
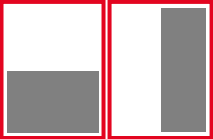
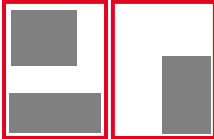


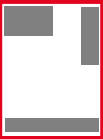




The only Slovak monthly about marketing, advert and media.

# STRATÉGIE

## Monthly Stratégie – 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 314 <b>237 x 330</b>	217 x 147 106 x 314 <b>237 x 159 116 x 330</b>	161 x 147 106 x 206 217 x 97 <b>237 x 109</b>	106 x 147 51 x 314 217 x 72 61 x 330 <b>237 x 83</b>	106 x 97 51 x 206 217 x 47 <b>237 x 58</b>	106 x 72 51 x 147 217 x 34 <b>237 x 46</b>
					
2600 €	1 400 €	1 000 €	750 €	550 €	500 €

► **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 ..... 4 000 €

### Extra fees for required placement

Required page	+ 15 %
5th page	+ 25 %
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 %

### Iné formy inzercie

Inserted advertisement	1 400 €
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.	

### Elektronical 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