

# ADVERTISING RATE CARD 2023

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## Editorial part

						<p>Next to content &amp; next to editorial column: € 2280</p> <p>First 5 ad pages after content: € 1980</p> <p>In 1<sup>st</sup> half on the book: € 1780</p> <p>In 2<sup>nd</sup> half on the book: € 1580</p>
<b>1<sup>st</sup> spread</b>	<b>2<sup>nd-5<sup>th</sup> spread</sup></b>	<b>spread</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	
€ 3180	€ 2780	€ 2380	€ 2880	€ 2980	→	
440 x 297 mm			220 x 297 mm	220 x 297 mm	220 x 297 mm	

<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 1780	€ 780	€ 1180	€ 780	€ 880	€ 890
440 x 148 mm	73 x 297 mm	135 x 297 mm	188 x 136 mm	220 x 148 mm	135 x 183 mm

## Advertisement section

## Discounts

<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 150	€ 290	€ 290	€ 580	€ 580
92 x 66 mm	92 x 136 mm	188 x 66 mm	188 x 136 mm	92 x 276 mm

### Volume discounts:

<b>2x 10%</b>	<b>10x 30%</b>
<b>4x 15%</b>	<b>12x 35%</b>
<b>6x 20%</b>	<b>18x 40%</b>
<b>8x 25%</b>	<b>24x 45%</b>

Ad agencies: **15%**

- Prices do not include 21% VAT.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2nd part of the book.





## Editorial part

						<p>Next to content &amp; next to editorial column: € 2280</p> <p>First 5 ad pages after content: € 1980</p> <p>In 1<sup>st</sup> half on the book: € 1880</p> <p>In 2<sup>nd</sup> half on the book: € 1680</p>
<b>1<sup>st</sup> spread</b>	<b>2<sup>nd-5<sup>th</sup> spread</sup></b>	<b>spread</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	
€ 3280	€ 2880	€ 2680	€ 2880	€ 3280	→	
440 x 297 mm			220 x 297 mm	220 x 297 mm	220 x 297 mm	

<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 1880	€ 880	€ 1380	€ 880	€ 980	€ 990
440 x 148 mm	73 x 297 mm	135 x 297 mm	188 x 136 mm	220 x 148 mm	135 x 183 mm

## Advertisement section

## Discounts

<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 180	€ 340	€ 340	€ 680	€ 680
92 x 66 mm	92 x 136 mm	188 x 66 mm	188 x 136 mm	92 x 276 mm

### Volume discounts:

<b>2x 10%</b>	<b>10x 30%</b>
<b>4x 15%</b>	<b>12x 35%</b>
<b>6x 20%</b>	<b>18x 40%</b>
<b>8x 25%</b>	<b>24x 45%</b>

Ad agencies: **15%**

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- Advertisement design on agreement.
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- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2nd part of the book.





## Editorial part

						<p>Next to content &amp; next to editorial column:</p> <p>In 1<sup>st</sup> half on the book: € 940</p> <p>In 2<sup>nd</sup> half on the book: € 840</p>
<b>1<sup>st</sup> spread</b>	<b>2<sup>nd-5<sup>th</sup> spread</sup></b>	<b>spread</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	
€ 1980	€ 1780	€ 1340	€ 1440	€ 1980	→	
440 x 297 mm			220 x 297 mm	220 x 297 mm	220 x 297 mm	

<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 940	€ 440	€ 690	€ 490	€ 495
440 x 148 mm	73 x 297 mm	135 x 297 mm	220 x 148 mm	135 x 183 mm

## Advertisement section

## Discounts

<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 90	€ 170	€ 170	€ 340	€ 340
92 x 66 mm	92 x 136 mm	188 x 66 mm	188 x 136 mm	92 x 276 mm

Volume discounts:

2x 10%	10x 30%
4x 15%	12x 35%
6x 20%	18x 40%
8x 25%	24x 45%

Ad agencies: 15%

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- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2nd part of the book.





