



Periodicity: monthly  
 Print run: 25,000  
 Format: 230 x 296 mm  
 Colors: 4/4 CMYK  
 Paper: MFC  
 Cover: 4/4 + 1/0 UV dispersion  
 matt lacquer  
 Binding: V2

## ADVERTISING RATES

### SINGLE PAGE

standard page	120,000
front inside cover	180,000
back outside cover	190,000
back inside cover	170,000
1st single page	160,000
2nd single page	150,000
3rd single page	140,000
4th single page	130,000
5th single page	125,000
single page advertorial	145,000
scenstrip*	120,000
glued inserts (one sheet)*	120,000

### DOUBLE PAGE

standard double page	240,000
unfolding front V-gate cover	350,000
1st double page	300,000
2nd double page	280,000
3rd double page	270,000
4th double page	265,000
5th double page	260,000
double page advertorial	290,000

### SMALL FORMATS

half page horizontal or vertical	75,000
one third of a page vertical	75,000
one quarter page	40,000
one sixth of a page	25,000

\* CZK 0.25 production cost

## SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/19 - Kreativ	18. 1. 2019	21. 1. 2019	15. 2. 2019
2/19 - Jaro	22. 2. 2019	25. 2. 2019	22. 3. 2019
3/19 - Bylinky	22. 3. 2019	25. 3. 2019	26. 4. 2019
4/19 - Cestování	26. 4. 2019	29. 4. 2019	24. 5. 2019
5/19 - Léto	31. 5. 2019	3. 6. 2019	28. 6. 2019
6/19	28. 6. 2019	1. 7. 2019	26. 7. 2019
7/19	26. 7. 2019	29. 7. 2019	23. 8. 2019
8/19	23. 8. 2019	26. 8. 2019	20. 9. 2019
9/19	27. 9. 2019	30. 9. 2019	25. 10. 2019
10/19 - Vánoce	22. 10. 2019	25. 10. 2019	22. 11. 2019
11/19 - Zima	22. 11. 2019	25. 11. 2019	20. 12. 2019

## INSERTS

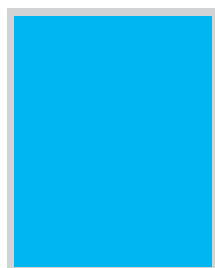
### INSERTS IN TITLE:

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

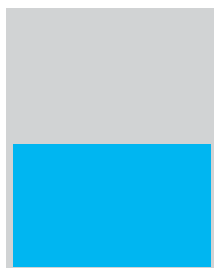
### PRODUCTION COSTS:

CZK 0.70 for placing

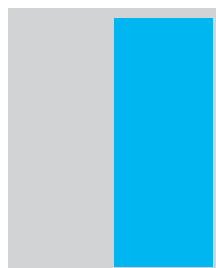
## FORMAT



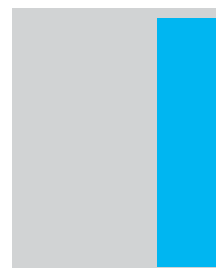
1/1  
230 x 296 mm  
trip size



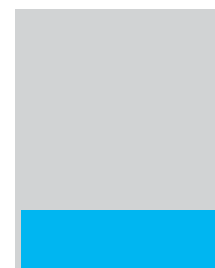
1/2 horizontal  
230 x 145,5 mm  
trip size



1/2 vertical  
112 x 296 mm  
trip size



1/3 vertical  
73 x 296 mm  
trip size



1/3 horizontal  
230 x 95 mm  
trip size