



PRICE LIST

Q3/Q4
2022



MAGAZINE

4th cover	2800 €	Spread 4th and 5th page	2400 €	PR advertorial - 2 pages	2000 €
2nd cover	2500 €	Spread	2000 €	Branded rubric - 1 page	550 €
3rd cover	2000 €	1st page advertising	1500 €	Inserts	0,12 € / unit
1st holding cover	3800 €	Joint rubric - 1 page	1000 €	Publication of print material on the goguide. bg media site	600 €
1st spread 2nd cover - 3rd page	3100 €	Joint rubric - 2 pages	1400 €		

VOLUME DISCOUNTS

4000 – 7000 €	10%
7001 – 9000 €	16%
9001 – 11500 €	18%
11501 – 12 500 €	22%
12 501 € +	24%

OVERCHARGE

Fixed place	+ 20%
Right page	+ 10%

DISCOUNT FOR
ADVERTISING AGENCIES

15%

1. The prices do not include VAT. 2. In the branded rubric you can place a logo and / or other information in the content box below / or above the page content, without interfering the content itself. 3. Joint rubric is a presentation of client's product or service written by an editor. 4. PR Advertorial means to publish a content with an explicit reference to its source without a commitment from the magazine for its veracity. 5. Adv page size: uncut size - 114x153mm, cut size - 111x147mm. 6. Spread size: uncut size - 228x153mm, cut size - 222x147mm. 7. The Ads should be provided in PDF, TIFF or EPS.



DIGITAL DIGITAL STANDART BANNERS	DESKTOP	MOBILE	IMPRESSIONS	
Medium rectangle	300 x 250	300 x 250	20K	12 €
Half page	300 x 600	300 x 600	20K	19 €
Megaboard ⁴	1245 x 200	350 x 100	20K	20 €

1. The prices are for 1000 impressions and do not include VAT. 2. The banners must be provided in GIF or SWF format 2 days before the start of the campaign. 3. The requests should be received at least 5 days before the start of the campaign. 4. JPG, PNG, GIF, TVC format.
* Planning banner formats, campaigns are displaying 50% on desktop and 50% on mobile site version.

DIGITAL NON-STANDART BANNERS	DESKTOP	MOBILE	IMPRESSIONS	
Wallpaper ¹	1920x3000	350 x 100	20K	25 €
Splash ²	980 x 620	320 x 480	20K	25 €
Parallax	815 x 300	320 x 480	20K	23 €
Expandable/ Floating medium rectangle	300 x 250 → 600 x 250	350 x 100 → 320 x 480	20K	16 €
Expandable/ Floating Half page	300 x 600 → 600 x 600	350 x 100 → 320 x 480	20K	26 €

1. The width of the site is 1256 px, it is recommended the wallpaper vision to be placed in 200 px from the left and from the right to guarantee the optimal visualisation in all resolutions. 2.Format JPG, PNG, GIF. The banner starts automatically when the mobile version is open. The duration of the visualisation is 5 sec. It is obligatory to have an X for closing. It appears one time for a unique user.

* Planning banner formats, campaigns are displaying 50% on desktop and 50% on mobile site version.



DIGITAL SPECIAL FORMATS	DESKTOP	MOBILE	
Drawbridge wallpaper + drawbridge	1920 x 3000 + 750 x 300	320 x 480	29 €
Synchronized banners megaboard + medium rectangle	1245 x 200 + 300 x 250	350 x 100 + 300 x 250	25 €
Synchronized banners megaboard + half page	1245 x 200 + 300 x 600	350 x 100 + 300 x 600	29 €
Synchronized banners wallpaper + medium rectangle	1920 x 3000 + 300 x 250	350 x 100 + 300 x 250	29 €
Synchronized banners wallpaper + half page	1920 x 3000 + 300 x 600	350 x 100 + 300 x 600	34 €
Videostitial (Splash)	980 x 620	320 x 480	35 €
TVC (стандартни банери)	300x250, 300x600, 1245x200		the price of standart banner + 50 %

DIGITAL TARGETTING	Desktop ¹	Mobile ²	Demographics ³	Time range ⁴	Unique user ⁵	Geolocation ⁶	Target page/home page ⁷
	20%	20%	50%	30%	30%	30%	40%

1. Ads formats positioning only in the desktop version of goguide.bg. 2. Ads formats positioning only in the mobile version of goguide.bg. 3. Ads formats positioning depending on gender and / or age of user. 4. Ads formats positioning at selected time frames of the day. 5. Ads formats positioning only for an unique user for 24-hour. 6. Ads position based of the location of the user. 7. Ads position only of the particular page and / or home page.

