



Periodicity: weekly  
 Print run: 42,000  
 Format: 215 x 283 mm  
 Colors: 4/4 CMYK  
 Paper: SC  
 Binding: V1

## SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
2/19	11. 12. 2018	18. 12. 2018	3. 1. 2019
3/19	21. 12. 2018	31. 12. 2018	10. 1. 2019
4/19	31. 12. 2018	7. 1. 2019	17. 1. 2019
5/19	7. 1. 2019	14. 1. 2019	24. 1. 2019
6/19	14. 1. 2019	21. 1. 2019	31. 1. 2019
7/19	21. 1. 2019	28. 1. 2019	7. 2. 2019
8/19	28. 1. 2019	4. 2. 2019	14. 2. 2019
9/19	4. 2. 2019	11. 2. 2019	21. 2. 2019
10/19	11. 2. 2019	18. 2. 2019	28. 2. 2019
11/19	18. 2. 2019	25. 2. 2019	7. 3. 2019
12/19	25. 2. 2019	4. 3. 2019	14. 3. 2019
13/19	4. 3. 2019	11. 3. 2019	21. 3. 2019
14/19	11. 3. 2019	18. 3. 2019	28. 3. 2019
15/19	18. 3. 2019	25. 3. 2019	4. 4. 2019
16/19	25. 3. 2019	1. 4. 2019	11. 4. 2019
17/19	1. 4. 2019	8. 4. 2019	18. 4. 2019
18/19	5. 4. 2019	12. 4. 2019	25. 4. 2019
19/19	11. 4. 2019	18. 4. 2019	2. 5. 2019
20/19	18. 4. 2019	26. 4. 2019	9. 5. 2019
21/19	29. 4. 2019	6. 5. 2019	16. 5. 2019
22/19	6. 5. 2019	13. 5. 2019	23. 5. 2019
23/19	13. 5. 2019	20. 5. 2019	30. 5. 2019
24/19	20. 5. 2019	27. 5. 2019	6. 6. 2019
25/19	27. 5. 2019	3. 6. 2019	13. 6. 2019
26/19	3. 6. 2019	10. 6. 2019	20. 6. 2019
27/19	10. 6. 2019	17. 6. 2019	27. 6. 2019
28/19	17. 6. 2019	24. 6. 2019	4. 7. 2019
29/19	21. 6. 2019	28. 6. 2019	11. 7. 2019
30/19	1. 7. 2019	8. 7. 2019	18. 7. 2019
31/19	8. 7. 2019	15. 7. 2019	25. 7. 2019
32/19	15. 7. 2019	22. 7. 2019	1. 8. 2019
33/19	22. 7. 2019	29. 7. 2019	8. 8. 2019
34/19	29. 7. 2019	5. 8. 2019	15. 8. 2019
35/19	5. 8. 2019	12. 8. 2019	22. 8. 2019
36/19	12. 8. 2019	19. 8. 2019	29. 8. 2019
37/19	19. 8. 2019	26. 8. 2019	5. 9. 2019
38/19	26. 8. 2019	2. 9. 2019	12. 9. 2019
39/19	2. 9. 2019	9. 9. 2019	19. 9. 2019
40/19	9. 9. 2019	16. 9. 2019	26. 9. 2019
41/19	16. 9. 2019	23. 9. 2019	3. 10. 2019
42/19	23. 9. 2019	30. 9. 2019	10. 10. 2019
43/19	30. 9. 2019	7. 10. 2019	17. 10. 2019
44/19	7. 10. 2019	14. 10. 2019	24. 10. 2019
45/19	14. 10. 2019	21. 10. 2019	31. 10. 2019
46/19	18. 10. 2019	25. 10. 2019	7. 11. 2019
47/19	25. 10. 2019	4. 11. 2019	14. 11. 2019
48/19	4. 11. 2019	11. 11. 2019	21. 11. 2019
49/19	11. 11. 2019	18. 11. 2019	28. 11. 2019
50/19	18. 11. 2019	25. 11. 2019	5. 12. 2019
51/19	25. 11. 2019	2. 12. 2019	12. 12. 2019
52/19	2. 12. 2019	9. 12. 2019	19. 12. 2019
1/20	3. 12. 2019	10. 12. 2019	27. 12. 2019

