DNES LIDOVÉ NOVINY

| TOP KOMBI<br>Prices 4C in CZK | Advertising section<br>1 mm/1 col. | | | | Floating advertisement*<br>1 mm/1 col. | | | |
|---|---|---|---|---|---|---|---|---|
| | Mon–Wed, Sat | Thu | Thu (MFD), Fri (LN) | Fri | Mon–Wed, Sat | Thu | Thu (MFD), Fri (LN) | Fri |
| Prague Area | 127 | 148 | 157 | 134 | 508 | 592 | 628 | 536 |
| Bohemia area | 169 | 192 | 206 | 181 | 676 | 768 | 824 | 724 |
| Northern Moravia | 78 | 88 | 106 | 83 | 312 | 352 | 424 | 332 |
| Southern Moravia | 63 | 73 | 91 | 67 | 252 | 292 | 364 | 268 |

| MF DNES<br>Prices 4C in CZK | Advertising section<br>1 mm/1 col. | | 1 lines/1 col. (BW) | | Floating advertisement*<br>1 mm/1 col. | | Advertisement next to title**<br>46 x 38 mm | |
|---|---|---|---|---|---|---|---|---|
| | Mon–Wed, Fri, Sat | Thu | Mon–Wed, Fri, Sat | Thu | Mon–Wed, Fri, Sat | Thu | Mon–Wed, Fri, Sat | Thu |
| Prague Area<br>(Prague-City + Central Bohemia Regions) | 102 | 126 | 219 | 270 | 408 | 504 | 13 260 | 16 380 |
| Prague-City Region | 94 | 112 | 201 | 240 | 376 | 448 | 12 220 | 14 560 |
| Central Bohemia Region | 35 | 41 | 75 | 87 | 140 | 164 | 4 550 | 5 330 |
| Usti nad Labem region or Southern Bohemia region or Plzeň region or Olomouc region or Zlin region | 31 | 36 | 66 | 78 | 124 | 144 | 4 030 | 4 680 |
| Liberec region or Hradec Kralove region or Pardubice region or region Vysočina | 28 | 32 | 60 | 69 | 112 | 128 | 3 640 | 4 160 |
| Karlovy Vary region | 24 | 28 | 51 | 60 | 96 | 112 | 3 120 | 3 640 |
| Northern Moravia region | 42 | 49 | 90 | 105 | 168 | 196 | 5 460 | 6 370 |
| Southern Moravia region | 46 | 56 | 99 | 120 | 184 | 224 | 5 980 | 7 280 |

| LIDOVE NOVINY<br>Prices 4C in CZK | Advertising section<br>1 mm/1 col. | | Floating advertisement*<br>1 mm/1 col. | |
|---|---|---|---|---|
| | Mon, Tue, Wed, Thu, Sat | Fri | Mon, Tue, Wed, Thu, Sat | Fri |
| Prague Area*** | 57 | 66 | 228 | 264 |
| Bohemia area*** | 57 | 66 | 228 | 264 |
| Northern Moravia or Southern Moravia*** | 29 | 31 | 116 | 124 |

NOTES >

* One-column advertisement (45 x 25 to 80 mm) placed in the editorial section, surrounded by editorial contents from at least 3 sides.

** On the title of the Prague-city book it is possible to place a double sized advertisement next to title – size 92 x 38 mm. In individual cases it is possible to place this regional advertisement also on the title page of MF Dnes.