## Editorial part

						<p>Next to content &amp; next to editorial column:</p> <p>In 1<sup>st</sup> half on the book: € 940</p> <p>In 2<sup>nd</sup> half on the book: € 840</p>
<b>1<sup>st</sup> spread</b>	<b>2<sup>nd-5<sup>th</sup> spread</sup></b>	<b>spread</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	
€ 1980	€ 1780	€ 1340	€ 1440	€ 1980	→	
440 x 297 mm			220 x 297 mm	220 x 297 mm	220 x 297 mm	

<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 940	€ 440	€ 690	€ 490	€ 495
440 x 148 mm	73 x 297 mm	135 x 297 mm	220 x 148 mm	135 x 183 mm

## Advertisement section

## Discounts

<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 90	€ 170	€ 170	€ 340	€ 340
92 x 66 mm	92 x 136 mm	188 x 66 mm	188 x 136 mm	92 x 276 mm

### Volume discounts:

<b>2x 10%</b>	<b>10x 30%</b>
<b>4x 15%</b>	<b>12x 35%</b>
<b>6x 20%</b>	<b>18x 40%</b>
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- 1/2 page and Junior page can be placed only in the 2nd part of the book.



# COPEs LIETAS

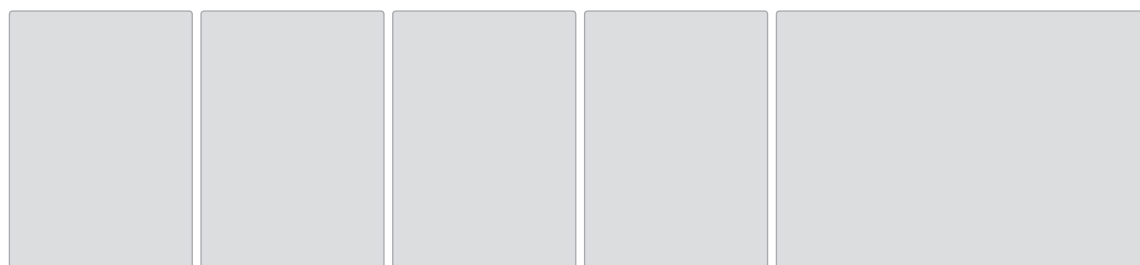
ADVERTISING RATE CARD 2023

www.lilita.lv

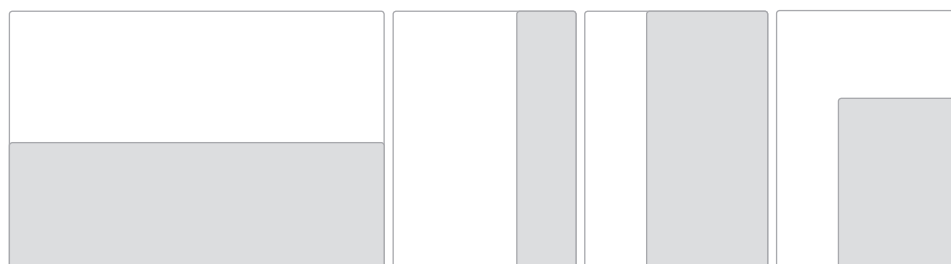
**lilita**  
ŽURNĀLU IZDEVNIECĪBA



## Editorial part



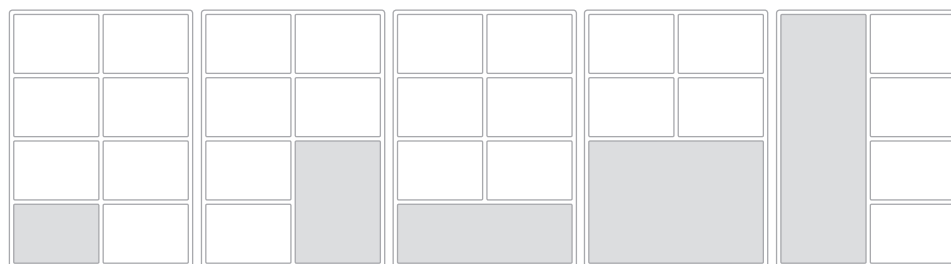
2 <sup>nd</sup> cover	3 <sup>rd</sup> cover	4 <sup>th</sup> cover	single page	spread
€ 1880	€ 1880	€ 1980	€ 1380	€ 1880
210 x 297 mm	210 x 297 mm	210 x 297 mm	210 x 297 mm	420 x 297 mm



1/2 spread	1/3 page	2/3 page	JUNIOR page
€ 1380	€ 580	€ 780	€ 680
420 x 148 mm	75 x 297 mm	138 x 297 mm	137 x 191 mm

## Advertisement section

## Discounts



1/8 page	1/4 page	1/4 page	1/2 page	1/2 page
€ 180	€ 280	€ 280	€ 580	€ 580
91 x 66 mm	91 x 136 mm	185 x 66 mm	185 x 136 mm	91 x 276 mm

### Volume discounts:

2x 10%	10x 30%
4x 15%	12x 35%
6x 20%	18x 40%
8x 25%	24x 45%

Ad agencies: 15%

- Prices do not include 21% VAT.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2<sup>nd</sup> part of the book.

