

# Kuhinjica

Prijatno!

## Podaci o magazinu

<b>Godina pokretanja:</b>	2007.
<b>Gl. i odgovorni urednik:</b>	Vesna Veselinović-Zarić <a href="mailto:vesna.zaric@gmail.com">vesna.zaric@gmail.com</a>
<b>Ciljna grupa:</b>	uglavnom žene <b>od 18 do 65</b> godina
<b>Dinamika:</b>	<b>Mesečnik,</b> 12 brojeva godišnje
<b>Prosečan tiraž:</b>	100.000
<b>Pokrivenost:</b>	Srbija, BiH, Crna Gora
<b>Broj strana:</b>	<b>64</b>
<b>Pretplata:</b>	godišnja 780 dinara; polugodišnja 390 dinara



## "Kuhinjica" with good intention!

### Magazine info

<b>Launched in:</b>	2007.
<b>Editor-in-Chief:</b>	Vesna Veselinović-Zarić <a href="mailto:vesna.zaric@gmail.com">vesna.zaric@gmail.com</a>
<b>Target audience:</b>	mostly women <b>18-65</b>
<b>Frequency:</b>	<b>monthly</b> , 12 issues a year
<b>Average circulation:</b>	100.000
<b>Territory covered:</b>	Serbia, Bosnia and Herzegovina, Montenegro
<b>Number of pages:</b>	<b>64</b>
<b>Subscription:</b>	annual 780 dinars; semi-annual 390 dinars

## KONCEPCIJA MAGAZINA

Ovaj časopis, uz **TV serijal Kuhinjica**, novosadske produkcijske kuće **Scorpion production d.o.o.**, pomaže svojim čitaocima da se **pravilno hrane i da uživaju**, kako **u pripremi**, tako **i u konzumiranju obroka**, ali i da nauče kako da budu zdravi i srećni. Svi recepti su iz TV serijala i složeni su po principu **dnevnog menija**, izbalansiranog po **savetu nutricioniste**, a čitaocima je ostavljeno da odluče šta će pripremiti. Uz svaki recept nalazi se **savet lekara**, koji objašnjava zašto je taj obrok preporučljiv ili šta je potrebno uraditi kako bi se jelo prilagodilo i osobama koje imaju problema sa zdravljem, kao i napomena koja predstavlja svojevrsnu pomoć prilikom pripreme i koja ukazuje na neke **specifičnosti određenih namirnica**. U magazinu, osim recepata, čitaoci mogu da pronađu interesantne tekstove iz oblasti **nutricionizma**, aktuelne teme kao što su **ishrana** u određenom godišnjem dobu, **rečnik kulinarskih pojmova**, te da, u saradnji sa magazinom Lekovito bilje, nauče nešto i o bilju u ishrani. Sve tekstove prate mnogi zanimljivi recepti.



## PROFIL ČITALACA

Naše čitateljke su **žene od 18 do 65 godina**, koje **svakodnevno kuvaju**. U tu grupu ubrajaju se i zaposlene žene, kojima je bitno da za kratko vreme pripreme kvalitetan i zdrav obrok. Časopis Kuhinjica interesantan je i osobama koje imaju određenih **zdravstvenih problema**, a žele da **uživaju u hrani** i pri tom budu sigurni da neće naškoditi svom organizmu, već da će mu pomoći da lakše savlada bolest.



## MAGAZINE CONCEPT

This magazine, together with **TV series "Kuhinjica"** by the production company **"Scorpion production"** with limited liability from Novi Sad **helps the readers eat properly**, and **enjoy** both **in the process of preparing and consuming** food, but also to learn something in order to be healthy and happy. All recipes are from the TV series and they are composed by the **daily menu** principle, which is balanced by nutritionist's advice, and it is up to readers to decide what to cook. With each recipe doctor's advice is given, which explains why that meal is good for health or what is necessary in order to accommodate the meal to people who have health problems. There is also a note which in a way represents help in the process of preparing food and **points to certain characteristics of ingredients** used. In the magazine, beside with recipes, the readers can find interesting texts from **nutrition**, actual topics such as seasonal meals, **vocabulary of cooking items**, and also, in cooperation with the magazine "Lekovito bilje" they can learn something about using healing herbs as food. All texts are "followed" by interesting recipes.

## READERS' PROFILE

Main readership group implies **women aged eighteen to sixty-five**, who cook for their families, and primarily women who are employed and therefore it is important to them to find ways to prepare high-quality and healthy meals in a short period of time. The magazine "Kuhinjica" is especially interesting to people who have **health problems** and want **to enjoy food** and be sure that by doing so they do not additionally harm their body, but help it to overcome illness more easily.

KUHINJICA			
BROJ IZDANJA	ROK ZA REZERVACIJU	ROK ZA DOSTAVU OGLASA DO 12.00h	PRVI DAN PRODAJE
10	25. DECEMBAR	3. JANUAR	15. JANUAR
11	21. JANUAR	1. FEBRUAR	15. FEBRUAR
12	25. FEBRUAR	3. MART	15. MART
13	25. MART	2. APRIL	15. APRIL
14	25. APRIL	2. MAJ	15. MAJ
15	26. MAJ	2. JUN	14. JUN
16	25. JUN	2. JUL	15. JUL
17	25. JUL	1. AVGUST	15. AVGUST
18	25. AVGUST	3. SEPTEMBAR	16. SEPTEMBAR
19	25. SEPTEMBAR	2. OKTOBAR	15. OKTOBAR
20	24. OKTOBAR	3. NOVEMBAR	15. NOVEMBAR
21	25. NOVEMBAR	3. DECEMBAR	16. DECEMBAR

## CENE OGLASA / AD RATES

Dimenzije/ Size	Neobrezan format/ Bleed size (mm)	Obrezan format/ Net Size (mm)	Cena/Price
4-zadnja korica/ back cover	215x305	205x295	3000
2-druga korica/ second cover	215x305	205x295	1500
3-strana/ third page	-	-	-
2/1 strana/ 2/1 page	-	-	-
1/1 strana/ 1/1 page	215x305	205x295	800
1/2 strane (horiz.)/page (horiz)	215x156	205x146	500
1/2 strane (vert.)/page (vert)	101x305	91x295	500
1/3 strane (horiz.)/page (horiz)	215x107	205x97	300
1/3 strane (vert.)/page (vert)	77x305	67x295	300
1/4 strane (horiz.)/page (horiz.)	215x82	205x72	250
1/4 strane (vert.)/page (vert.)	-	-	250
1/8 strane (horiz.)/page (horiz.)	-	-	-
Markica na naslovnoj/ Brand logo on the cover page		40x30	800

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## TEHNIČKI ZAHTEVI / TECHNICAL REQUIREMENTS

Obrezan format: 205x295 mm  
Neobrezan format: 215x305 mm

Net size: 205x295 mm  
Bleed size: 215x305 mm

Fajlovi: 1. Photoshop TIFF, EPS, 300 dpi, CMYK  
2. Illustrator EPS, CMYK, tekst u krivama.  
Medij: CD, DVD  
Štampa: offset

Files: 1. Photoshop TIFF, EPS, 300 dpi, CMYK.  
2. Illustrator EPS, CMYK, fonts to curves.  
Media: CD, DVD  
Processing: offset

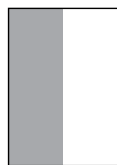
## GRAFIČKI PRIKAZ / GRAPHIC PREVIEW



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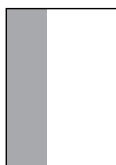
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