*** For personnel advertising in the supplement Managers movements in LN, there is a special TANDEM offer (see page 21).

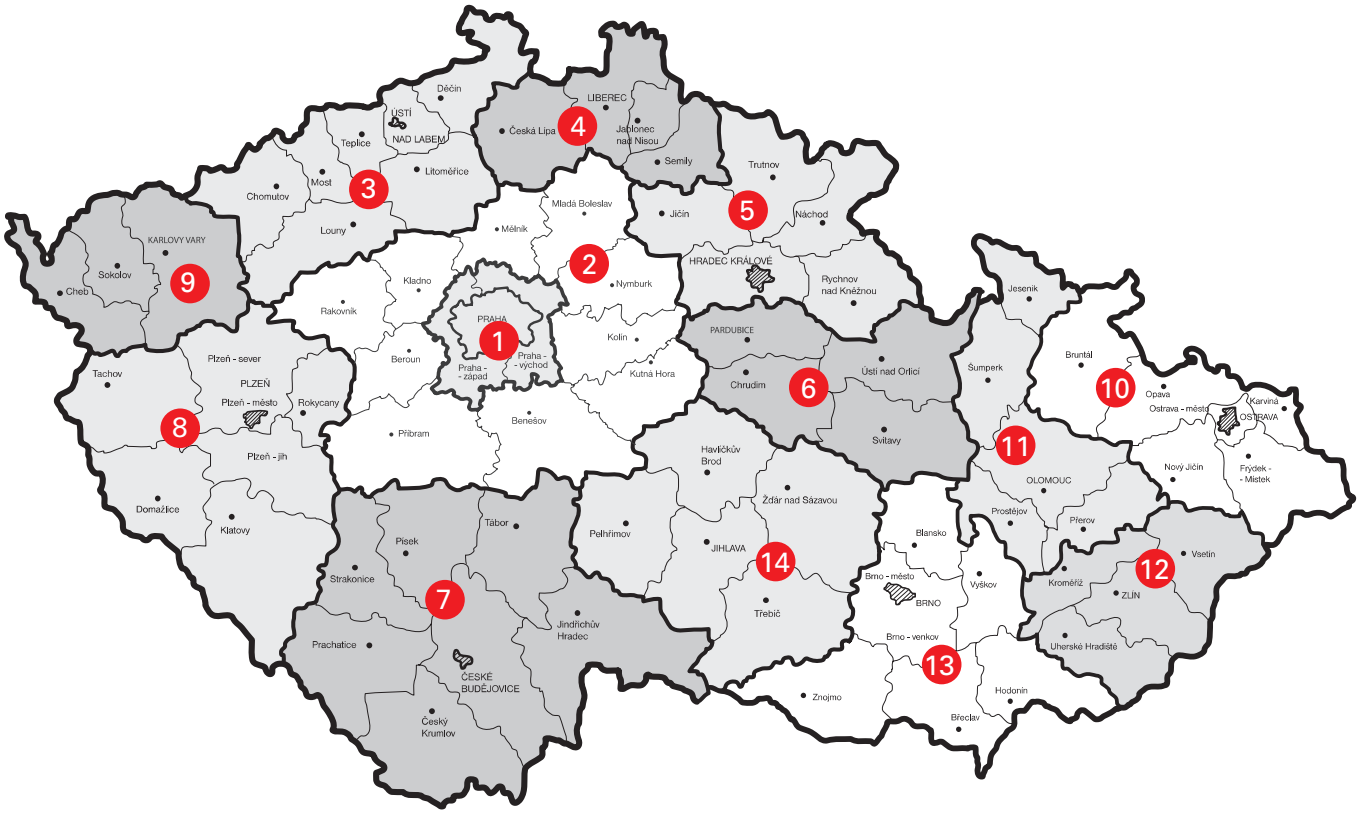
OUR TIP! >

All regional editions for Prague, Bohemia and Moravia are mutually combinable.
2 regional editions = 20% discount
3 and more regional editions = 30% discount
Only the Prague Area price can be applied to the individual combination of Prague-City and Central Bohemia Regions.
Not applicable to the TANDEM offer.

## ADDITIONAL INFORMATION >

**Deadline for orders:** 3 working days prior to publishing.
**Deadline for source materials:** 2 working days prior to publishing.

**Cancelation fees:** 2 working days and less prior to publishing 100 %.
All prices in the pricelist are exclusive of VAT and applicable for 4C advertisements. For additional charges and discounts see page 16 and 17.
Advertisements may be placed in crossword puzzles of the regional editions for a 25 % rate increase (advertisement dimensions 93 x 55 mm).




1 = Prague region
2 = Central Bohemia region
1 + 2 = Prague area
3 = Usti nad Labem region
4 = Liberec region
5 = Hradec Kralove region
6 = Pardubice region
7 = South Bohemia
8 = Plzen region
9 = Karlovy Vary region
10 = Northern Moravia
11 = Olomouc region
12 = Zlin region
13 = Southern Moravia
14 = Vysocina region

## ADDITIONAL INFORMATION >

In Lidove noviny the Prague region edition contains Prague-city, Prague-east, Prague-west and subscribers from the whole of Central Bohemia.
The Bohemia region edition contains the whole region of Pardubice, Hradec Kralove, Liberec, Usti nad Labem, Karlovy Vary, Plzen, Southern Bohemia and the Havlickuv Brod and Pelhrimov districts. Furthermore, the whole of Central Bohemia - free sale, apart from Prague-east, Prague-west and Prague-city. (Subscribers in Central Bohemia get the Prague region edition.)
The Northern Moravia edition contains the regions: Moravian-Silesian region, Olomouc and Zlin.
The Southern Moravia edition is published in the Southern Moravia region and the Trebic, Jihlava and Zdar nad Sazavou districts.

