



Periodicity: monthly
 Print run: 54,000
 Format: 145 x 205 mm
 Colors: 4/4 CMYK
 Paper: MFS
 Binding: V1

ADVERTISING RATES

SINGLE PAGE

standard page	70,000
front inside cover	90,000
back outside cover	105,000
back inside cover	85,000
1st single page	85,000
single page advertorial	85,000

DOUBLE PAGE

standard double page	140,000
double page advertorial	170,000

SMALL FORMATS

half page horizontal or vertical	40,000
one third of a page vertical	40,000
one quarter page	22,000
one quarter page horizontal	22,000

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
2/19	14. 12. 2018	18. 12. 2018	9. 1. 2019
3/19	14. 1. 2019	18. 1. 2019	6. 2. 2019
4/19	11. 2. 2019	15. 2. 2019	6. 3. 2019
5/19	18. 3. 2019	22. 3. 2019	10. 4. 2019
6/19	12. 4. 2019	18. 4. 2019	9. 5. 2019
7/19	13. 5. 2019	17. 5. 2019	5. 6. 2019
8/19	17. 6. 2019	21. 6. 2019	10. 7. 2019
9/19	15. 7. 2019	19. 7. 2019	7. 8. 2019
10/19	12. 8. 2019	16. 8. 2019	4. 9. 2019
11/19	16. 9. 2019	20. 9. 2019	9. 10. 2019
12/19	11. 10. 2019	15. 10. 2019	6. 11. 2019
1/20	18. 11. 2019	22. 11. 2019	11. 12. 2019

INSERTS

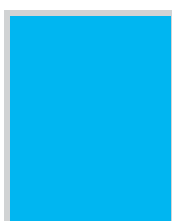
INSERTS IN TITLE:

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

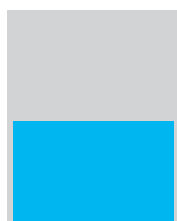
PRODUCTION COSTS:

CZK 0.70 for placing

FORMAT



1/1
 145 x 205 mm
 trip size
 130 x 183 mm
 type area



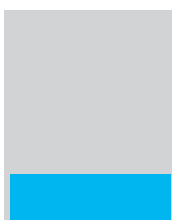
1/2 horizontal
 145 x 100 mm
 trip size
 130 x 90 mm
 type area



1/2 vertical
 70 x 205 mm
 trip size
 62 x 183 mm
 type area



1/3 vertical
 47 x 205 mm
 trip size
 40 x 183 mm
 type area



1/3 horizontal
 145 x 65 mm
 trip size
 130 x 58 mm
 type area



1/4
 70 x 100 mm
 trip size
 62 x 88 mm
 type area