

PVS - magazine JEZDECTVÍ - advertising



Department of advertising of magazine Jezdectví:

ing. Kristina Nowakowska (736 769 601)

e-mail: knowakowska@jezdectvi.cz

Markéta Vosátková (724 551 610),

e-mail: inzerce@jezdectvi.cz

tel./fax: 222 317 809, 222 317 808



1/16 (42 x 62 mm) 2 300,- CZK	1/3 vertically layout 13 500,- CZK (63 x 260 mm)
1/8 layout 4 600,- CZK (88 x 62 mm)	
1/4 layout 9 200,- CZK (88 x 128 mm)	

1/2 vertically 18 500,- CZK 297 x 102 mm after trimming (or: layout 260 x 88 mm)	1/3 vertically 13 500,- CZK (73 x 297 mm after trimming + 5 mm trimming)
---	--

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

1/4 horizontally 9 200,- CZK (70 x 204 mm after trimming + 5 mm trimming)
1/3 horizontally 13 500,- CZK (84 x 179 mm layout, or: 98 x 204 mm after trimming + 5 mm trimming)
1/2 horizontally 18 500,- CZK (147 x 204 mm after trimming , + 5 mm trimming)

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:

4th cover page/chalk and gloss coated 56 000,- CZK
2nd and 3rd cover page/chalk coated 46 000,- CZK
Poster A3 - (291 x 408 mm) 70 000,- CZK
1cm² 88,- CZK

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

19 % VAT added to the final price!

Discounts for repeating:

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

Surcharges:

- for editorial page:
up to 20% (depending on size)
- for graphic processing
5 - 20 % (depending on size)

Technical specifications:

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

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

Schedule for 2010:

issue	release date	deadline for orders and unfinished documents	deadline for documents e-mail, CD
1	31.12.	7.12. 09	14.12.
2	28.1.	8.1. 2010	14.1.
3	25.2.	5.2.	12.2.
4	25.3.	5.3.	12.3.
5	29.4.	8.4.	15.4.
6	27.5.	7.5.	14.5.
7	24.6.	4.6.	11.6.
8	29.7.	8.7.	15.7.
9	26.8.	6.8.	13.8.
10	30.9.	9.9.	16.9.
11	27.10.	7.10.	14.10.
12	25.11.	5.11.	12.11.
1/11	30.12.	9.12.	15.12.

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.