In MF DNES for the TOP KOMBI combination the Bohemia Region edition contains the districts of Usti nad Labem, Liberec, Hradec Kralove, Pardubice, Southern Bohemia, Plzen and Karlovy Vary.
The Northern Moravia edition contains the Moravian-Silesian region, Olomouc region and Zlin region.
The Southern Moravia edition contains the regions of Southern Moravia and Karlovy Vary.

DNES LIDOVÉ NOVINY metro

| Formats | MFD + LN W x H (in mm) | METRO W x H (in mm) | Prague area** Price in CZK Mon–Wed | Thu | Fri | Bohemia area*** Price in CZK Mon–Wed | Thu | Fri |
|---|---|---|---|---|---|---|---|---|
| 1/1 page | 285 x 435 | 204 x 286 | 476 044 | 526 939 | 493 009 | 637 577 | 691 865 | 664 721 |
| Big corner (Junior page) | 237 x 345 | 163 x 232 | 315 158 | 348 796 | 326 371 | 420 836 | 456 716 | 438 776 |
| 1/2 page – portrait | 141 x 435 | 100 x 286 | 238 859 | 264 306 | 247 341 | 319 924 | 347 068 | 333 496 |
| 1/2 page – landscape | 285 x 217 | 204 x 142 | 238 504 | 263 893 | 246 967 | 319 452 | 346 533 | 332 993 |
| 1/3 page – portrait | 93 x 435 | 80 x 286 | 159 462 | 176 427 | 165 117 | 213 585 | 231 681 | 222 633 |
| 1/3 page – landscape | 285 x 145 | 204 x 95 | 159 462 | 176 427 | 165 117 | 213 585 | 231 681 | 222 633 |
| 1/4 page – portrait (small corner) | 141 x 217 | 100 x 142 | 119 670 | 132 364 | 123 901 | 160 293 | 173 834 | 167 064 |
| 1/4 page – landscape (bottom) | 285 x 109 | 204 x 71 | 120 024 | 132 777 | 124 275 | 160 765 | 174 368 | 167 567 |
| 1/8 page – landscape | 141 x 109 | 121 x 60 | 60 263 | 66 640 | 62 389 | 80 723 | 87 525 | 84 124 |
| Prices in CZK in 1 mm/1 col.* | | | 239 | 259 | 246 | 321 | 342 | 331 |

| Formats | MFD + LN W x H (in mm) | METRO W x H (in mm) | Northern Moravia**** Price in CZK Mon–Wed | Thu | Fri | Southern Moravia***** Price in CZK Mon–Wed | Thu | Fri |
|---|---|---|---|---|---|---|---|---|
| 1/1 page | 285 x 435 | 204 x 286 | 249 752 | 273 503 | 259 931 | 212 429 | 236 180 | 222 608 |
| Big corner (Junior page) | 237 x 345 | 163 x 232 | 165 353 | 181 051 | 172 081 | 140 686 | 156 383 | 147 413 |
| 1/2 page – portrait | 141 x 435 | 100 x 286 | 125 174 | 137 050 | 130 264 | 106 513 | 118 388 | 111 602 |
| 1/2 page – landscape | 285 x 217 | 204 x 142 | 124 956 | 136 804 | 130 034 | 106 337 | 118 185 | 111 415 |
| 1/3 page – portrait | 93 x 435 | 80 x 286 | 83 529 | 91 446 | 86 922 | 71 088 | 79 005 | 74 481 |
| 1/3 page – landscape | 285 x 145 | 204 x 95 | 83 529 | 91 446 | 86 922 | 71 088 | 79 005 | 74 481 |
| 1/4 page – portrait (small corner) | 141 x 217 | 100 x 142 | 62 628 | 68 552 | 65 166 | 53 318 | 59 242 | 55 857 |
| 1/4 page – landscape (bottom) | 285 x 109 | 204 x 71 | 62 846 | 68 797 | 65 397 | 53 494 | 59 445 | 56 044 |
| 1/8 page – landscape | 141 x 109 | 121 x 60 | 31 513 | 34 488 | 32 788 | 26 837 | 29 812 | 28 112 |
| Prices in CZK in 1 mm/1 col.* | | | 117 | 126 | 121 | 103 | 112 | 107 |

ADDITIONAL INFORMATION >

**Deadline for orders:** 3 - 5 working days prior to publishing.
**Deadline for source materials:** 3 working days prior to publishing.