Publishing schedule and deadlines for material delivery are here  
<http://lilita.lv/en/advertising/deadlines/>



# КЛЁВЫЕ ДЕЛА

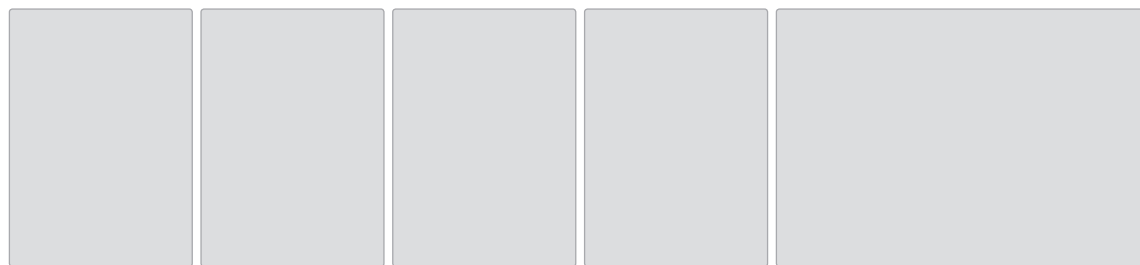
ADVERTISING RATE CARD 2023

www.lilita.lv

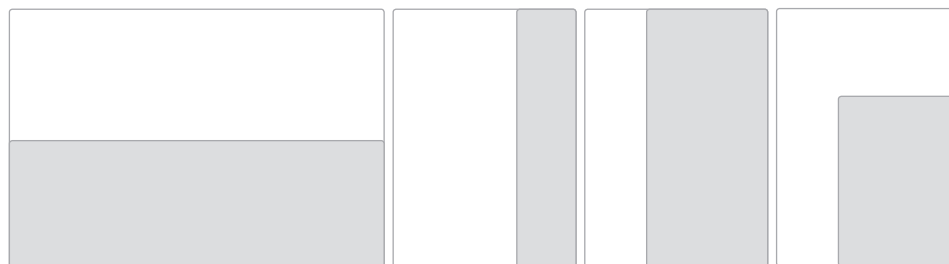
**lilita**  
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## Editorial part



<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>spread</b>
€ 920	€ 890	€ 980	€ 880	€ 1480
210 x 297 mm	210 x 297 mm	210 x 297 mm	210 x 297 mm	420 x 297 mm



<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>JUNIOR page</b>
€ 980	€ 380	€ 680	€ 680
420 x 148 mm	75 x 297 mm	138 x 297 mm	137 x 191 mm

## Advertisement section

## Discounts



<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 90	€ 180	€ 180	€ 280	€ 280
91 x 66 mm	91 x 136 mm	185 x 66 mm	185 x 136 mm	91 x 276 mm

### Volume discounts:

<b>2x 10%</b>	<b>10x 30%</b>
<b>4x 15%</b>	<b>12x 35%</b>
<b>6x 20%</b>	<b>18x 40%</b>
<b>8x 25%</b>	<b>24x 45%</b>

