



The best-selling magazine for diabetics and their relatives

diabetik

Bimonthly Diabetik – formats in mm and prices of colour advertisement CMYK in € without VAT

1/1 170 x 257 210 x 297	1/2 170 x 125 210 x 145	1/3 52 x 257 72 x 297	1/4 170 x 81 210 x 101	1/8 111 x 99 131 x 119	170 x 60 210 x 80	81 x 125
2 050 €	1 220 €	980 €		700 €		350 €

► BLEED formats are listed in a net format after crop. As for crop, it is needed to make an over-drawing 5 mm from each side.

#### Required placement of the advertisement

2nd and 3rd cover page	2 400 €
4th cover page	2 600 €
Opening cover	2 500 € + production costs

#### Cancellation fees for advertisement

30 – 28 days before publishing	30 %
27 – 21 days before publishing	60 %
up to 20 days before publishing	100 %

#### Cancellation fees for wrapper

do 30 dní pred zverejnením	50 %
do 21 dní pred zverejnením	100 %

#### Other forms of advertisement

Partner article prepared by the editorial in cooperation with the business partner (can be marked with a logo)	
– format 2/1	1 800 €
– format 1/1	990 €
Product placement	260 €
Advert prebal2	2 100 € + production costs
Inserted advertisement1	1 200 €

#### Electronical materials

PDF compatible with PDF 1.4, distilled with settings Job Options: Press Optimized, bitmap pictures must have 300 DPI resolution and colour regime CMYK.