**Cancelation fees:** 3 working days and less prior to publishing 100 %.
All prices in the pricelist are exclusive of VAT and applicable for 4C advertisements. For additional charges and discounts see page 16 and 17.

## NOTES >

POWER KOMBI = advertising combination of nation-wide edition of the MF DNES, Lidové noviny and Metro dailies. Advertisements must have the same size, colour and must be published on the same day.
Predefined format pricing precedes mm price calculations.

* Listed mm price valid for calculation of advertisement up to 286 mm height and 5 columns width (i.e. up to height and width of daily METRO page)

** In Lidove noviny the Prague region edition contains Prague-city, Prague-east, Prague-west and subscribers from the whole of Central Bohemia.

*** The Bohemia region edition contains the whole region of Pardubice, Hradec Kralove, Liberec, Usti nad Labem, Karlovy Vary, Plzen and Southern Bohemia. In Lidove noviny the Bohemia region edition contains the whole the Havlickuv Brod and Pelhrimov districts. Furthermore, the whole of Central Bohemia - free sale, apart from Prague-east, Prague-west and Prague-city. (Subscribers in Central Bohemia get the Prague region edition.). In daily METRO is also published in Prague.

**** The Northern Moravia edition contains the regions: Moravian-Silesian region, Olomouc and Zlin.

***** In Lidove noviny the Southern Moravia edition is published in the Southern Moravia region and the Trebic, Jihlava and Zdar nad Sazavou districts. In MF DNES and in METRO is also published in regions Northern Moravia and Vysocina.

## ADDITIONAL INFORMATION >

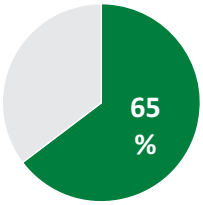
**Source materials of advertisement in METRO daily:**
In case of the POWER KOMBI advertisement combination and advertisement supplied by the customer to Mafra a.s. press it is necessary to hand in the source materials for MF DNES but also the source material of the advertisement it self in the format of METRO daily (column width in mm: 38 - 80 - 121 - 163 - 204). Other technical conditions are identical to the technical conditions of the MF DNES daily.

## AUDIENCE REGIONAL >

| | Prague | Bohemia | Northern Moravia | Southern Moravia |
|---|---|---|---|---|
| POWER KOMBI | total **1,069** m. gross impression<br>**520** th. gross impression per issue | total **835** th. gross impression<br>**375** th. gross impression per issue | total **661** th. gross impression<br>**269** th. gross impression per issue | total **464** th. gross impression<br>**208** th. gross impression per issue |
| TOP KOMBI | total **676** th. gross impression<br>**300** th. gross impression per issue | total **708** th. gross impression<br>**334** th. gross impression per issue | total **537** th. gross impression<br>**207** th. gross impression per issue | total **302** th. gross impression<br>**159** th. gross impression per issue |
| MF DNES | total **485** th. gross impression<br>**221** th. gross impression per issue | total **571** th. gross impression<br>**283** th. gross impression per issue | total **451** th. gross impression<br>**166** th. gross impression per issue | total **220** th. gross impression<br>**119** th. gross impression per issue |
| METRO | total **392** th. gross impression<br>**219** th. gross impression per issue | total **127** th. gross impression<br>**41** th. gross impression per issue | total **123** th. gross impression<br>**62** th. gross impression per issue | total **161** th. gross impression<br>**49** th. gross impression per issue |

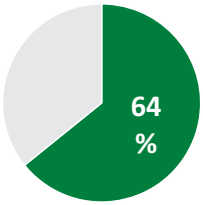
**WHO YOU EFFECTIVELY TARGET IN OUR PUBLICATIONS:**

Readers with high school/ university education



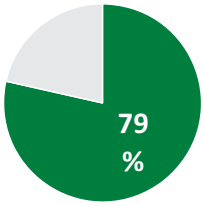

Compare with 42 % in population

Economically active




Compare with 53 % in population

Upper and middle class readers (ABC)




Compare with 62 % in population

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