



čarouné SLOVENSKO

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

1/1 166 x 232 200 x 275	1/2 166 x 113 200 x 133	1/2 79 x 232 96 x 275	1/3 166 x 75 200 x 95	1/3 50 x 232 67 x 275	1/4 166 x 56 200 x 76	1/4 79 x 113 96 x 133
5 900 €	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	6 000 €
3. cover page	6 390 €
4. cover page	7 900 €
Panorama	10 900 €

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

Advertorial	1 500 €
Product placement	
Product placement	790 €
Product placement (exklusive)	1 000 €
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.