



Periodicity: quarterly
 Print run: 18,000
 Format: 220 x 285 mm
 Colors: 4/4 CMYK
 Paper: LWU
 Cover: 4/4 + 1/0 UV dispersion lacquer
 Binding: V2

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/19	5. 2. 2019	8. 2. 2019	8. 3. 2019
2/19	7. 5. 2019	10. 5. 2019	7. 6. 2019
3/19	6. 8. 2019	9. 8. 2019	6. 9. 2019
4/19	29. 10. 2019	1. 11. 2019	29. 11. 2019

INSERTS

INSERTS IN TITLE:

1 sheet – CZK 2.5
 2 sheets – CZK 4.0
 4 sheets – CZK 6.5
 6 sheets – CZK 7.5
 8 sheets – CZK 8.0
 insert for subscribers – CZK 15

PRODUCTION COSTS:

CZK 0.70 for placing

* CZK 0.25 production cost

ADVERTISING RATES

SINGLE PAGE

standard page	142,000
front inside cover	192,000
back outside cover	212,000
back inside cover	177,000
1st single page	177,000
2nd single page	172,000
3rd single page	167,000
4th single page	162,000
5th single page	157,000
single page advertorial	167,000
glued inserts (one sheet)*	141,000
scentstrip*	141,000

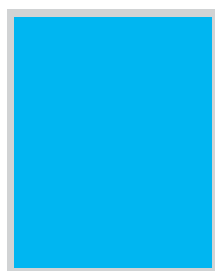
DOUBLE PAGE

standard double page	283,000
unfolding front V-gate cover	414,000
1st double page	354,000
2nd double page	328,000
3rd double page	318,000
4th double page	313,000
5th double page	308,000
double page advertorial	333,000

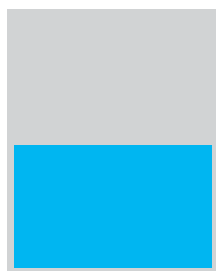
SMALL FORMATS

half page horizontal or vertical	101,000
one third of a page vertical	101,000
one sixth of a page	30,000

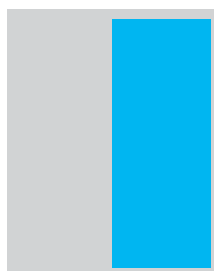
FORMAT



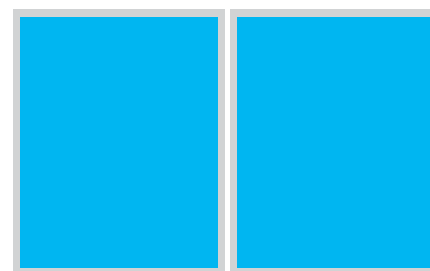
1/1
 220 x 285 mm
 trip size
 185 x 254 mm
 type area



1/2 horizontal
 220 x 140 mm
 trip size
 185 x 120 mm
 type area



1/2 vertical
 107,5 x 285 mm
 trip size
 86 x 254 mm
 type area



2/1
 440 x 285 mm
 type area



POSSIBILITIES OF THE DIGITAL ADVERTISING

- Active link to the advertiser's website (website address, any word or image)
- Video placement
 - Insertion directly into the frame on the site and automatic start
 - Triggered by a graphical button on the site (in full screen mode)
- Placement of the recording
- Placement of picture gallery
- 360 °view on the object
- Creation of special graphics (motion) over the ad

PRICESHEET

	PRICE
Interactive link / video / photogallery in current ad	10 000 CZK
New page 1/1 (location at the end of digital version)	25 000 CZK
New double page 2/1 (location within digital version according to topic)	50 000 CZK