Ad agencies: **15%**

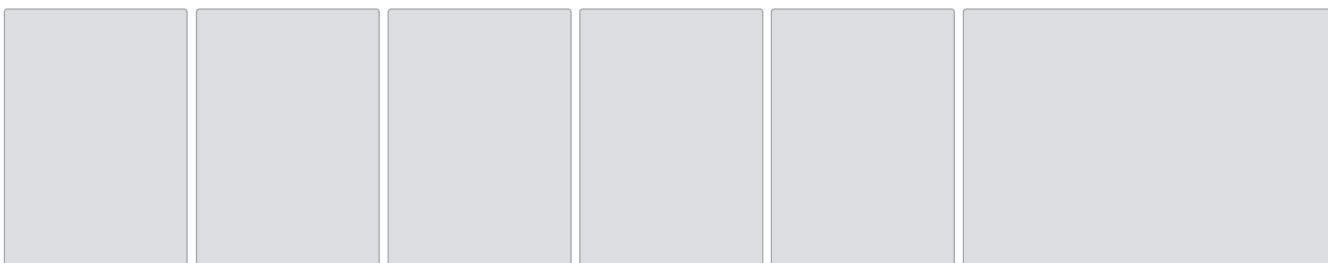
- Prices do not include 21% VAT.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2<sup>nd</sup> part of the book.

Publishing schedule and deadlines for material delivery are here  
<http://lilita.lv/en/advertising/deadlines/>





## Editorial part



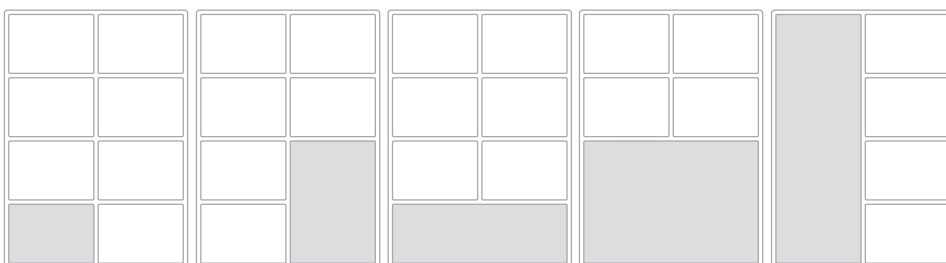
<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>single page next to content</b>	<b>spread</b>
€ 1380	€ 1380	€ 1480	€ 980	€ 1080	€ 1380
213x270 mm	213x270 mm	213x270 mm	213x270 mm	213x270 mm	426x270 mm



<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 980	€ 380	€ 580	€ 380	€ 420	€ 520
426x135 mm	74x270 mm	148x270 mm	178x123 mm	213x135 mm	134 x 170 mm

## Advertisement section

## Discounts



<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 90	€ 190	€ 190	€ 350	€ 350
87x59,5 mm	87x123 mm	178x59,5 mm	178x123 mm	87x250 mm

### Volume discounts:

<b>2x 10%</b>	<b>10x 30%</b>
<b>4x 15%</b>	<b>12x 35%</b>
<b>6x 20%</b>	<b>18x 40%</b>
<b>8x 25%</b>	<b>24x 45%</b>

Ad agencies: **15%**

- Prices do not include 21% VAT.
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- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2nd part of the book.





