



LIVINGSTONE

MEDIA KIT 2012 www.livingstone-magazine.com

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Publisher's details



Publisher:

Astoria d.o.o.
Zanonova 1, 51 000 Rijeka
www.astoria.hr

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Magazine's I.D. Card



Circulation

25,000 copies

Issue

Four issues per year

LS in a sentence

A bilingual magazine about the culture of life

Official web page

www.livingstone-magazine.com

(daily blog edition with multimedia e-paper)

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Information of interest



Distribution

LS free

Free copies of the magazine are distributed to a specially targeted readership that consists of successful business people both in Croatia and abroad, and is made up of men and women in equal parts. It is read by directors, managers, board members, marketing and public relations departments, sales departments, marketing agencies, law firms and similar (see details in the attached table). Issues of Livingstone are available at all ACI marinas, all four/five star hotels in Croatia as well as in Profil bookstores in Rijeka, Zagreb and Split. As a result of its collaboration with the Ministry of Foreign Affairs and European Integration, the magazine is available in 78 different countries.

LS sales

Each month 3,000 copies are sold at exclusive Tisak sales points.

Distribution	Copies:
Exclusive Tisak kiosks	3 000 copies
Leading managers in Croatia	5 000 copies
Four- and five-star hotels, villas (a total of 220 hotels)	5 000 copies
Embassies, consulates, law firms, private medical practices, architects and notaries public	5 000 copies
ACI i ostale marine	5 000 copies
Other (throughout the year): all county and town governments, Dubrovnik Airport, Zagreb Philharmonic, events...	2 000 copies



Themes and freelancers

Livingstone covers a very wide range of topics, from travel accounts, photographic collages, food and wine articles, interviews, cultural life in all segments (film, theatre, music, art...), fashion, architecture, science, design, nautical life and similar.

The magazine's main sections are: Bizstime, Photosafari, Exotic travels, LivingSpace, LivingStyle, EnoGastro, Bar, 4 elements, Gadgets, One Day, Interview, Art mode, Prosperov's corner, Bar, Reviews, Psychology and modern science.

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Section for advertisers



Why advertise in Livingstone magazine?

- 22 000 copies delivered free, a very targeted market and no wastage
- An additional 3 000 copies are sold
- The magazine is collectible, and thus the advertisements have a longer life span than other monthly publications
- High magazine print quality print, famous names guarantee excellent positioning
- Famous advertisers, including some of the most successful firms
- Free banner on the web pages, as well as numerous different ways of placing adverts in the multimedia e-paper
- A wide range of different opportunities for advertisers, as well as different ways to arrange the adverts
- Livingstone brings all advertisers together at events that it organises itself, such as Photodays. This is the region's largest photographic festival, where advertisers are given additional promotion and are associated with a positive cultural event

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Benefits for advertisers



Agency discount:

Fixed discount of 25%

Discount for direct adverts:

Period	Individual Advertising	Contractual Advertising
2 issues	10% discount	15% discount
4 issues	20% discount	25% discount

Additional 5% discount for advance payment.

All advertisers get free advertising via a banner on the official web page and the e-paper edition (digital magazine). The work-up of the banner for advertisers in the magazine is free of charge.

Contact for submitting and ordering advertisements

Jelena Petković

051 331 159

099 564 65 12

marketing@livingstone-magazine.com

Dates and deadlines



Issue date: 15th of each month

15th December, 15th March, 15th June, 15th September

Deadline for submitting finished adverts for publication: 20th of the previous month.

Deadline for submitting adverts that require designing: 10th of the previous month.

An agreement has to be made with the Marketing Department 20 days in advance for the insertion of video advertisements in the digital edition.

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Cost of advertising space (vat not included)



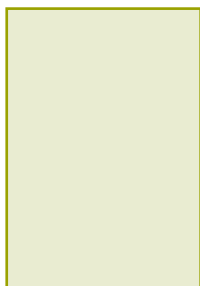
a) second cover page	3.000 EUR
b) first page	5.700 EUR
c) first centerfold (a + b)	10.200 EUR
d) inside page	5.700 EUR
e) inside centerfold (d + d)	9.000 EUR
f) third cover page	6.600 EUR
g) back cover page	9.600 EUR
h) Video (existing) advert (existing) in the digital edition	300 EUR

The work up of advertisements is free, and needs to be agreed 20 days in advance.

