

# KONTROLING FINANCIJE MENADŽMENT

Magazine **KONTROLING, FINANCIJE I MENADŽMENT** discusses current topics in the area of controlling, finance, and management in a way that is applicable in business practice. Magazine is aimed at affirming and enhancing the controlling, accounting, auditing, and financial profession, and through professional and practical articles, it strives to provide answers to the challenges of modern business management and owners in companies of all profiles.

## READERS

The magazine **KONTROLING, FINANCIJE I MENADŽMENT** is primarily intended for controlling specialists, finance, internal auditing, accounting, owners, and management, as well as other key functions in a company that wants to expand its knowledge.

## TECHNICAL DATA FOR ADS

File formats:

.tiff, .jpg, (cmyk, 300 dpi).

- .pdf, .ai, .eps (Inside the document the fonts must be converted to curves, the spot colors must be off and the preview must be turned on).

The materials are received on the following media: CD ROM, DVD, USB memory stick, or e-mail at: [info@poslovnaucinkovitost.eu](mailto:info@poslovnaucinkovitost.eu).

Finished ads must be prepared with a 3 mm (on all sides).

Magazine format: 205x280 mm. Syllable format: 165x220 mm.

## TECHNICAL DATA OF THE MAGAZINE

Periodic: quarterly

Volume: 80 pages

Format: 205 x 280 mm Print: Color (4/4) Binding: laminated

## BASIC TERMS OF ADVERTISING

The basis for posting an ad: contract or written order sent by mail, fax, or email with the ability to identify the sender. Ad delivery deadline: By the 30th of the month preceding the issue month (e.g., the deadline for submitting the ad is March 30th for the release on April 15th).

## PRICE LIST FOR ADVERTISING SPACE

Cover pages	Price
The front page of the cover 1/1	2.250 EUR
The inside page of the cover 1/1	1.250 EUR
Cover (inner) 1/1	1.150 EUR
Cover (outer) 1/1	1.350 EUR

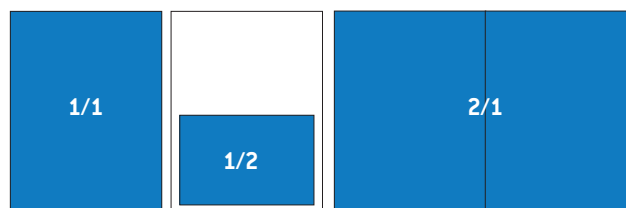
Inside pages	Price
Centerfold 2/1	1.350 EUR
1/1	1.150 EUR
1/2	650 EUR

On this prices we add 25% PDV tax.

## DISCOUNTS

5 % - 2 - 3 ads

10 % - 4 or more ads



## MAGAZINE'S RELEASE PLAN IN 2025

33rd number	31.03.2025
34th number	30.06.2025
35th number	30.09.2025
36th number	31.12.2025

**Poslovna učinkovitost d.o.o.**, Martićeva 73, 10 000 Zagreb, Croatia

Tel: +385 1 23 04 571

Web: [www.poslovnaucinkovitost.eu](http://www.poslovnaucinkovitost.eu)

E-mail: [info@poslovnaucinkovitost.eu](mailto:info@poslovnaucinkovitost.eu)



#### ORDER FORM

According to the terms of the price list in **KONTROLING, FINANCIJE I MENADŽMENT**, we hereby order:

---

---

---

---

Company name: 

---

Address: 

---

OIB: 

---

Contact person: 

---

Phone/Fax: 

---

E-mail: 

---

Date:

---

Stamp and signature

---

---

**Poslovna učinkovitost d.o.o.**, Martićeva 73, 10 000 Zagreb, Croatia

**Tel:** +385 1 23 04 571

**Web:** [www.poslovnaucinkovitost.eu](http://www.poslovnaucinkovitost.eu)

**E-mail:** [info@poslovnaucinkovitost.eu](mailto:info@poslovnaucinkovitost.eu)