# LATVIJAS ARCHITEKTŪRA

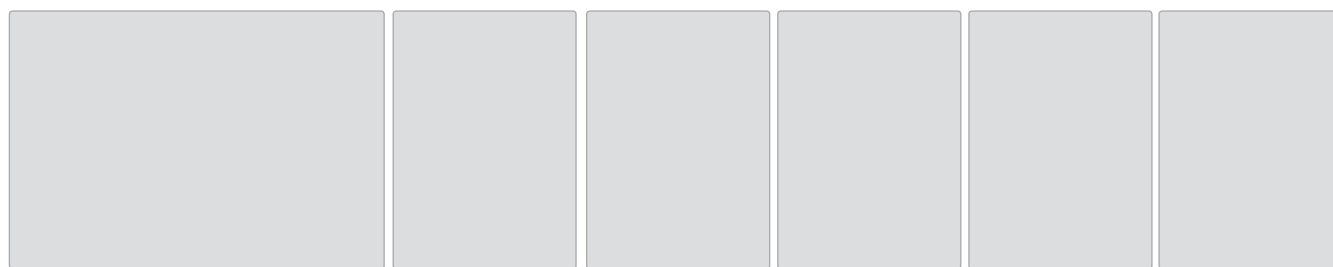
ADVERTISING RATE CARD 2023

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## Editorial part



**spread**

€ 1987

458 x 297 mm

**2<sup>nd</sup> cover**

€ 1680

229 x 297 mm

**3<sup>rd</sup> cover**

€ 1540

229 x 297 mm

**4<sup>th</sup> cover**

€ 2390

229 x 297 mm

**single page**

€ 1380

229 x 297 mm

**single page next to content**

€ 1535

229 x 297 mm



**1/2 spread**

€ 1395

458 x 148 mm

**1/3 page**

€ 680

74 x 297 mm

**2/3 page**

€ 968

138 x 297 mm

**1/2 page**

€ 830

229x146 mm

**1/2 page**

€ 680

196 x 136 mm

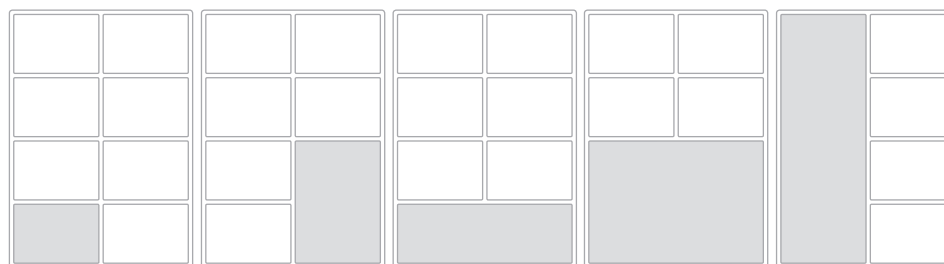
**JUNIOR page**

€ 830

138 x 176 mm

## Advertisement section

## Discounts



**1/8 page**

€ 190

96 x 66 mm

**1/4 page**

€ 350

96 x 136 mm

**1/4 page**

€ 350

196 x 66 mm

**1/2 page**

€ 650

196 x 136 mm

**1/2 page**

€ 630

96 x 276 mm

Volume discounts:

<b>2x 10%</b>	<b>10x 30%</b>
<b>4x 15%</b>	<b>12x 35%</b>
<b>6x 20%</b>	<b>18x 40%</b>
<b>8x 25%</b>	<b>24x 45%</b>

Ad agencies: **15%**

- Prices do not include 21% VAT.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2nd part of the book.

Publishing schedule and deadlines for material delivery are here  
<http://lilita.lv/en/advertising/deadlines/>



# LATVIJAS BŪVNICĪBA

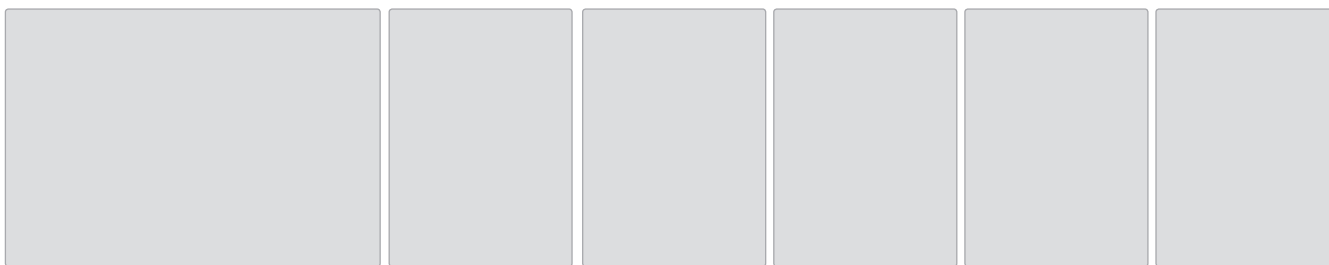
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## Editorial part



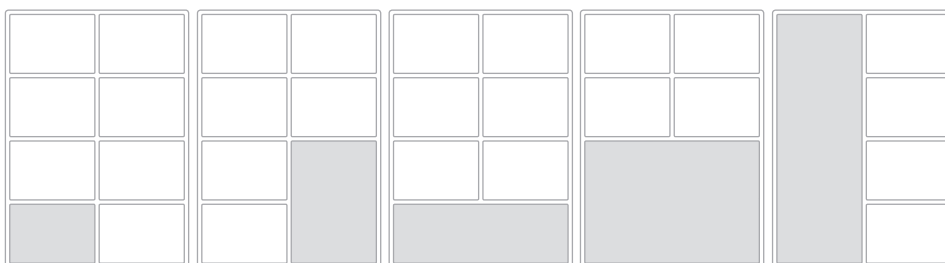
<b>spread</b>	<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>single page next to content</b>
€ 1830	€ 1490	€ 1390	€ 1965	€ 1280	€ 1390
458 x 297 mm	229 x 297 mm	229 x 297 mm	229 x 297 mm	229 x 297 mm	229 x 297 mm