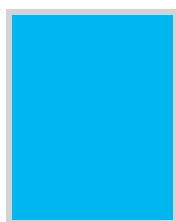
## ADVERTISING RATES

SINGLE PAGE	KATKA	SPECIAL
standard page	200,000	150,000
front inside cover	290,000	180,000
back outside cover	295,000	210,000
back inside cover	250,000	170,000
1st single page	250,000	
2nd single page	240,000	
3rd single page	230,000	
4th single page	220,000	
5th single page	215,000	
6th single page	210,000	
single page advertorial	250,000	
DOUBLE PAGE		
standard double page	400,000	
1st double page	520,000	
2nd double page	470,000	
double page advertorial	500,000	
SMALL FORMATS		
half page horizontal or vertical	135,000	110,000
one third of a page vertical	135,000	
one quarter page	68,000	
one sixth of a page	35,000	28,000
junior page	160,000	120,000

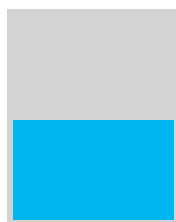
## KATKA SPECIALS

TITLE	BOOKING	DEADLINE	ON SALE
<b>Nejlepší sladké recepty</b>	17. 5. 2019	23. 5. 2019	7. 6. 2019
<b>Horoskopy 2020</b>	13. 9. 2019	19. 9. 2019	4. 10. 2019
<b>Vánoce 2019</b>	4. 10. 2019	10. 10. 2019	25. 10. 2019

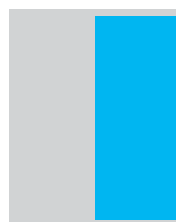
### FORMAT



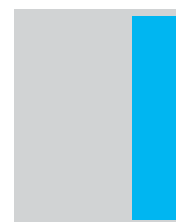
**1/1**  
215 x 283 mm  
trip size  
187 x 246 mm  
type area



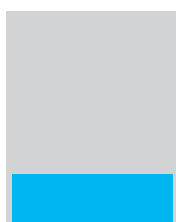
**1/2 horizontal**  
215 x 140 mm  
trip size  
187 x 124 mm  
type area



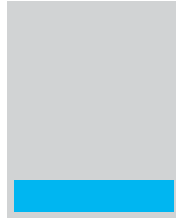
**1/2 vertical**  
107 x 283 mm  
trip size  
91 x 246 mm  
type area



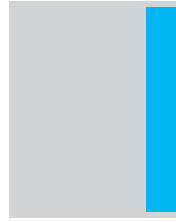
**1/3 vertical**  
75 x 283 mm  
trip size  
59 x 246 mm  
type area



**1/3 horizontal**  
215 x 91 mm  
trip size  
187 x 79 mm  
type area



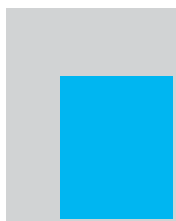
**1/4 horizontal**  
215 x 68 mm  
trip size  
187 x 52 mm  
type area



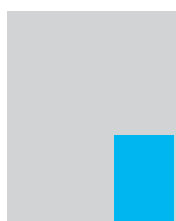
**1/4 vertical**  
59 x 283 mm  
trip size  
43 x 246 mm  
type area



**1/4**  
107 x 140 mm  
trip size  
91 x 124 mm  
type area



**juniorpage**  
139 x 213 mm  
trip size  
123 x 197 mm  
type area



**1/6**  
75 x 140 mm  
trip size  
59 x 124 mm  
type area

### 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

#### PRODUCTION COSTS:

CZK 0.55 without placing  
CZK 0.70 for placing