

PRICE LIST 2017 | TV MAGAZÍN



TV magazín has for a long time been the most read and sold title in the CR. It brings clear programmes of 56 TV channels.

- Moreover it offers editorial tips for the most interesting daily programmes; it introduces readers to life stories of our artists as well as foreign stars in up-to-date interviews and reportages. It brings novelties from the world of celebrities, regular columns dedicated to the youngest readers and it also organizes regular contests.

- TV magazín is distributed from Monday in the form of free sale, on Thursdays into Týdeník Květy and on Fridays it is a regular supplement to all 71 regional dailies within the net of „Deník ČR“.

PRICES

INSIDE

full page	350 000
1/2 page	175 000
3/8 page	135 000
1/3 page	150 000
1/4 page	90 000
3/16 page	70 000
1/8 page	46 000
1/16 page	25 000

COVERS

2nd cover	403 000
3rd cover	387 000
4th cover	477 000

SPECIAL AD FORMATS

cover page 160x25 mm	150 000
cover page 50x50 mm	95 000
junior page	265 000

TV WINDOWS IN TV PROGRAMME

39,6 x 25 mm (Mon-Thu)	23 000
39,6 x 25 mm (Fri-Sun)	37 000
39,6 x 20 mm (Mon-Thu)	20 000
39,6 x 20 mm (Fri-Sun)	30 000

INSERTS

insert, boud, 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: weekly

DEADLINES

Issue No.	On sale date TV magazin	Programme week		Deadline for orders	Deadline for data
		od	do		
1	2.1.	7.1.	13.1.	12.12.2016	19.12.2016
2	9.1.	14.1.	20.1.	19.12.2016	27.12.2016
3	16.1.	21.1.	27.1.	27.12.2016	2.1.
4	23.1.	28.1.	3.2.	2.1.2017	9.1.
5	30.1.	4.2.	10.2.	9.1.	16.1.
6	6.2.	11.2.	17.2.	16.1.	23.1.
7	13.2.	18.2.	24.2.	23.1.	30.1.
8	20.2.	25.2.	3.3.	30.1.	6.2.
9	27.2.	4.3.	10.3.	6.2.	13.2.
10	6.3.	11.3.	17.3.	13.2.	20.2.
11	13.3.	18.3.	24.3.	20.2.	27.2.
12	20.3.	25.3.	31.3.	27.2.	6.3.
13	27.3.	1.4.	7.4.	6.3.	13.3.
14	3.4.	8.4.	14.4.	13.3.	20.3.
15	10.4.	15.4.	21.4.	20.3.	27.3.
16	18.4.	22.4.	28.4.	27.3.	3.4.
17	24.4.	29.4.	5.5.	3.4.	10.4.
18	2.5.	6.5.	12.5.	10.4.	18.4.
19	9.5.	13.5.	19.5.	18.4.	24.4.
20	15.5.	20.5.	26.5.	24.4.	2.5.
21	22.5.	27.5.	2.6.	2.5.	9.5.
22	29.5.	3.6.	9.6.	9.5.	15.5.
23	5.6.	10.6.	16.6.	15.5.	22.5.
24	12.6.	17.6.	23.6.	22.5.	29.5.
25	19.6.	24.6.	30.6.	29.5.	5.6.
26	26.6.	1.7.	7.7.	5.6.	12.6.
27	3.7.	8.7.	14.7.	12.6.	19.6.
28	10.7.	15.7.	21.7.	19.6.	26.6.
29	17.7.	22.7.	28.7.	26.6.	3.7.
30	24.7.	29.7.	4.8.	3.7.	10.7.
31	31.7.	5.8.	11.8.	10.7.	17.7.
32	7.8.	12.8.	18.8.	17.7.	24.7.
33	14.8.	19.8.	25.8.	24.7.	31.7.
34	21.8.	26.8.	1.9.	31.7.	7.8.
35	28.8.	2.9.	8.9.	7.8.	14.8.
36	4.9.	9.9.	15.9.	14.8.	21.8.
37	11.9.	16.9.	22.9.	21.8.	28.8.
38	18.9.	23.9.	29.9.	28.8.	4.9.
39	25.9.	30.9.	6.10.	4.9.	11.9.
40	2.10.	7.10.	13.10.	11.9.	18.9.
41	9.10.	14.10.	20.10.	18.9.	25.9.
42	16.10.	21.10.	27.10.	25.9.	2.10.
43	23.10.	28.10.	3.11.	2.10.	9.10.
44	30.10.	4.11.	10.11.	9.10.	16.10.
45	6.11.	11.11.	17.11.	16.10.	23.10.
46	13.11.	18.11.	24.11.	23.10.	30.10.
47	20.11.	25.11.	1.12.	30.10.	6.11.
48	27.11.	2.12.	8.12.	6.11.	13.11.
49	4.12.	9.12.	15.12.	13.11.	20.11.
50	11.12.	16.12.	22.12.	20.11.	27.11.
51	18.12.	23.12.	29.12.	27.11.	4.12.
52	27.12.	30.12.	5.1.2018	4.12.	11.12.
1/18	2.1.2018	6.1.2018	12.1.2018	11.12.	18.12.

FORMATS

	bleed 200 x 230 trim 212 x 250		bleed 200 x 115 trim 212 x 125		bleed 98 x 230 trim 103,5 x 250
	bleed 149 x 115 trim 156 x 125		bleed 149 x 115 trim 156 x 125		bleed 98 x 172,5 trim 103,5 x 179,5
	bleed 64 x 230 trim 69 x 250		bleed 64 x 230 trim 69 x 250		bleed 200 x 76,5 trim 212 x 83,5
	bleed 200 x 57,5 trim 212 x 62,5		bleed 47 x 230 trim 52 x 250		bleed 98 x 115 trim 103,5 x 125
	bleed 47 x 172,5 trim 53,5 x 179,5		bleed 47 x 172,5 trim 53,5 x 179,5		bleed 149 x 57,5 trim 156 x 62,5
	bleed 47 x 115 trim 53,5 x 125		bleed 47 x 115 trim 53,5 x 125		bleed 98 x 57,5 trim 103,5 x 62,5
	bleed 47 x 57,5 trim 53,5 x 62,5		bleed 47 x 57,5 trim 53,5 x 62,5		bleed 98 x 57,5 trim 103,5 x 62,5
	Cover 160 x 25		Cover 50 x 50		Cover 50 x 50
	bleed 144 x 170 trim 149 x 177		bleed 144 x 170 trim 149 x 177		bleed 144 x 170 trim 149 x 177

Conditions for Advertisemnets is a part of valid price list.