<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 1180	€ 680	€ 960	€ 780	€ 630	€ 720
458 x 148 mm	74 x 297 mm	138 x 297 mm	229x146 mm	196 x 136 mm	138 x 176 mm

## Advertisement section

## Discounts



<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 160	€ 300	€ 300	€ 560	€ 560
96 x 66 mm	96 x 136 mm	196 x 66 mm	196 x 136 mm	96 x 276 mm

### Volume discounts:

<b>2x 10%</b>	<b>10x 30%</b>
<b>4x 15%</b>	<b>12x 35%</b>
<b>6x 20%</b>	<b>18x 40%</b>
<b>8x 25%</b>	<b>24x 45%</b>

Ad agencies: **15%**

- Prices do not include 21% VAT.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2nd part of the book.

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# NEZINĀMĀ VĒSTURE

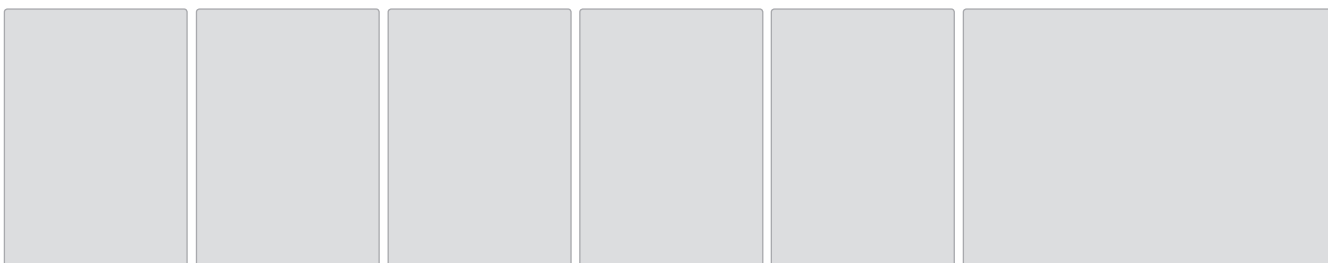
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## Editorial part



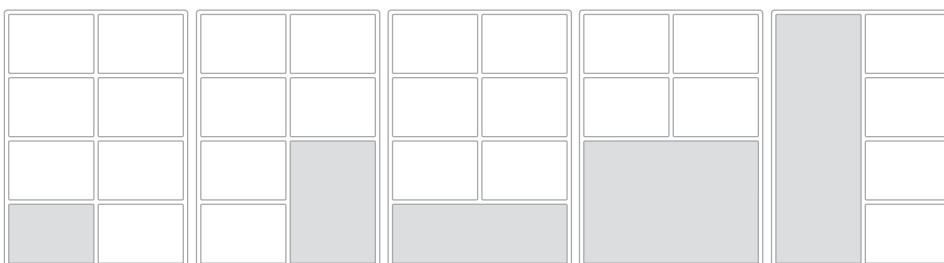
<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>single page next to content</b>	<b>spread</b>
€ 1380	€ 1380	€ 1480	€ 880	€ 1080	€ 1380
230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	460 x 297 mm



<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 980	€ 380	€ 580	€ 380	€ 420	€ 420
460 x 145 mm	77 x 297 mm	141 x 297 mm	196 x 136 mm	230 x 145 mm	141 x 183 mm

## Advertisement section

## Discounts



<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 90	€ 190	€ 190	€ 350	€ 350
96 x 66 mm	96 x 136 mm	196 x 66 mm	196 x 136 mm	96 x 276 mm

### Volume discounts:

<b>2x 10%</b>	<b>10x 30%</b>
<b>4x 15%</b>	<b>12x 35%</b>
<b>6x 20%</b>	<b>18x 40%</b>
<b>8x 25%</b>	<b>24x 45%</b>

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- 1/2 page and Junior page can be placed only in the 2<sup>nd</sup> part of the book.

