













HN magazine - Formats in mm and prices of colour advertising in € without VAT

1/1 172x240 210 x 285 + 5 mm sp.	1/2 v 84x240 102x285 + 5 mm sp.	1/2 h 172x124 210x136 + 5 mm sp.	1/3 v 55x240 66x285 + 5 mm sp.	1/3 h 172x80 210x92 + 5 mm sp.	1/4 v 40x240 50x285 + 5 mm sp.	1/4 h 172x57 210x70 + 5 mm sp.	1/4 k 84x124 102x136 + 5 mm sp.	1/8 v 172x28 210x40 + 5 mm sp.	1/8 h 20x240 25x285 + 5 mm sp.
									
3 250 €	1 850 €	1 850 €	1 440 €	1 440 €	1 020 €	1 020 €	1 020 €	620 €	620 €

► Other formats of advertisement are possible after discussion

Advertisement prices

2nd page 210 x 285 + BLEED 3 mm	3 500 €
4th page 210 x 285 + BLEED 3 mm	3 733 €
Panorama	5 417 €

Extra fees

Požadované umiestnenie	30 %
Požadovaná strana	30 %

Required placement

12 - 10 days before publishing	50 %
9 - 7 days before publishing	100 %

► **BLEED** formats are listed in a clean format after crop. As for crop, it is needed to make an over-drawing 3 mm over the net format around the perimeter of the advertisement! The advertisements can be placed on the even and odd side.

Polygraphic and typographic data

Gross format	210 x 285 + 3 mm
Net format	210 x 285 mm
Tariff pattern	172 x 240 mm
Number of columns	4/3
Color	4+4
Paper	inside: 60 g/m ² , cover: 90 g/m ² coated glossy
Raster	inside: max 40 l/cm, cover: 70 l/cm
Tlač	rotary offset
Väzba	V1 sewn

Terms for submitting the order and advertisement materials

Advertisement	Orders	Advertisement materials
ready-made adverts materials in electronic form	15 working days before publishing	10 working days before publishing
materials intened for the production in our graphic studio	15 working days before publishing	15 working days before publishing

► Konkrétne termíny jednotlivých príloh nájdete v harmonograme príloh na strane 9