPLATA DUGA
PO KREDITNOJ KARTICI DRUGE BANKE
BEZ DODATNIH TROŠKOVA
PO NAJPOVOLJNIJIM USLOVIMA

▶ NAJNIŽA KAMATA
SAMO 1.5% ZA DINARE I 0.9% ZA EVRE
(RKS na godišnjem nivou: 15.4% za dinare i 11.0% za evre)

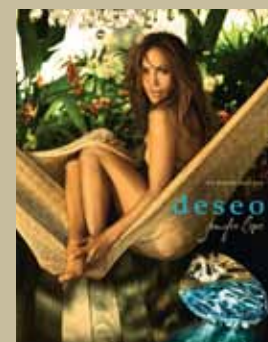
▶ SIGURNA KUPOVINA NA INTERNETU

▶ BEZ ČLANARINE
Do 300 evra godišnje od minimum 200 evra u prvoj godišnjakini

DOBRO DOŠLI NA PLAVU PLANETU



DONCAFÉ
Kafa koja vas čeka



deseo
Kafa koja vas čeka



TOSAM JA



KIVORI OLUJU



aqua viva
OPTIMINERAL COMPLEX



DAVIDOFF ADVENTURE
EDUARD HUGGON



BIGOBAS
CAN MAKE ANYONE FEEL SMALL

print

Luxurious/Exclusive monthly in
full color on 90gr. paper,
covers 200gr.

Circulation: 10,000 copies (first issue) Distribution: 1400
kiosks in Serbia + vendors + subscription

Magazine for creative life and business

Covers	K4	2.800 points*
	K2	2.500 points*
	FIRST RIGHT	2.500 points*
	K3	1.900 points*
Options	K2 + FIRST RIGHT	4.000 points*
	DOUBLE COVER	5.000 points*
	INSIDE DOUBLE PAGE	3.000 points*

Knjižni blok

1 Block	1/1	1.600 points*
	1/2	1.200 points*
	1/3	950 points*
	1/4	550 points*
2 Block	1/1	1.600 points*
	1/2	1.200 points*
	1/3	950 points*
	1/4	550 points*
3 Block	1/1	1.050 points*
	1/2	750 points*
	1/3	450 points*
	1/4	350 points*

PR texts	50 % more than those in the price list
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Non-standard ads

Vignette (5cm x 2,5cm) on the editorial page	800 points*
Vignette (5cm x 2,5cm) on front page	2.000 points*
Using a promo brand photo on front page	1.000 points*
Creative designer branding of a page (logo and details with characteristics of a brand)	2.000 points*
Additional cover page	6.000 points*
Additional cover page + K2	8.000 points*

Insertion	2.800 points*
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Ads are delivered in Photoshop, EPS or TIFF formats, CMYK color scheme and 300dpi resolution.
Page format: 220x280mm. A 5mm overlay is necessary on all sides for the trim.

Deadlines for ads: reservation 14 days before issue goes to print, ad delivery 10 days before issue goes to print.

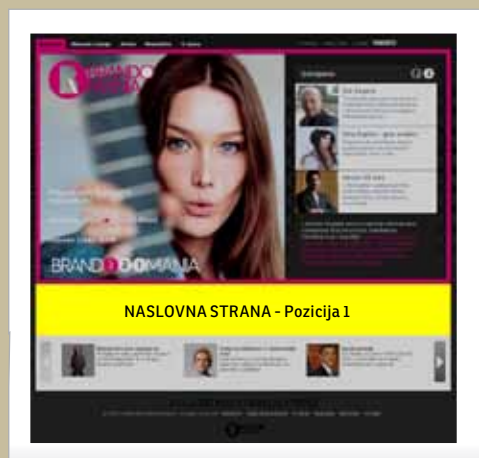
All discounts are agreed individually. Agency discount: 15%. Volume discount: For 25.000 points* - discount 20%; up to 50.000 points* - 30% discount (25% + 5% at the end of the year). For payment in advance 10% discount. 1 point = 1 euro in the dinar equivalent in the median exchange rate of NBS. The prices do not include 18% VAT charge.

web


During the promotional period, Brandomania.co.rs offers advertising options based on a monthly flat fee.

Brandomania.co.rs

offers several advertising options which can be adapted to the clients needs. From the most standard type of advertising through a banner, to linking to a product, branding of sections and the entire site without size restrictions of the advertising message.

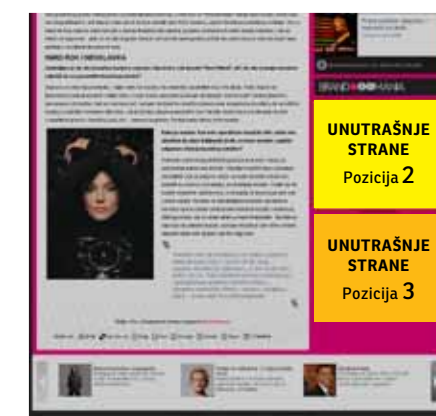


The front cover is the home page and represents the initial destination of every visitor. It contains a summary of the current magazine issue.


 Position 1 (967x120) 800 points*


www.brandomania.co.rs


Inside pages




The inside pages package means that your banner will appear on all inside pages related to a certain issue, as well as on all pages po dubini of a certain issue.

 Position 1 (728x90) 650 points*

 Position 2 (300x250) 500 points*

 Position 3 (300x250) 400 points*

 Position 4 (300x500) 600 points*