

NÁŠ ÚTULNÝ BYT

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

2019



Periodicity: monthly
 Print run: 27 000
 Format: 216 x 272 mm
 Colors: 4/4 CMYK
 Paper: LWC
 Cover: 4/4
 Binding: V1

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
single page advertorial	146,000

DOUBLE PAGE

standard double page	242,000
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
junior page	100,000

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
2/19	27. 12. 2018	2. 1. 2019	18. 1. 2019
3/19	24. 1. 2019	30. 1. 2019	15. 2. 2019
4/19	21. 2. 2019	27. 2. 2019	15. 3. 2019
5/19	27. 3. 2019	2. 4. 2019	18. 4. 2019
6/19	24. 4. 2019	30. 4. 2019	17. 5. 2019
7/19	23. 5. 2019	29. 5. 2019	14. 6. 2019
8/19	27. 6. 2019	3. 7. 2019	19. 7. 2019
9/19	25. 7. 2019	31. 7. 2019	16. 8. 2019
10/19	29. 8. 2019	4. 9. 2019	20. 9. 2019
11/19	26. 9. 2019	2. 10. 2019	18. 10. 2019
12/19	24. 10. 2019	30. 10. 2019	15. 11. 2019
1/20	21. 11. 2019	27. 11. 2019	13. 12. 2019

INSERTS

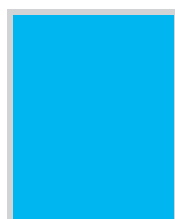
INSERTS IN TITLE:

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

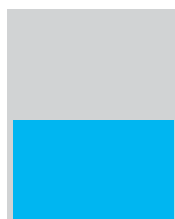
PRODUCTION COSTS:

CZK 0.70 for placing

FORMAT



1/1
 216 x 272 mm
 trip size
 200 x 258 mm
 type area



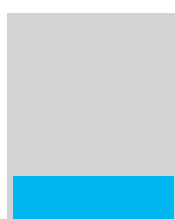
1/2 horizontal
 216 x 132 mm
 trip size
 200 x 126 mm
 type area



1/2 vertical
 105 x 272 mm
 trip size
 100 x 258 mm
 type area



1/3 vertical
 70 x 272 mm
 trip size
 65 x 258 mm
 type area



1/3 horizontal
 216 x 90 mm
 trip size
 200 x 84 mm
 type area



1/4
 105 x 132 mm
 trip size
 100 x 126 mm
 type area



1/6
 100 x 84 mm
 type area



juniorpage
 132 x 216 mm
 trip size
 126 x 200 mm
 type area