CITY DNES

			Magazine CITY DNES PRAHA	CITY REALITY PRAHA	Magazine CITY DNES BRNO
FORMATS	Trim Size W x H in mm	Type Area W x H in mm	Prices in CZK	Prices in CZK	Prices in CZK
1/1 page	210 x 285	181 x 261	149 000	45 000	48 000
2th cover page	210 x 285	181 x 261	163 900	–	52 800
4th cover page	210 x 285	181 x 261	178 800	–	57 600
1/2 page (landscape)	210 x 140	181 x 128	77 000	23 000	24 800
1/2 page (portrait)	102 x 285	88 x 261	77 000	23 000	24 800
1/3 page (landscape - bottom)	210 x 114	181 x 95	51 000	18 000	16 500
1/3 page (portrait)	72 x 285	55 x 261	51 000	18 000	16 500
1/4 page (landscape - bottom)	210 x 84	181 x 65	39 000	13 000	12 600
1/4 page (portrait)	–	88 x 128	39 000	13 000	12 600
Title page *	87 x 34	–	25 000	–	8 100
Advertisement on the services page **	–	41 x 80	20 000	–	6 500
Mozaika - modul 1/9	–	60 x 80	15 000	–	4 900
Mosaic - module 2/9 (landscape)	–	124 x 80	28 000	–	9 000
Mosaic - module 2/9 (portrait)	–	60 x 164	28 000	–	9 000
Mosaic - modulel 3/9 - (landscape - bottom)	–	188 x 80	41 000	–	13 200
Mosaic - module 4/9	–	124 x 164	54 000	–	17 400
Sponsoring of a page ***	100 x 16	–	35 000	–	11 280
Sponsoring of a page *** + Advertisement on the services page **	100 x 16	41 x 80	50 000	–	16 100
1/4 page on the title page real estate (portrait)	–	88 x 128	–	14 300	–
1/4 page on the title page real estate (landscape - bottom)	–	181 x 84	–	15 600	–
Real estate agencies tips	–	41 x 51	–	1 100	–

NOTES >

* Advertisement on the title page of the CITY DNES magazine (bottom side of the fall-out advertisement, size 87 x 34 mm is the final net format after trimming).
** Floating advertisement (41 x 80 mm) placed on the service page – from all four sides surrounded by editorial text.
*** Advertisement in the upper part of the left side (upper part of the fall-out advertisement, size 100 x 16 mm is the final net format after trimming).

TECHNICAL DATA AND CONDITION >

PRINTING
Printing technology: offset printing
Colour: all pages in colour
Raster: 133 lpi
Paper: 57 g/m² - LWC
Issue day: last Tuesday in the month
Number of printed copies of the magazine in Prag: 65 000 pcs.
Number of printed copies of the magazine in Brno: 20 000 pcs.

PAGE SIZES
Fall-out page size (net size after cut): 210 x 285 mm
Type area size: 181 x 261 mm

SOURCE MATERIALS
Source materials shall be in electronic form, composite, non-separated. EPS, PS or PDF files + proof copy. Minimum resolution: line-art 800–1200 dpi, half-tone 300 dpi.
Total Area coverage (TAC) - 300 %.
Source materials for bleed min. 5 mm over the edge, cutting marks 4 mm from the net format, safe distance of text form page edge 4 mm.
Colours in the CMYK colour scheme only, direct colours are unacceptable.
Source materials via FTP or e-mail upon agreement.
For detailed technical conditions see **http://www.mafra.cz/sluzby**

ADDITIONAL INFORMATION >

All prices in the pricelist are exclusive of VAT. Other formats are possible. Prices in CZK are valid for BW and colour advertisements.

The CITY DNES PRAG magazine has a high combined circulation of 65,000 copies. 55,000 copies are the contribution to MF DNES - the Prague-city edition and 4,000 copies are represented by further free distribution to selected places in Brno.

The CITY DNES BRNO magazine has combined circulation of 20,000 copies. 16,000 copies are the contribution to MF DNES - the Brno-city edition and 10,000 copies are represented by further free distribution to selected places in Prague (cafés, restaurants, shops, fitness studios, hairdresser's, etc.)

Deadline for orders: 15 working days prior to publishing. **Deadline for source materials:** 10 working days prior to publishing.

Cancelation fees:
21 – 15 working days prior to publishing: 50 %. 14 working days prior to publishing and less: 100 %.

Size discounts in magazines
(total size of all advertisements)
15 % – 2 pages and more
20 % – 4 pages and more
Individual calculation is possible

Repetition discounts in magazines
(repeated publishing of the same size)
10 % – 3 and more ads
15 % – 6 and more ads
20 % – 9 and more ads
Individual calculation is possible

If there is a requirement for follow-up advertisements, an additional charge of 15% is added to the 2nd advertisement and other follow-up advertisements. If there is a requirement for a fixed position, an additional charge of 15% is added to the price of the advertisement on the 1st position, and an additional charge of 10% is added to the price of the advertisement on the 2nd position.

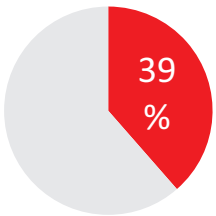
CIRCULATION AND STRUCTURE OF READERS >

55 thousand copies in MF DNES in Prague and 16 thousand copies in MFD in Brno

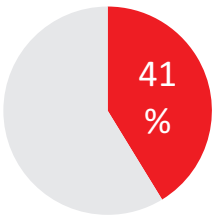
+ 10 thousand copies at selected locations in Prague
+ 4 thousand in Brno

MF DNES Demographics

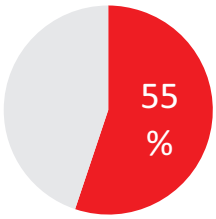
Upmarket readers (A)



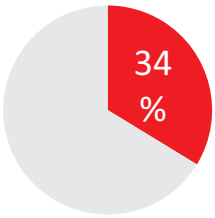
University/College



Managers (decision makers)



Households with monthly net income over 40 th. CZK



Source: Media Projekt, GfK Czech - Median, 2012, Q1+2