

## magazine JEZDECTVÍ - advertising



Department of advertising of magazine Jezdectví:

Ing. Kristina Nowakowska (+420 736 769 601)

e-mail: [knowakowska@jezdectvi.cz](mailto:knowakowska@jezdectvi.cz),

Prokopova 15, 130 00 Prague 3

Czech Republic



<p>1/16 (40 x 60 mm) 2 300,- CZK</p>			
<p>1/8 layout 4 600,- CZK (85 x 60 mm)</p>			
<p>1/4 layout 9 200,- CZK (85 x 123 mm)</p>	<p>1/3 vertically layout 13 500,- CZK  (63 x 260 mm)</p>	<p>1/2 vertically  18 500,- CZK 100 x 297 mm after trimming (or: layout 85 x 260 mm)</p>	<p>1/3 vertically  13 500,- CZK  (75 x 297 mm after trimming + 5 mm trimming)</p>

<p>1/8 horizontally - 4 600,- CZK - (179 x 32 mm)</p>
<p>1/4 horizontally (layout) 9 200,- CZK (179 x 63 mm)</p>
<p>1/2 horizontally (layout) 18 500,- CZK (179 x 128 mm)</p>

<p>1/4 horizontally 9 200,- CZK (208 x 70 mm after trimming + 5 mm trimming)</p>
<p>1/3 horizontally 13 500,- CZK (179 x 84 mm layout, or: 208 x 98 mm after trimming + 5 mm trimming)</p>
<p>1/2 horizontally 18 500,- CZK (208x 147 mm after trimming + 5 mm trimming)</p>

1/1  
36 000,- CZK  
(179 x 260 mm layout)

1/1  
36 000,- CZK  
(208 x 297 mm after trimming  
213 x 303mm before trimming)

Other options:

4<sup>th</sup> cover page/chalk and gloss coated 56 000,- CZK  
2<sup>nd</sup> and 3<sup>rd</sup> cover page/chalk coated 46 000,- CZK  
Poster A3 - (291 x 408 mm) 70 000,- CZK  
1cm<sup>2</sup> 88,- CZK

Different dimensions of advertising or its special location and inserted, oversewn and tipped in advertising available upon arrangement.

20 % VAT added to the final price.

Discounts for repeating:

3-5x - 5 % discount  
6-8x - 10 % discount  
9-12x - 15 % discount

Post address:

časopis Jezdectví  
Prokopova 15, 130 00 Prague 3, Czech Republic

Published by:

Ing. Květa Vtípilová – K4KPublishing  
Krásova 19, 130 00 Prague 3, Czech Republic  
ID: 15304388  
Tax identification nr.: CZ5952230108  
Bank account:  
IBAN: SK6883300000002500140404  
SWIFT (BIC): FIOZSKBAXX

Schedule for 2012:

issue	release date	deadline for orders and unfinished documents	deadline for documents e-mail, CD
1	29.12.	8.12.	12.12.
2	26.1.	6.1.	13.1.
3	23.2.	3.2.	10.2.
4	29.3.	9.3.	16.3.
5	26.4.	6.4.	13.4.
6	31.5.	11.5.	18.5.
7	28.6.	8.6.	15.6.
8	26.7.	4.7.	13.7.
9	30.8.	10.8.	17.8.
10	27.9.	7.9.	14.9.
11	25.10.	5.10.	12.10.
12	29.11.	9.11.	16.11.
1/13	27.12.	7.12.	14.12.

Recommendation:

To maintain 100% colour, cromalin (original colour master) must be supplied together with the electronic version of your advertisement. A printout from colour printers or copiers cannot be regarded as a colour master, it serves only as an approximate colour view and any possible variances in colour shades in the printed magazine cannot be a subject to complaint.

Technical specifications:

cover paper : 150 g chalk coated, UV gloss  
inside paper: 60g LVC  
print: four-color offset, raster: 150 points per inch

Complaints: must be filled within 21 days after publishing the advertisement