FORMATS	ESPRIT LN Trim Size (W x H in mm) Clean format after cropping	Type Area W x H in mm	Price in CZK
2/1panoramic double page	472 x 297	-	310 000
1/1 page	236 x 297	210 x 272	192 000
2nd or 3rd cover page	236 x 297	210 x 272	228 000
4th cover page	236 x 297	210 x 272	260 000
Big corner (Junior page)	-	124 x 187	176 000
1/2 page landscape	236 x 147	210 x 134	114 000
1/2 page portrait	116 x 297	103 x 272	114 000
1/3 page landscape (bottom)	236 x 99	210 x 90	86 000
1/3 page portrait	78 x 297	70 x 272	86 000
1/4 page landscape (bottom)	236 x 74	210 x 68	73 000
1/4 page portrait	59 x 297	52 x 272	73 000

Other, non-standard sizes, are possible by agreement.

ADDITIONAL INFORMATION >

Printing technology: offset printing
Colour: all pages in colour
Page size: 236 x 297 mm
Paper: 80 g/m², Cover - 170 g/m² gloss + varnish coat
Materials - see page 23

All prices are quoted in CZK without VAT and are valid for BW and 4C advertisements.

Lidové noviny's magazine Esprit offers discounts based on concluded volume contracts of the publishing house MAFRA, a.s.

Extra fees for position:
fixed position - 20 %, position in the first third - 20 %, the first advertising page - 30 %.

The deadline for orders:
15 business days before publishing.

The deadline for materials:
10 business days before publishing.

Cancelation fees:
30-22 working days prior to publishing: 50 %.
21 working days prior to publishing and less: 100 %

FORMATS	SPECIAL LN 101 Trim Size (W x H in mm) Clean format after cropping	Price in CZK
2/1panoramic double page	420 x 285	310 000
1/1 page	210 x 285	192 000
2nd or 3rd cover page	210 x 285-	228 000
4th cover page	210 x 285	260 000
Big corner (Junior page)	135 x 215	176 000
1/2 page landscape	210 x 140	114 000
1/2 page portrait	102 x 285	114 000
1/3 page landscape (bottom)	210 x 114	86 000
1/3 page portrait	72 x 285	86 000
1/4 page landscape (bottom)	210 x 84	73 000
1/4 page portrait	60 x 285	73 000

ADDITIONAL INFORMATION >

Printing technology: offset printing
Colour: all pages in colour
Page size: 210 x 285 mm
Paper: 65 g/m², cover - 150 g/m² KL + lak
Materials - see page 23

All prices are quoted in CZK without VAT and are valid for BW and 4C advertisements.

Lidové noviny's magazine 101 offers discounts based on concluded volume contracts of the publishing house MAFRA, a.s.

Extra fees for position:
fixed position - 20 %, position in the first third - 20 %, the first advertising page - 30 %.

The deadline for orders:
15 business days before publishing.

The deadline for materials:
10 business days before publishing.

Cancelation fees:
30-22 working days prior to publishing: 50 %.
21 working days prior to publishing and less: 100 %.

OUR TIP! >

Apart from standard formats, there is a separate offer of special formats such as superpanorama, various panoramatic advertisements, advertisements in special forms, reaching into the editorial text. Samples of advertisements and price calculations on request.