

OBCHOD



Bimonthly about retail, wholesale and distribution

OBCHOD

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

1/1	1/2	1/3	1/4	1/6	1/8
217 x 288 217 x 66 237 x 330 237 x 81	217 x 140 237 x 155 106 x 288 116 x 330 51 x 140 61 x 155	217 x 90 237 x 105	106 x 140 116 x 155 51 x 288 61 x 330	106 x 90 116 x 105	106 x 66 116 x 81
2 190 €	1 350 €	920 €	700 €	480 €	370 €

► **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**.

Panorama 4 300 €

Fees for required placement

Required placement + 15 %
2nd and 3rd cover page + 30 %
Last page + 50 %

Cancellation fees

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

Other forms of advertisement

Price for advertorial

(materials prepared in cooperation with the editorial):

– formát 2/1 2 150 €
– formát 1/1 1 080 €
– formát 1/2 650 €

New forms of advertisement –

cover page, partnership (product placement)

Cover advertisement – (237 x 192 mm – net format) 1 900 €
Cover advertisement – sill (237 x 49 mm) 1 005 €
Cover advertisement – atyp (79 x 49 mm) 340 €
Attachment partner (branding the logo on the cover) 220 €
Branding the logo (inside) 110 €
Product placement (illustration inside) 100 €

Other forms of advertisement, such as sticking, folding or inserted advertisement – wing, is needed to consult with the sales department. It is also possible to agree other forms after keeping the mirror pattern. (The price will be calculated aliquotly from the pricelist for 1/1 page.)

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.