

PRICE LIST 2017 | VLASTA



Modern magazine for the modern woman

• There is the only women magazine on the Czech market that has been published weekly without interruption since 1947- this title is Vlasta.

• It offers information, amusement and inspiration to our readers – all in a clear and friendly form; it is not their competitor, it always stands for them. In regular columns there can be found everything the readers are interested in.

• Cosmetics, guiding fashion pages that not only bring information about fashion trends but at a time give advice how to work with them, care about health, household, family.

PRICES

INSIDE	
full page	210 000
double page	357 000
1/2 page	126 000
1/3 page	95 000
1/4 page	75 000
1/8 page	49 000
COVERS	
2nd cover	231 000
3rd cover	231 000
4th cover	263 000
ADVERTORIAL	
full page	249 000
INSERTS	
glued	2,90
till 30 g	1,90
insert for subscribers	2,10

All of the prices are in CZK and do not include VAT.
Valid from 1. 1. 2017

Discount for payment in advance: 2% - for payment in advance is deemed the amount allocated to our account at least 14 days prior to the date the advertisement is published

Additional fees:

15% for advertisement specific position on the page
40% for advertisement special position on the page

Binding: V1
Periodicity: weekly

DEADLINES

Issue No.	On sale date Vlasta	Deadline for orders	Deadline for data
1/17	4.1.2017	7.12.2016	14.12.2016
2	11.1.	14.12.2016	21.12.2016
3	18.1.	21.12.2016	28.12.2016
4	25.1.	28.12.2016	4.1.
5	1.2.	4.1.	11.1.
6	8.2.	11.1.	18.1.
7	15.2.	18.1.	25.1.
8	22.2.	25.1.	1.2.
9	1.3.	1.2.	8.2.
10	8.3.	8.2.	15.2.
11	15.3.	15.2.	22.2.
12	22.3.	22.2.	1.3.
13	29.3.	1.3.	8.3.
14	5.4.	8.3.	15.3.
15	12.4.	15.3.	22.3.
16	19.4.	22.3.	29.3.
17	26.4.	29.3.	5.4.
18	3.5.	5.4.	12.4.
19	10.5.	12.4.	19.4.
20	17.5.	19.4.	26.4.
21	24.5.	26.4.	3.5.
22	31.5.	3.5.	10.5.
23	7.6.	10.5.	17.5.
24	14.6.	17.5.	24.5.
25	21.6.	24.5.	31.5.
26	28.6.	31.5.	7.6.
27	4.7.	6.6.	13.6.
28	12.7.	14.6.	21.6.
29	19.7.	21.6.	28.6.
30	26.7.	28.6.	4.7.
31	2.8.	4.7.	12.7.
32	9.8.	12.7.	19.7.
33	16.8.	19.7.	26.7.
34	23.8.	26.7.	2.8.
35	30.8.	2.8.	9.8.
36	6.9.	9.8.	16.8.
37	13.9.	16.8.	23.8.
38	20.9.	23.8.	30.8.
39	27.9.	30.8.	6.9.
40	4.10.	6.9.	13.9.
41	11.10.	13.9.	20.9.
42	18.10.	20.9.	27.9.
43	25.10.	27.9.	4.10.
44	1.11.	4.10.	11.10.
45	8.11.	11.10.	18.10.
46	15.11.	18.10.	25.10.
47	22.11.	25.10.	1.11.
48	29.11.	1.11.	8.11.
49	6.12.	8.11.	15.11.
50	13.12.	15.11.	22.11.
51/52	20.12.	22.11.	29.11.
1/18	3.1.2018	6.12.	13.12.

FORMATS

	bleed 205 x 276 trim 225 x 300
	bleed 100 x 276 trim 110 x 300
	bleed 205 x 135 trim 225 x 148
	bleed 65 x 276 trim 72 x 300
	bleed 205 x 88 trim 225 x 97
	bleed 100 x 135 trim 110 x 148
	bleed 48 x 276 trim 65 x 300
	bleed 205 x 65 trim 225 x 72
	bleed (v) 48 x 135 bleed (h) 100 x 66

Conditions for Advertisemnets is a part of valid price list.