

PRICE LIST 2017 | PŘEKVAPENÍ



A playful magazine for good mood.

- It offers all competitive readers weekly fantastic prizes, crosswords and perfect reading.
- The main intention is to make pleasant surprise, entertain and make workdays more enjoyable.
- The editorial concept is based on a unique combination of topics typical of women weeklies containing crosswords, contests and tests that bring to readers an important added value - chance to win.

PRICES

INSIDE	
full page	135 000
double page	230 000
1/2 page	81 000
1/3 page	69 000
1/4 page	54 000
1/8 page	31 000

COVERS	
2nd cover	149 000
3rd cover	149 000
4th cover	169 000

ADVERTORIAL	
full page	169 000

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 Překvapení	Deadline for orders	Deadline for data
1	2.1.	7.12.2016	15.12.2016
2	9.1.	14.12.2016	22.12.2016
3	16.1.	21.12.2016	29.12.2016
4	23.1.	28.12.2016	5.1.
5	30.1.	4.1.	12.1.
6	6.2.	11.1.	19.1.
7	13.2.	18.1.	26.1.
8	20.2.	25.1.	2.2.
9	27.2.	1.2.	9.2.
10	6.3.	8.2.	16.2.
11	13.3.	15.2.	23.2.
12	20.3.	22.2.	2.3.
13	27.3.	1.3.	9.3.
14	3.4.	8.3.	16.3.
15	10.4.	15.3.	23.3.
16	18.4.	22.3.	30.3.
17	24.4.	29.3.	6.4.
18	2.5.	5.4.	13.4.
19	9.5.	12.4.	20.4.
20	15.5.	19.4.	27.4.
21	22.5.	26.4.	4.5.
22	29.5.	3.5.	11.5.
23	5.6.	10.5.	18.5.
24	12.6.	17.5.	25.5.
25	19.6.	24.5.	1.6.
26	26.6.	31.5.	8.6.
27	3.7.	7.6.	15.6.
28	10.7.	14.6.	22.6.
29	17.7.	21.6.	29.6.
30	24.7.	28.6.	7.7.
31	31.7.	4.7.	13.7.
32	7.8.	12.7.	20.7.
33	14.8.	19.7.	27.7.
34	21.8.	26.7.	3.8.
35	28.8.	2.8.	10.8.
36	4.9.	9.8.	17.8.
37	11.9.	16.8.	24.8.
38	18.9.	23.8.	31.8.
39	25.9.	30.8.	7.9.
40	2.10.	6.9.	14.9.
41	9.10.	13.9.	21.9.
42	16.10.	20.9.	27.9.
43	23.10.	27.9.	5.10.
44	30.10.	4.10.	12.10.
45	6.11.	11.10.	19.10.
46	13.11.	18.10.	26.10.
47	20.11.	25.10.	2.11.
48	27.11.	1.11.	9.11.
49	4.12.	8.11.	16.11.
50	11.12.	15.11.	23.11.
51/52	18.12.	22.11.	30.11.
1/2018	2.1.2018	7.12.	15.12.

FORMATS

1/1	bleed 194 x 235 trim 210 x 260
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1/2	bleed 93 x 235 trim 101 x 260
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1/2	bleed 194 x 117 trim 210 x 128
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1/3	bleed 60 x 235 trim 68 x 260
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1/3	bleed 194 x 73 trim 210 x 84
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1/4	bleed 93 x 117
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1/4	bleed 43 x 235 trim 51 x 260
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1/4	bleed 194 x 54 trim 210 x 65
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1/8	bleed (v) 43 x 117 bleed (h) 93 x 54
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Conditions for Advertisemnets is a part of valid price list.