**DIGITAL CONTENT**

Native PR	1200 €
Native PR + Facebook share	1400 €
Native PR + Facebook share + Instagram story share	1500 €
Native PR + Wallpaper (desktop) / Native PR + Footer (mobile)	1500 €
Personal Product Review (Native PR + снимки от наш фотограф + Facebook share + Instagram story share)	1900 €
PR адвърториал	2100 €

DIGITAL INSTAGRAM

Instagram post	450 €
Instagram giveaway ¹	1200 €
Instagram story	240 €
Instagram reels	850 €

DIGITAL СПЕЦИАЛНИ ФОРМАТИ

Newsletter share	240 €
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VOLUME DISCOUNT

1 000 – 3 500 €*	5%
3 501 – 8 000 €*	10%
8 001 – 12 000 €*	15%
12 001 – 17 000 €*	20%
17 001 – 25 000 €*	25%
25 001 €*	Negotiation
Discount Ads Agency*	15%

* The discounts for volume and advertising agencies are deducted successively. The website provides wide range of possibilities for online games, branded rubrics and other initiatives, the prices of which can be discussed in addition, upon request.

* Include creative concept, content implementation, 1 Instagram Post, 2 Instagram stories, tracking and analysis of results. Minimum duration - 5 days, maximum - 10 days. The requests should be received at least 7 days before the publication.



"VIDEO PARTNER" PACKAGE	DURATION	VIEWS	MORE INFORMATION	
Product review Product video in indoor area	5-9 min.	5 - 10K +	Video that is dedicated to a specific product. Depending on the case it can be unboxing, review, demo (product test). We pursue objectivity and commitment to channel themes.	2600 €
Native text to product review		5 - 10K +	Opportunity to create native text for hicomm.bg, in which the product video will be integrated. The material will be prepared by an editor of the media.	1200 €
"VIDEO SPONSOR" PACKAGE * Media's organic content video	DURATION	VIEWS	MORE INFORMATION	
Sponsored rubric by client	up to "7 sec.	* depends on the chosen category - minimum 6K	Upon client requests for sponsoring a particular organic/ author's rubric. Its product/ service is not promoted in the video, but there is a sponsored ad and thumbnail branding.	1200 €
"VIDEO SPONSOR" PACKAGE INCLUDE:				
Sponsor Ads	Sponsor ads positioning in the beginning and in the end of the video. Perceived as a part of the visual content of the video. Constantly.			
Thumbnail branding/ Co-branded frame	Positioning a logo of the product / service / brand in a main screen visible for all shared links. Static, constant.			
PRODUCT PLACEMENT	DURATION	VIEWS	MORE INFORMATION	
Passive product placement	up to "15 sec.	* depends on the chosen category - minimum 6K	Passive placement of a product/brand/service, naturally integrated in the video content without additional exposure (voice or interaction). The product stays in the background. One video could have up to 5 non-competitive products.	800 €
Active product placement	up to "30 sec.	* depends on the chosen category - minimum 6K	Active placement consist of showing the product and naming/addressing it in the video. This type of placement could be visual, audio-visual or interactive. One video could have up to 5 non-competitive products.	1300 €



VIDEO FOR SOCIAL NETWORKS	DURATION	VIEWS	MORE INFORMATION	
Special FB video + Special Instagram teaser + link share			Creating short video from EXISTING video, suitable for FB platform. Benefits: Increased viewability, brand awareness + reaching a larger and diverse audience.	650 €
SHARE IN SOCIAL NETWORKS	DURATION	VIEWS	MORE INFORMATION	
Facebook share			Sharing the PR material with integrated video in social networks.	200 €
Instagram share			Sharing the PR material with an integrated video in a newsletter.	240 €
SPECIAL FORMATS	MORE INFORMATION			
Video review + FB/Instagram story share + PR	A special package for complete visualization of the product including video editing, create a native PR and sharing in the social media networks.			3700 €
Video review + FB video + FB/Instagram story share + PR	A special package for complete visualization of the product including video editing; additional workmanship (based on the main video) and installation of the video for social media networks; create a native PR and sharing in the social media networks.			4100 €

* The price for one video includes: 1. Scenario development; 2. Shooting; 3. Production costs; 4. Installation; 5. Distribution; The price for one video does not include: 1. Performers fees; 2. Location rent; 3. Additional equipment / solution in discussion with the production team and the client; Each product created by Go Guide is exclusive to the media channels.
In case of a finished video product not being published due to a clients decision, 50% from the amount of the deal is owned to the media as a compensation.