



Prices of advertisements

1/1	79 000,-
1/2	39 500,-
1/3	27 000,-
1/4	19 500,-
2/1 double page	178 000,-
second and third cover	85 000,-
fourth cover	90 000,-
centrefold double page	138 000,-
fold-out cover	155 000,-
modular ads	89 x 121 mm 10 000,- 89 x 58 mm 5 000,-
commercial supplements - special price list	

Prices are given in CZK and exclusive of VAT.

Prices of inserted advertisement and supplements

up 10 g/item	1.50
up 30 g/item	2.10
up 50 g/item	2.60
Higher stock weight and more difficult materials by agreement. Must be supplied to printer at least 8 days before distribution	

Prices are given in CZK and exclusive of VAT.

Discounts, surcharges, cancellation fees

for repeating:	
2x	5 %
3 – 5x	10 %
6 – 9x	15 %
10x and more times	20 %
discount for advance payment	2 %
surcharge for required position	20 %
cancellation fees:	
after deadline	50 %
7 working days before publication	100 %

Timetable 2019

Issue	Orders by	Published
1/19	27.11.2018	17.12.2018
2/19	02.01.2019	21.01.2019
3/19	30.01.2019	18.02.2019
4/19	27.02.2019	18.03.2019
5/19	03.04.2019	23.04.2019
6/19	02.05.2019	20.05.2019
7/19	29.05.2019	17.06.2019
8/19	02.07.2019	22.07.2019
9/19	31.07.2019	19.08.2019
10/19	04.09.2019	23.09.2019
11/19	02.10.2019	21.10.2019
12/19	30.10.2019	18.11.2019
1/20	27.11.2019	16.12.2019

Advertisement formats

2/1
420 x 275 mm
(delivered as two full pages)

1/1
Bleed format 210 x 275 mm
Non-bleed format 184 x 247 mm

1/2 š.
Bleed format 210 x 135 mm
Non-bleed format 184 x 121 mm

1/2 v.
Bleed format 102 x 275 mm
Non-bleed format 89 x 247 mm

1/3 š.
Bleed format 210 x 90 mm
Non-bleed format 184 x 79 mm

1/3 v.
Bleed format 68 x 275 mm
Non-bleed format 58 x 247 mm

1/4
Bleed format 102 x 145 mm
Non-bleed format 90 x 125

1/4
Bleed format 210 x 68 mm
Non-bleed format 184 x 58 mm

For bleed formats it is necessary to add 5 mm for bleed on all edges

Dimensions are given as width x height.
Bleed formats dimensions are given as trim size.

Technical requirements for artwork

PDF in a press quality: PDF/X-1a, 300 dpi, CMYK, crop marks (3 mm offset), for bleed formats 5 mm bleed from trim on all edges

Illustrator CS2 and lower (CMYK, texts converted to outlines)

Photoshop CS2 and lower (300 dpi, CMYK)

We do not accept files in the format CorelDRAW.

Texts : DOC, DOCX, ODT | Pictures: JPEG, TIFF, PSD | Logos: AI, EPS, PDF

Technical data

Periodicity: monthly
Publication size: 210 x 275 mm
Layout: 184 x 247 mm
Printing: offset
Colour scheme: 4/4 CMYK

Cover: 170 g/m² coated paper, UV coating
Block: 4/4, 80 g/m² LWC
Screening: 150 lpi
Binding: perfect binding