

Advertising price list valid as of February 1, 2017.
All prices are listed without VAT.

Basic informations

Periodicity:	weekly
Edition run:	140 000
Scope:	64 pages and more
Colourity:	4 + 4
Format:	205 x 273 mm
Typesetting:	187 x 260 mm
Printing type:	heatset offset
Paper:	52g/m ² SC-B

2/1 410 x 273 mm (2 x 205 x 273 mm) 13 700 €	2/1 390 x 260 mm (2 x 195 x 260 mm) 13 700 €	1/1 205 x 273 mm 7 800 €	1/1 187 x 260 mm 7 800 €	1/2 width 205 x 134 mm 4 250 €	
1/2 width 187 x 128 mm 4 250 €	1/2 height 101 x 273 mm 4 250 €	1/2 height 91 x 260 mm 4 250 €	1/3 height 70 x 273 mm 3 300 €	1/3 height 60 x 260 mm 3 300 €	1/3 width 205 x 90 mm 3 300 €
1/3 width 187 x 85 mm 3 300 €	1/4 height 54 x 273 mm 2 850 €	1/4 height 44 x 260 mm 2 850 €	1/4 width 205 x 72 mm 2 850 €	1/4 width 187 x 62 mm 2 850 €	1/4 classic 91 x 128 mm 2 850 €

2nd page of cover:	8 200 €
3rd page of cover:	7 900 €
4th page of cover:	8 800 €
Junior Page (139x193):	7 000 €

Atypical formats of advertisements:

Prices of advertisements are valid for their standardized sizes. Atypical formats can be published only after agreement with publisher. For those special prices apply.

Advertising conditions

Atypical forms advertising

inserting:	0,07 €/piece
pasting:	0,08 €/piece
stitching:	0,05 €/piece
foliating:	0,09 €/piece
striping:	0,09 €/piece

Content of inserting or pasting

Publisher reserves the right for endorsement of the content of inserted or pasted advertisement with the option of rejection. All advertising is subject to publisher's approval.

Delivery of patterns

When ordering this kind of advertising the delivery of the pattern of inserted or pasted advertisement is needed in advance, latest 14 days prior publication date.

Additional fees

15 % for the desired location. The requirements for desired location of advertisement are accepted only from the area of 1/2 or bigger.

Discounts

Discounts for financial volume		Discounts for frequency	
13 300 - 23 300 €	3 %	3 to 5	3 %
23 301 - 29 900 €	5 %	6 to 8	5 %
29 901 - 39 900 €	7 %	9 to 12	7 %
more than 39 900 €	10 %	13 and more	10 %

Discounts apply (for titles of Ringier Axel Springer Slovakia, a. s.)

to financial volumes, or frequency in one purchase order and it is not possible to combine them; i.e. only one type of discount applies: either for financial volume or frequency.

Cancellation charges

7 days prior to publication date:	100 % of the price
14 days prior to publication date:	50 % of the price