

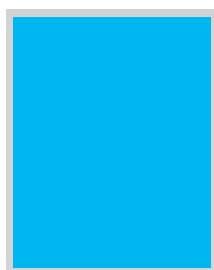


Periodicity: monthly  
 Print run: 27,000  
 Format: 210 x 275 mm  
 Colors: 4/4 CMYK  
 Paper: LWC  
 Cover: 5/4 + 1/0 UV glossy lacquer  
 Binding: V2

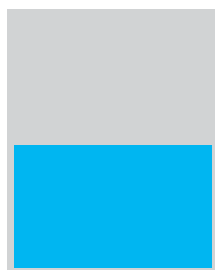
## SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
2/19	7. 12. 2018	10. 12. 2018	10. 1. 2019
3/19	8. 1. 2019	11. 1. 2019	7. 2. 2019
4/19	4. 2. 2019	7. 2. 2019	7. 3. 2019
5/19	11. 3. 2019	14. 3. 2019	11. 4. 2019
6/19	2. 4. 2019	5. 4. 2019	9. 5. 2019
7-8/19	20. 5. 2019	23. 5. 2019	20. 6. 2019
9/19	8. 7. 2019	11. 7. 2019	8. 8. 2019
10/19	13. 8. 2019	16. 8. 2019	16. 9. 2019
11/19	9. 9. 2019	12. 9. 2019	10. 10. 2019
12/19	7. 10. 2019	10. 10. 2019	7. 11. 2019
NORDIC	14. 6. 2019	17. 6. 2019	18. 7. 2019
Malé prostory	12. 11. 2019	15. 11. 2019	12. 12. 2019

## FORMAT



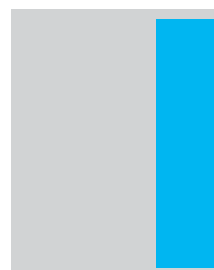
1/1  
 210 x 275 mm  
 trip size  
 188 x 250 mm  
 type area



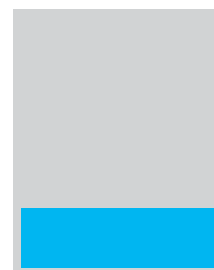
1/2 horizontal  
 210 x 135 mm  
 trip size  
 188 x 122 mm  
 type area



1/2 vertical  
 102 x 275 mm  
 trip size  
 92 x 250 mm  
 type area



1/3 vertical  
 67 x 275 mm  
 trip size  
 60 x 250 mm  
 type area



1/3 horizontal  
 210 x 88 mm  
 trip size  
 188 x 77 mm  
 type area

## ADVERTISING RATES

### SINGLE PAGE

standard page	121,000
front inside cover	182,000
back outside cover	192,000
back inside cover	172,000
1st single page	162,000
2nd single page	152,000
3rd single page	141,000
4th single page	131,000
5th single page	126,000
single page advertorial	146,000
glued inserts (one sheet)	121,000

### DOUBLE PAGE

standard double page	242,000
unfolding front V-gate cover	
1st double page	303,000
2nd double page	283,000
3rd double page	273,000
4th double page	268,000
5th double page	263,000
double page advertorial	293,000

### SMALL FORMATS

half page horizontal or vertical	76,000
one third of a page vertical	76,000
one quarter page	40,000
one sixth of a page	25,000

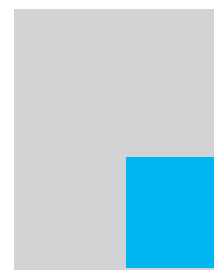
## INSERTS

### 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



1/4 strany  
 102 x 135 mm  
 trip size