

# POČÍTAČ PRO KAŽDÉHO

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

# 2019



Periodicity: biweekly  
 Print run: 15,000  
 Format: 195 x 285 mm  
 Colors: 4/4 CMYK  
 Paper: SC  
 Cover: 4/4 (or 5/4) + 1/0  
 UV dispersion glossy lacquer  
 Binding: V1

## ADVERTISING RATES

### SINGLE PAGE

standard page	99,000
front inside cover	160,000
back outside cover	180,000
back inside cover	150,000
1st single page	130,000
single page advertorial	119,000

### SMALL FORMATS

half page horizontal or vertical	65,000
one third of a page horizontal or vertical	50,000
one quarter page	40,000
one quarter page horizontal	40,000
junior page	95,000

## INSERTS

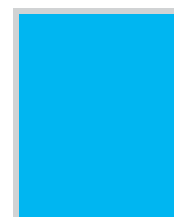
**INSERTS IN TITLE:** 4 sheets – CZK 6.5  
 1 sheet – CZK 2.5 6 sheets – CZK 7.5  
 2 sheets – CZK 4.0 8 sheets – CZK 8.0  
 insert for subscribers – CZK 15

**PRODUCTION COSTS:**  
 CZK 0.70 for placing

## SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
2/19	14. 12. 2018	19. 12. 2018	7. 1. 2019
3/19	4. 1. 2019	7. 1. 2019	21. 1. 2019
4/19	18. 1. 2019	21. 1. 2019	4. 2. 2019
5/19	1. 2. 2019	4. 2. 2019	18. 2. 2019
6/19	15. 2. 2019	18. 2. 2019	4. 3. 2019
7/19	1. 3. 2019	4. 3. 2019	18. 3. 2019
8/19	15. 3. 2019	18. 3. 2019	1. 4. 2019
9/19	29. 3. 2019	1. 4. 2019	15. 4. 2019
10/19	9. 4. 2019	12. 4. 2019	29. 4. 2019
11/19	23. 4. 2019	26. 4. 2019	13. 5. 2019
12/19	10. 5. 2019	13. 5. 2019	27. 5. 2019
13/19	24. 5. 2019	27. 5. 2019	10. 6. 2019
14/19	7. 6. 2019	10. 6. 2019	24. 6. 2019
15/19	21. 6. 2019	24. 6. 2019	8. 7. 2019
16/19	12. 7. 2019	15. 7. 2019	29. 7. 2019
17/19	2. 8. 2019	5. 8. 2019	19. 8. 2019
18/19	16. 8. 2019	19. 8. 2019	2. 9. 2019
19/19	30. 8. 2019	2. 9. 2019	16. 9. 2019
20/19	13. 9. 2019	16. 9. 2019	30. 9. 2019
21/19	27. 9. 2019	30. 9. 2019	14. 10. 2019
22/19	11. 10. 2019	14. 10. 2019	30. 10. 2019
23/19	22. 10. 2019	25. 10. 2019	11. 11. 2019
24/19	8. 11. 2019	11. 11. 2019	25. 11. 2019
25/19	22. 11. 2019	25. 11. 2019	9. 12. 2019
1/20	29. 11. 2019	2. 12. 2019	20. 12. 2019

## FORMAT



**1/1**  
 195 x 285 mm  
 trip size  
 173 x 260 mm  
 type area



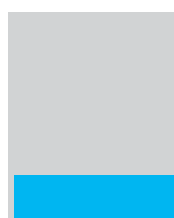
**1/2 horizontal**  
 195 x 140 mm  
 trip size  
 173 x 127 mm  
 type area



**1/2 vertical**  
 95 x 285 mm  
 trip size  
 81 x 260 mm  
 type area



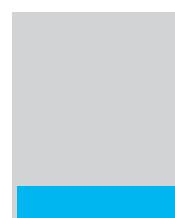
**1/3 vertical**  
 63 x 285 mm  
 trip size  
 53 x 260 mm  
 type area



**1/3 horizontal**  
 195 x 93 mm  
 trip size  
 173 x 80 mm  
 type area



**1/4**  
 95 x 140 mm  
 trip size  
 83 x 127 mm  
 type area



**1/4 horizontal**  
 195 x 68 mm  
 trip size  
 173 x 60 mm  
 type area



**juniorpage**  
 130 x 195 mm  
 trip size  
 115 x 182 mm  
 type area