

PRICE LIST 2017 | TV EXPRES



TV expres is a biweekly programme intended for really broad spectrum of TV viewers.

- It offers a programme of 30 essential and most watched TV channels accessible through all types of TV signal transmitting. TV expres combines a light and entertaining form of programme overview of TV channels for 14 days including reading about films, series and starring actors with quizzes, crosswords and Sudoku.

- TV expres readers thus receive not only clear programme but also a chance to win many great prizes every 14 days.

- TV expres is issued every second Monday.

- TV expres has become a wanted title and its print run keeps on growing.

PRICES

INSIDE

full page	129 000
1/2 page	77 000
1/3 page	54 000
1/4 page	43 000
1/6 page	28 000

COVERS

2nd cover	150 000
3rd cover	140 000
4th cover	160 000

SPECIAL AD FORMATS

cover page 50x50 mm	90 000
cover p. stripe 180x25 mm	90 000
cover page 74x40 mm	79 000

ADVERTISEMENTS ON THE EDITORIAL PAGE OF TV PROGRAMMES

90x145 mm	50 000
90x125 mm	40 000
45x75 mm	28 000

TV WINDOWS IN TV PROGRAMME

35 x 26 mm (Mon-Thu)	17 000
35 x 26 mm (Fri-Sun)	30 000

INSERTS

insert, bound, glued	1,80 - 2,50
insert for subscribers	3,50

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


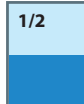
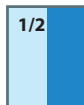

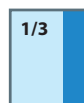
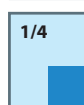
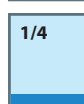
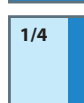



Additional fees:
20% for advertisement specific position on the page
40% for advertisement special position on the page

Binding: V1
Periodicity: biweekly

DEADLINES

Issue No.	On sale date TV expres	Programme week		Deadline for orders	Deadline for data
		od	do		
1	27.12.2016	30.12.2016	12.1.	12.12.2016	21.12.2016
2	9.1.	13.1.	26.1.	23.12.2016	4.1.
3	23.1.	27.1.	9.2.	9.1.	18.1.
4	6.2.	10.2.	23.2.	23.1.	1.2.
5	20.2.	24.2.	9.3.	6.2.	15.2.
6	6.3.	10.3.	23.3.	20.2.	1.3.
7	20.3.	24.3.	6.4.	6.3.	15.3.
8	3.4.	7.4.	20.4.	20.3.	29.3.
9	18.4.	21.4.	4.5.	3.4.	12.4.
10	2.5.	5.5.	18.5.	18.4.	26.4.
11	15.5.	19.5.	1.6.	2.5.	10.5.
12	29.5.	2.6.	15.6.	15.5.	24.5.
13	12.6.	16.6.	29.6.	29.5.	7.6.
14	26.6.	30.6.	13.7.	12.6.	21.6.
15	10.7.	14.7.	27.7.	26.6.	4.7.
16	24.7.	28.7.	10.8.	10.7.	19.7.
17	7.8.	11.8.	24.8.	24.7.	2.8.
18	21.8.	25.8.	7.9.	7.8.	16.8.
19	4.9.	8.9.	21.9.	21.8.	30.8.
20	18.9.	22.9.	5.10.	4.9.	13.9.
21	2.10.	6.10.	19.10.	18.9.	27.9.
22	16.10.	20.10.	2.11.	2.10.	11.10.
23	30.10.	3.11.	16.11.	16.10.	25.10.
24	13.11.	17.11.	30.11.	30.10.	8.11.
25	27.11.	1.12.	14.12.	13.11.	22.11.
26	11.12.	15.12.	28.12.	27.11.	6.12.
1/2018	27.12.	29.12.	11.1.2018	11.12.	20.12.

FORMATS

	bleed 189 x 241 trim 215 x 264
	bleed 189 x 118 trim 215 x 132
	bleed 92,5 x 241 trim 107,5 x 264
	bleed 189 x 75,5 trim 215 x 89,5
	bleed 63 x 241 trim 76 x 264
	bleed 92,5 x 118 trim 107,5 x 132
	bleed 189 x 53,5 trim 215 x 67,5
	bleed 46,5 x 241 trim 54,5 x 264
	bleed 92,5 x 75,5 trim 100 x 89,5
	bleed 50 x 50 bleed 180 x 25
	bleed 74 x 40

Conditions for Advertisemnets is a part of valid price list.