DNES magazín+TV | Pátek LIDOVÉ NOVINY | OnaDnes | DOMA DNES

FORMATS	Trim Size W x H in mm	Type Area W x H in mm	DNES+TV ONA DNES DOMA DNES PATEK LN ** combination	DNES+TV ONA DNES PATEK LN ** combination	DNES+TV PATEK LN (TOP KOMBI) combination	DNES+TV ONA DNES ** combination	MAGAZIN DNES+TV Thu	ONA DNES Mon	PATEK LN Fri	DOMA DNES* national edition Wed	DOMA DNES* mutation Prague city and Central Bohemia Wed	DOMA DNES* regional mutation Wed
2/1 panoramic double page	420 x 285	386 x 261	1 430 400	1 196 700	904 900	1 123 400	778 200	583 500	319 300	467 300	176 200	103 000
1/1 page	210 x 285	181 x 261	722 500	604 500	457 000	563 500	393 000	295 000	165 000	236 000	89 000	52 000
2nd or 3rd cover page	210 x 285	181 x 261	787 100	651 300	481 600	613 500	415 000	339 300	176 800	271 500	102 400	59 900
4th cover page	210 x 285	181 x 261	909 100	759 900	573 500	694 000	493 600	372 800	217 400	298 300	112 500	65 800
1/2page - landscape - portrait	210 x 140 102 x 285	181 x 128 88 x 261	362 200	303 200	229 400	278 900	198 200	147 500	86 200	118 000	44 500	26 300
1/3 page - landscape (bottom) - portrait	210 x 114 72 x 285	181 x 95 55 x 261	240 900	201 500	152 300	181 500	130 900	98 400	61 000	78 800	29 800	17 500
1/4 page - corner - portrait - landscape (bottom)	- 60 x 285 210 x 84	88 x 128 42 x 261 181 x 65	182 500	152 900	116 000	138 900	100 400	73 800	44 700	59 100	22 500	13 400
1/8 page	-	88 x 62	92 300	77 500	58 900	70 600	51 300	36 900	23 900	29 600	8 500	5 100
Advertisement in the crossword puzzle***	-	43 x 55	-	-	-	-	63 900	15 000	-	15 000	-	-
FORMATS IN THE EDITORIAL SECTION (placed separately on page)												
big corner (Junior page)	135 x 215	122 x 200	681 800	570 300	435 100	535 100	375 300	279 100	163 400	223 000	-	-
2/3 page	132 x 285	111 x 261	541 600	459 000	365 600	427 200	314 400	206 500	132 000	165 200	-	-
1/2 page - portrait - landscape	102 x 285 210 x 140	88 x 261 181 x 128	478 200	413 200	342 800	374 800	294 800	162 300	123 800	129 900	-	-
1/3 page - portrait - landscape (bottom)	72 x 285 210 x 114	55 x 261 181 x 95	351 800	300 600	243 800	276 900	209 600	127 900	88 000	102 400	-	-
1/4 page - corner of the page - landscape (bottom)	- 210 x 84	88 x 128 181 x 65	321 100	276 800	228 500	251 900	196 500	110 700	82 500	88 600	-	-
1/4 page - Floating advertisement in text	-	88 x 128	547 300	458 600	347 900	416 800	301 200	221 400	134 200	177 300	-	-
1/8 page - Floating advertisement in text	-	62 x 88	276 800	232 400	176 800	211 700	153 900	110 700	71 600	88 800	-	-

FORMATS OF TV PROGRAM	Fall W x H in mm	Out W x H in mm	TOP KOMBI MAGAZIN	MAGAZIN DNES+TV	Patek LN
Advertisement in TV-program	-	40 x 30	23 900	21 400	6 400
TV tip 1	-	59 x 59	-	57 700	-
TV tip 2	-	59 x 123	-	120 200	-
TV tip 3	-	123 x 59	-	120 200	-
TV tip 4	-	93 x 51	-	–	14 700

OUR TIP! > In addition to standard formats, we offer a separate selection of special formats: classic panoramic double page, panorama on pages 2 and 3 or various fold-outs, sleeves, inserts, and advertisements of atypical shape reaching into the editorial text. Sample advertisements and pricing available upon request.

NOTES >

TOP KOMBI MAGAZINE – advertising combination of DNES+TV (Thu) and Patek LN (Fri) magazines. Advertisements must have the same size, colour, and source materials and must be published on the same day.

* In the DOMA DNES magazine it is possible to advertise in five regional mutations as well as the national edition. Mutation 1 - Usti nad Labem, Liberec, Hradec Kralove and Pardubice. Mutation 2 - Southern Bohemia, Plzen and Karlovy Vary. Mutation 3 - Moravia-Silesia, Olomouc and Zlin. Mutation 4 - Southern Moravia and Vysocina. Mutation 5 - the city of Prague and Central Bohemia. These mutations are usually published every second week.