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# NEZINĀMĀ KARA VĒSTURE

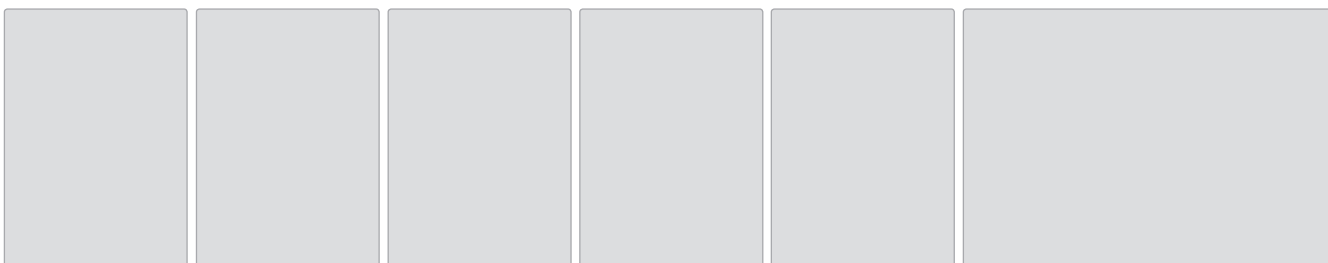
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## Editorial part



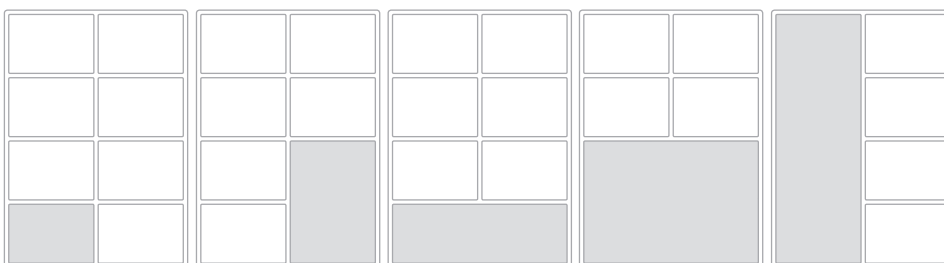
<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>single page next to content</b>	<b>spread</b>
€ 1380	€ 1380	€ 1480	€ 880	€ 1080	€ 1380
230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	230 x 297 mm	460 x 297 mm



<b>1/2 spread</b>	<b>1/3 page</b>	<b>2/3 page</b>	<b>1/2 page</b>	<b>1/2 page</b>	<b>JUNIOR page</b>
€ 980	€ 380	€ 580	€ 380	€ 420	€ 420
460 x 145 mm	77 x 297 mm	141 x 297 mm	196 x 136 mm	230 x 145 mm	141 x 183 mm

## Advertisement section

## Discounts



<b>1/8 page</b>	<b>1/4 page</b>	<b>1/4 page</b>	<b>1/2 page</b>	<b>1/2 page</b>
€ 90	€ 190	€ 190	€ 350	€ 350
96 x 66 mm	96 x 136 mm	196 x 66 mm	196 x 136 mm	96 x 276 mm

### Volume discounts:

<b>2x 10%</b>	<b>10x 30%</b>
<b>4x 15%</b>	<b>12x 35%</b>
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Ad agencies: **15%**

- Prices do not include 21% VAT.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
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Publishing schedule and deadlines for material delivery are here  
<http://lilita.lv/en/advertising/deadlines/>



# Baltic Business Quarterly

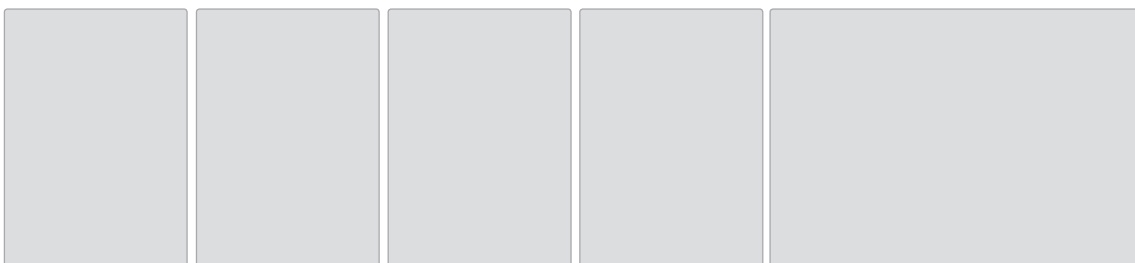
ADVERTISING RATE CARD 2023

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**lilita**  
ŽURNĀLU IZDEVNIECĪBA



