

PRICE LIST 2017 | TV STAR



TV star is a biweekly programme guide, intended for modern and active readers, especially of middle and younger target groups.

- TV star is issued every second Monday and offers its readers a clear TV programme of high quality, showing 122 TV channels including a complete programme of Czech digital channels for 14 days from the Czech digital channels, namely for a fortnight, starting from the following Friday.

- Besides others it offers interviews and portraits of television and film stars, reportages from shootings and different social events in culture. Neither news from the film, video, travelling, contests and crosswords are missing.

PRICES

INSIDE

full page	139 000
1/2 page	82 000
1/3 page	72 000
1/4 page	54 000
1/8 page	34 000

COVERS

2nd cover	179 000
3rd cover	169 000
4th cover	209 000

SPECIAL AD FORMATS

cover page 50x50 mm	85 000
cover p. stripe 170x25 mm	70 000
junior page	117 000

ADVERTISEMENTS ON THE EDITORIAL PAGE OF TV PROGRAMMES

145x58 mm	75 000
96x58 mm	53 000
47x58 mm	32 000

TV WINDOWS IN TV PROGRAMME

38 x 27 mm (Mon-Thu)	20 000
38 x 27 mm (Fri-Sun)	29 000

INSERTS

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


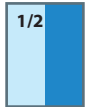
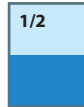
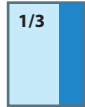

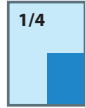

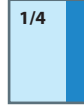
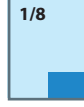
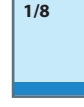



All of the prices are in CZK and do not include VAT.
Valid from 1. 1. 2017
Discount for payment in advance: 2% - for payment in advance is deemed the amount allocated to our account at least 14 days prior to the date the advertisement is published
Additional fees:
20% for advertisement specific position on the page
40% for advertisement special position on the page

Binding: V1
Periodicity: biweekly

DEADLINES

Issue No.	On sale date TV star	Programme week		Deadline for orders	Deadline for data
		od	do		
1	27.12.2016	30.12.2016	12.1.	5.12.2016	12.12.2016
2	9.1.	13.1.	26.1.	19.12.2016	27.12.2016
3	23.1.	27.1.	9.2.	2.1.	9.1.
4	6.2.	10.2.	23.2.	16.1.	23.1.
5	20.2.	24.2.	9.3.	30.1.	6.2.
6	6.3.	10.3.	23.3.	13.2.	20.2.
7	20.3.	24.3.	6.4.	27.2.	6.3.
8	3.4.	7.4.	20.4.	13.3.	20.3.
9	18.4.	21.4.	4.5.	27.3.	3.4.
10	2.5.	5.5.	18.5.	10.4.	18.4.
11	15.5.	19.5.	1.6.	24.4.	2.5.
12	29.5.	2.6.	15.6.	9.5.	15.5.
13	12.6.	16.6.	29.6.	22.5.	29.5.
14	26.6.	30.6.	13.7.	5.6.	12.6.
15	10.7.	14.7.	27.7.	19.6.	26.6.
16	24.7.	28.7.	10.8.	3.7.	10.7.
17	7.8.	11.8.	24.8.	17.7.	24.7.
18	21.8.	25.8.	7.9.	31.7.	7.8.
19	4.9.	8.9.	21.9.	14.8.	21.8.
20	18.9.	22.9.	5.10.	28.8.	4.9.
21	2.10.	6.10.	19.10.	11.9.	18.9.
22	16.10.	20.10.	2.11.	25.9.	2.10.
23	30.10.	3.11.	16.11.	9.10.	16.10.
24	13.11.	17.11.	30.11.	23.10.	30.10.
25	27.11.	1.12.	14.12.	6.11.	13.11.
26	11.12.	15.12.	28.12.	20.11.	27.11.
1/18	27.12.	29.12.	11.1.2018	4.12.	11.12.

FORMATS

	bleed 195 x 240 trim 215 x 264		bleed 97,5 x 240 trim 107,5 x 264
	bleed 195 x 120 trim 215 x 132		bleed 65 x 240 trim 71,5 x 264
	bleed 195 x 80 trim 215 x 88		bleed 97,5 x 120 trim 107,5 x 132
	bleed 195 x 60 trim 215 x 66		bleed 48,5 x 240 trim 53,5 x 264
	bleed 97,5 x 60 trim 107,5 x 66		bleed 195 x 30 trim 215 x 33
	bleed 145 x 187 trim 158 x 195		bleed 170 x 25
	bleed 50 x 50		

Conditions for Advertisemnets is a part of valid price list.