** When combining magazines it is possible in ONA DNES magazine to select different source material.

*** Other advertisement formats in crossword puzzles are possible.

ADDITIONAL INFORMATION >

Weekly magazines: DNES+TV on Thursday, ONA DNES on Monday, DOMA DNES on Wednesday and Patek LN on Friday.

With text advertisements which are graphically similar to the editorial material, MAFRA reserves the right to mark such an advertisement at the top of the advertisement space with INZERCE, 10 points in size. The client is not entitled to a price reduction on the advertisement.

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 %

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

All discounts are calculated for one advertiser and cannot be aggregated. No individual yearly contract is required for the TOP KOMBI MAGAZINE; regarding the amount of granted discounts in the TOP KOMBI MAGAZINE, the number of repetitions in the DNES+TV magazine is decisive. The size and number of repetitions in the DNES+TV, DOMA DNES and ONA DNES magazines can be aggregated. The Patek LN magazine cannot be aggregated.

Size discounts in magazines
(total size of all advertisements)
5 % – 2 pages and more
10 % – 4 pages and more
15 % – 8 pages and more
20 % – 16 pages and more
Individual calculation is possible from 24 pages and more

Repetition discounts in magazines
(repeated publishing of the same size)
3 % – 3 and more ads
5 % – 6 and more ads
10 % – 12 and more ads
15 % – 24 and more ads
20 % – 48 and more ads

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.

AUDIENCE WEEKLY SUPPLEMENTS >

TOP 4 KOMBI
3 516 000 total gross impression
2 485 000 gross impression per issue

TOP KOMBI MAGAZÍN + ONA DNES
2 625 000 total gross impression
1 917 000 gross impression per issue

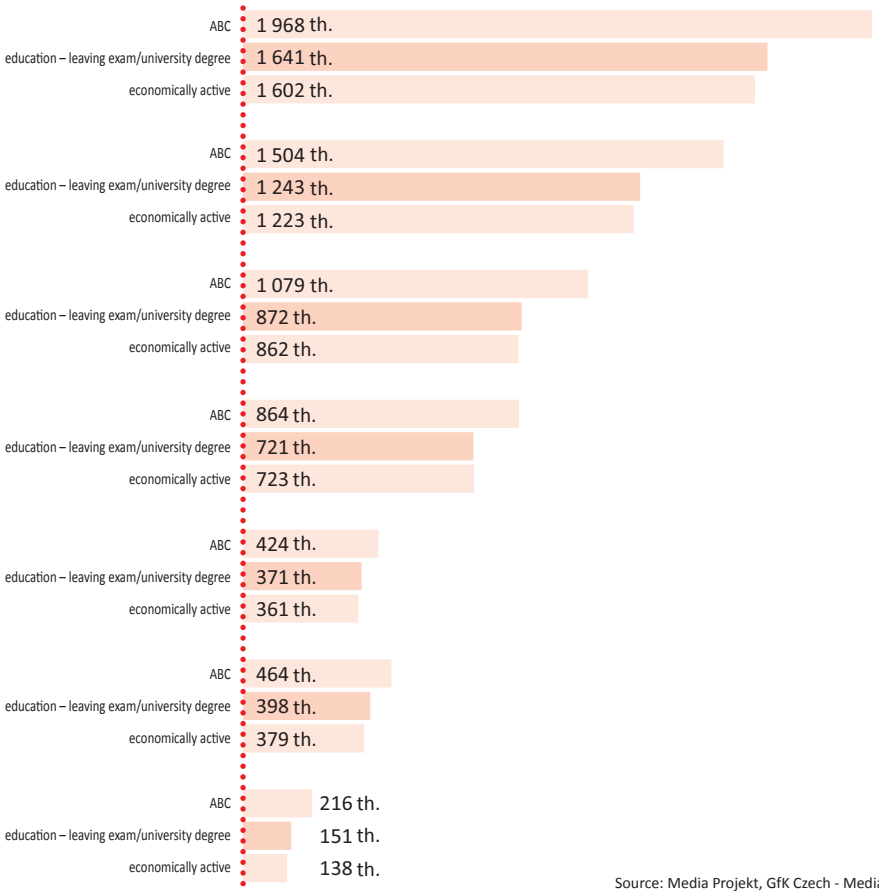
TOP KOMBI MAGAZÍN
1 770 000 total gross impression
1 382 000 gross impression per issue

MAGAZÍN DNES+TV (Thursday)
1 384 000 total gross impression
1 102 000 gross impression per issue

ONA DNES (Monday)
855 000 total gross impression
535 000 gross impression per issue

DOMA DNES (Wednesday)
891 000 total gross impression
568 000 gross impression per issue

PÁTEK LIDOVÉ NOVINY (Friday)
386 000 total gross impression
280 000 gross impression per issue



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