


prečo nie?!
Lifestyle magazine Prečo nie?! in Hospodárske noviny – formats in mm and prices of colour advertisement CMYK in € without VAT

1/1 212 x 277 232 x 297	1/2 V 103,5 x 277 113,5 x 297	1/2 H 212 x 137 232 x 147	1/3 V 67 x 277 77 x 297	1/3 H 212 x 90 232 x 100	Atyp I. 80 x 80	Atyp II. 165 x 100
4 758 €	2 818 €	2 818 €	1 903 €	1 903 €	672 €	1 029 €

►► Other formats are available after consultation

Advertising rates

Panorama	7 758 €
The 2nd and 3rd cover pages	5 417 €
The 4th cover page	6 002 €
Format 2/1 of a page	
Front folding cover 2/1	9 954 €
The first 2/1 page (2. cover + 1. page of inside)	8 533 €
Special ZOOM on the key	5 000 €

Discount for repeat

3 x	5 %
6 x	10 %
12 x	15 %
20 x	20 %

CRITERIA OF DISCOUNT APPROVAL FOR REPEAT:

One order, one client, theme of advertisement, (as for media agencies we mean the advertisement for one client). The discount can be applied on the basis of contract with MAFRA Slovakia, a. s.

Terms for submitting the order and advertisement materials

Advertising	Orders	Ad materials
Already advert. materials in electronic version	15 working days before publishing	10 working days before publishing
materials determined for production in our graphic studio	15 working days before publishing	15 working days before publishing

Extra charges

Required placement	20 %
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Cancellation fees

12 – 10 business days before publishing	50 %
9 – 7 business days before publishing	100 %

Prices of inserts in HN

by Agreement

Polygraphic and typographic data

Gross format (before crop)	242 x 307 mm
Net format (after crop)	232 x 297 mm
Colour	4/4 CMYK
Paper	80 g/m ² LWC
Cover page	170 g/m ² art paper UV polish
Raster	150 lines/inch
Cover raster	150–177 lines/inch
Print	offset
Binding	V1

►► Dimensions on the **BLEED** are listed in a net format after crop. As for crop, it is needed to make an over-drawing 5 mm over the net format around the perimeter of the advertisement! The advertisements can be placed on the even and odd side.