



Expert weekly with complex information designed for professions in health service, social service and pharmacy.

Zdravotnícke noviny

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

1/1 270 x 404	1/2 270 x 200	1/3 270 x 135	1/4 133 x 200	1/6 87x200	1/8 133x100	podval 270x52	Tit. strana 270x28	Tit. strana 270x135	Tit. strana 41x85
2 900 €	2 080 €	1 400 €	1 150 €	720 €	530 €	530 €	1 100 €	2 750 €	500 €

► Formats of advertisement are quoted in net size.

Required advertisement placement

Cover page, back page (1/1)	+ 50 %
Third page (1/1)	+ 25 %

Cancellation fees for advertisement

up to 14 days before publishing	50 %
up to 10 days before publishing	100 %

Stornovacie poplatky pre prebal

up to 30 days before publishing	50 %
up to 21 days before publishing	100 %

Line advertising

price for mm/column	2,50 €
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Other forms of advertisement

Logo on the title page	500 €
Product placement	250 €
Advertising wrapper	2 590 € + production costs
Inserted advertisement	1 395 €

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.