



New socio –news weekly

- Comes out every Friday since October 2017
- 76 pages of a quality reading

TÉMA

Formats in mm and prices of colour advertising in € without VAT

Panorama	1/1	Junior page	1/2	1/2	1/3	1/3	1/4	1/4
386 x 261 420 x 285	181 x 261 210 x 285	122 x 200 135 x 215	181 x 128 210 x 140	88 x 261 102 x 285	181 x 95 210 x 114	55 x 261 72 x 285	181 x 65 210 x 84	88 x 128 102 x 140 42 x 261 60 x 285
10 900 €	5 900 €	4 900 €	3 250 €	3 250 €	2 300 €	2 300 €	1 900 €	1 900 €

► **BLEED formats** of advertisement are listed after crop. It is needed to make an over-drawing 5 mm from each side to crop.

Required advertisement placement

2. cover page	6 490 €
3. cover page	6 000 €
4. cover page	7 900 €

Discount for a financial amount

10 000 – 15 000 €	3 %
15 001 – 20 000 €	5 %
20 001 – 30 000 €	7 %
More than 30 000 €	10 %

Discount for repeat

5- times	5 %
6- 9- times	7 %
10- and more times	10 %

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

Insertion	0,08 €/pc
Sticking	0,09 €/pc
Foliage	0,10 €/pc
Typing	0,10 €/pc

Other forms of advertisement, is needed to consult with the sales department. It is also possible to agree other format of advertisement while keeping the mirror image.



Electronic 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.