

# NAŠE KRÁSNÁ ZAHRADA

prices in CZK, valid from 1. 1. 2019 and for advertising of one brand only

# 2019



Periodicity: monthly  
 Print run: 24 000  
 Format: 210 x 275 mm  
 Colors: 4/4 CMYK  
 Paper: LWU  
 Cover: 4/4  
 Binding: V1

## ADVERTISING RATES

### SINGLE PAGE

|                         |         |
|-------------------------|---------|
| standard page           | 90,000  |
| front inside cover      | 125,000 |
| back outside cover      | 135,000 |
| back inside cover       | 115,000 |
| 1st single page         | 115,000 |
| single page advertorial | 110,000 |

### DOUBLE PAGE

|                         |         |
|-------------------------|---------|
| standard double page    | 180,000 |
| double page advertorial | 220,000 |

### SMALL FORMATS

|  |        |
|--|--------|
| half page horizontal or vertical           | 50,000 |
| one third of a page vertical or horizontal | 50,000 |
| one quarter page                           | 28,000 |
| one quarter page horizontal                | 28,000 |
| one sixth of a page                        | 18,000 |
| junior page                                | 75,000 |

## SCHEDULE

| ISSUE          | BOOKING      | DEADLINE    | ON SALE      |
|----------------|--------------|-------------|--------------|
| 2/19           | 31. 12. 2018 | 4. 1. 2019  | 23. 1. 2019  |
| 3/19           | 28. 1. 2019  | 1. 2. 2019  | 20. 2. 2019  |
| 4/19           | 25. 2. 2019  | 1. 3. 2019  | 20. 3. 2019  |
| 5/19           | 28. 3. 2019  | 1. 4. 2019  | 24. 4. 2019  |
| 6/19           | 29. 4. 2019  | 3. 5. 2019  | 22. 5. 2019  |
| 7/19           | 27. 5. 2019  | 31. 5. 2019 | 19. 6. 2019  |
| 8/19           | 28. 6. 2019  | 4. 7. 2019  | 24. 7. 2019  |
| 9/19           | 29. 7. 2019  | 2. 8. 2019  | 21. 8. 2019  |
| 10/19          | 26. 8. 2019  | 30. 8. 2019 | 18. 9. 2019  |
| 11/19          | 30. 9. 2019  | 4. 10. 2019 | 23. 10. 2019 |
| 12/19          | 25. 10. 2019 | 1. 11. 2019 | 20. 11. 2019 |
| 1/20           | 28. 11. 2019 | 2. 12. 2019 | 27. 12. 2019 |
| speciál 1/2019 | 21. 1. 2019  | 24. 1. 2019 | 8. 2. 2019   |
| speciál 2/2019 | 18. 2. 2019  | 21. 2. 2019 | 8. 3. 2019   |
| speciál 3/2019 | 18. 3. 2019  | 21. 3. 2019 | 5. 4. 2019   |
| speciál 4/2019 | 12. 4. 2019  | 17. 4. 2019 | 3. 5. 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

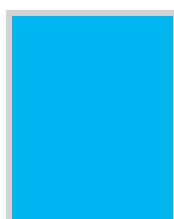
### PRODUCTION COSTS:

CZK 0.70 for placing

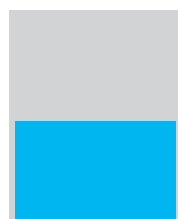
## FORMAT



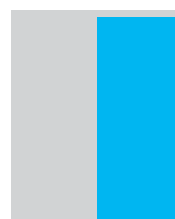
**1/3 vertical**  
 72 x 275 mm  
 trip size  
 55 x 237 mm  
 type area



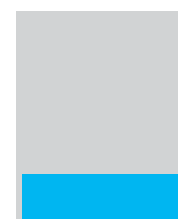
**1/1**  
 210 x 275 mm  
 trip size  
 175 x 237 mm  
 type area



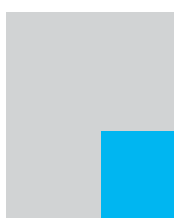
**1/2 horizontal**  
 210 x 135 mm  
 trip size  
 175 x 114 mm  
 type area



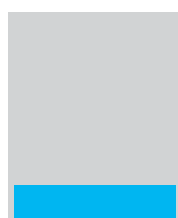
**1/2 vertical**  
 104 x 275 mm  
 trip size  
 85 x 237 mm  
 type area



**1/3 horizontal**  
 210 x 90 mm  
 trip size  
 175 x 76 mm  
 type area



**1/4**  
 85 x 118 mm  
 type area



**1/4 horizontal**  
 175 x 56 mm  
 type area



**1/6**  
 85 x 76 mm  
 type area



**juniorpage**  
 135 x 210 mm  
 trip size  
 114 x 175 mm  
 type area