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Advert specifications



single page

225 x 295 mm + 3 mm bleed

AD FORMAT

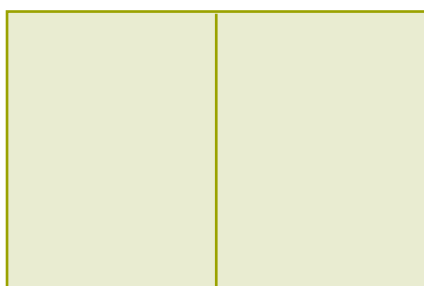
- PDF
- TIFF
- JPG

PAGE DIMENSIONS

225 x 295 mm

ADVERT PREPARATION

- CMYK
- 300 dpi
- 3 mm napusta



double page – centrefold

450 x 295 mm + 3 mm bleed

PREPARATION OF THE BANNER FOR THE WEB PAGE

(www.livingstone-magazine.com)

- RGB
- 72 dpi
- JPG, SWF
- 200x262

HOW TO SUBMIT YOUR ADVERT

- **on a CD to:**
Astoria d.o.o. , Zanonova 1, Rijeka (specify 'Oglas – Livingstone')
- **e-mail:**
(marketing@livingstone-magazine.com)
- **upload to server via internet browser:**
<http://oglas.livingstone-magazine.com>
username: gost
password: 123@abc

Note: Advertisements must be submitted by the 20th of the month prior to the targeted issue.

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General terms of advertising

1. Orders for individual advertising and/or advertising campaigns have to be given in written form. The date of publication of the advertisement and/or duration of the advertising campaign need to be specified, as well as the number of advertisements. Any changes or amendments to the order have to be submitted in writing to the Astoria d.o.o. in due time.
2. The prices of services are expressed in HRK.
3. For advance payments, which have to be paid at least seven days prior to publication, a special 5% discount on the total value is approved.
4. A quantity discount for direct advertisers is approved on the basis of the official price list and in accordance with the terms of advertising.
5. Advertisers shall settle the invoice for advertising space no later than 30 days after the publication (or the date on which the invoice was made).
6. An agency has a fixed agency discount of 25%.
7. The advertising agency must be licensed to carry out marketing services.
8. An agency client has the right to an additional discount determined on the basis of a rebate scale, provided that a year-long contract between the advertiser, advertising agency and Astoria has been concluded (discounts are not added).
9. In cases when invoice is not settled within the defined period, interest is charged according to statutory default interest.
10. In cases when the client breaks the contract, that is they cancel the order, the client shall cover the loss.
11. In cases of a change in prices, the client shall be charged in accordance with the price list valid on the day on which the service is performed. If the client pays in advance, they shall be charged in accordance with the price list valid on the date of payment.
12. In the case of increased interest for the particular placement of an advertisement, priority will be given to those clients whose orders have been placed earlier or to those who have paid for the advertisement in advance.

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13. Special requests and formats not defined in the price list are negotiated directly with the Marketing Department.
14. The prices for promotional materials are charged on the basis of the size of the materials in relation to the price of an advertisement on an inside page. The real cost of insertion will be charged on the basis of the invoice made by the provider of the service, as well as any other costs arising from the distribution.
15. Advertisers or their intermediaries – agencies, shall deliver a completed advertisement on one of the following appropriate media (ZIP DRIVE, CD ROM, computer disc or via e-mail) in a format defined by the price list for advertising space.
16. The client accepts full liability for the content of the promotional materials and their regularity, and in case of violation of the Advertising Act of the Republic of Croatia, breach of copyright or any similar dispute, they shall be held directly accountable to the injured third party. Astoria d.o.o. reserves the right not to publish or to delay the publication of an advertisement without providing an explanation.
17. An order placed in writing and confirmed in writing may be cancelled without any legal ramifications no later than 20 (twenty) days prior to the date of the beginning of the advertising campaign and/or the date of publication of an individual advertisement, with an explanation in writing. Otherwise, the client shall pay the following compensation for the price of commissioned service – in the case of cancellation up to 10 days prior to the date of publication - 25%; in the case of cancellation from 5 days prior to the date of publication up to the date of publication - 100%.
18. The Contract may be cancelled with a written statement, with a notice period of one month. The notice period begins on the third day after the statement of cancellation of the ordered advertisement has been received.
19. During the notice period all the contractual parties shall observe their obligations as defined by the Contract.
20. In cases where it is the Marketing Department of Astoria d.o.o. that is responsible for the complaint, only the publication of the same advertisement in the same Magazine shall be approved to the advertiser. A corrected publication of a repeated advertisement is not considered to be a part of the 'quota' for quantity discount, and no additional discount shall be approved because of the mistake. Complaints shall not be acknowledged if this mistake is the result of objective limitations of the rotational magazine press, mistakes in the preparation of the advertisement itself, or in case where the wrong advertisement has been delivered to Astoria d.o.o.
21. Terms of advertising on our Internet pages: all advertisers who advertise in LivingStone Magazine are advertised at www.livingstone-magazine.com free of charge.
22. With this statement, the advertiser guarantees the regularity of all the copyrights and other rights. The client is liable for any claims made by a third party resulting from this. In case where the terms of this contract are not fulfilled, that is, if the advertiser or the agency does not order the publication of advertisement in the quantity specified in the Contract, the client shall lose the quantity discount awarded on the basis of the quantity specified in the Contract.
23. Advertising services are performed on the basis of an order placed in advance.

Special discounts and promotions

50% discount and free advertising (depending on advertising space and previous arrangements with marketing) for theaters, museums, art galleries, festivals, cultural initiatives etc.