## Editorial part



<b>2<sup>nd</sup> cover</b>	<b>3<sup>rd</sup> cover</b>	<b>4<sup>th</sup> cover</b>	<b>single page</b>	<b>spread</b>
€ 1200	€ 1200	€ 1800	€ 850	€ 1600
213x270 mm	213x270 mm	213x270 mm	213x270 mm	426x270 mm



<b>1/2 page</b>	<b>1/3 page</b>	<b>1/4 page</b>
€ 640	€ 550	€ 460
213x135 mm	213x93 mm	213x70 mm

## Discounts

### Volume discounts:

<b>2x 10%</b>	<b>10x 30%</b>
<b>4x 15%</b>	<b>12x 35%</b>
<b>6x 20%</b>	<b>18x 40%</b>
<b>8x 25%</b>	<b>24x 45%</b>

Ad agencies: **15%**

- Prices do not include 21% VAT.
- Advertisement design on agreement.
- Check the technical requirements before submission (design).
- Booking and submission deadlines can change.
- 1/2 page and Junior page can be placed only in the 2<sup>nd</sup> part of the book.

Publishing schedule and deadlines for material delivery are here  
<http://lilita.lv/en/advertising/deadlines/>



# TECHNICAL REQUIREMENTS

## SUBMISSION OF READY ADS

Designs in jpg format send by e-mail to:  
**reklama@lilita.lv**

Designs on DVD or CD-ROM deliver to Aģentūra Lilita,  
21, Merķeļā str., LV 1050, Rīga, Latvia.

### PLEASE ATTACH:

- a print-out (or send jpg by e-mail)
- title
- client
- name of the designer and his/her phone number

### SIZE OF ADVERTISEMENT

- Before designing the ad, please check the specific sizes of different ads in different magazines.
- When designing full page and spread ads leave **5mm bleed**.

## WHEN DESIGNING YOUR ADS ON MAC OS

### ● When designing your ads in Adobe Illustrator:

- a) all texts in outline format;
- b) pictures in TIFF format recommended;
- c) fail saved as EPS;
- d) attach all pictures.

### ● When designing your ads in Adobe Indesign:

- a) all texts in outline format or all fonts included;
- b) pictures in TIFF format recommended;
- c) file saved using Package function.

### ● ADS in PDF format:

- a) accepted only for full page and spread ads;
- b) all texts in outline format;
- c) when exporting to PDF, check that:
  - Compatibility: Acrobat 4 (PDF 1.3)
  - Compression: Zip
  - Bleed: 5mm
  - Transparency Flattener: High Resolution

### ● Pictures:

- a) in CMYK;
- b) 300 dpi;
- c) do not LZW compression for TIFF.

### ● Fonts: Open Type fonts are recommended.

### ● Fail compression: Only Stuffit (.sit), ZIP (.zip).

## SIZE OF ADVERTISEMENT

- **Лилит, Lilita** (in latvian)  
page size 220 x 297 mm  
bleed size 230 x 307 mm  
**Лилит Look, Lilit Look,**  
**Latvijas Architektūra, Latvijas Būvniecība**  
page size 229 x 297 mm  
bleed size 239 x 307 mm
- **Сорес Lietas, Клёвые Дела**  
page size 210 x 297 mm  
bleed size 220 x 307 mm
- **geo, Baltic Bussines Quartely**  
page size 213 x 270 mm  
bleed size 223 x 280 mm
- **Nezināmā Vēsture,**  
**Nezināmā Kara Vēsture**  
page size 210 x 297 mm  
bleed sizes 220 x 307 mm

## WHEN DESIGNING YOUR ADS ON A PC

### ● Pictures:

- a) in CMYK;
- b) 300 dpi;
- c) not compressed;
- d) attach all pictures

### ● Text: as outlines outlines (text as curves);

### ● Save as: Adobe Illustrator (ai) format;

### ● When designing your ads in CorelDraw:

- a) before submission, please, do the following:
  - a) convert text as outlines.
  - b) save as Adobe Illustrator (AI) format.
  - c) before submission double check the exported file.

**FOR QUESTIONS CALL +371 67061621**