

PRICE LIST 2018 | TÝDENÍK KVĚTY



Týdeník Květy is a modern, news reporting as well as social weekly for the whole family.

It analyses current topics, deals with today's trends and phenomenon, economics, it also analyses consumers' problems, brings interesting events and interviews with both home and world personalities.

Part of the magazine is inserted weekly TV magazine with TV program.

Týdeník Květy has guaranteed perfect reading and entertainment already since 1834. Despite a number of changes and novelties an old motto can still be repeated: we write for the whole family in an interesting, catchy and surprising way, however, we are also serious, trustworthy and open.

PRICES

INSIDE	
full page	225 000
double page	383 000
1/2 page	135 000
1/3 page	99 000
1/4 page	79 000
1/8 strany	52 000
COVERS	
2nd cover	248 000
3rd cover	248 000
4th cover	282 000
ADVERTORIAL	
full page	282 000
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. 2018

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 Týdeník Květy	Deadline for orders	Deadline for data
1	4.1.	11.12.2017	18.12.2017
2	11.1.	18.12.2017	22.12.2017
3	18.1.	22.12.2017	2.1.
4	25.1.	2.1.	8.1.
5	1.2.	8.1.	15.1.
6	8.2.	15.1.	22.1.
7	15.2.	22.1.	29.1.
8	22.2.	29.1.	5.2.
9	1.3.	5.2.	12.2.
10	8.3.	12.2.	19.2.
11	15.3.	19.2.	26.2.
12	22.3.	26.2.	5.3.
13	29.3.	5.3.	12.3.
14	5.4.	12.3.	19.3.
15	12.4.	19.3.	26.3.
16	19.4.	26.3.	3.4.
17	26.4.	3.4.	9.4.
18	3.5.	9.4.	16.4.
19	10.5.	16.4.	23.4.
20	17.5.	23.4.	30.4.
21	24.5.	30.4.	7.5.
22	31.5.	7.5.	14.5.
23	7.6.	14.5.	21.5.
24	14.6.	21.5.	28.5.
25	21.6.	28.5.	4.6.
26	28.6.	4.6.	11.6.
27	4.7.	11.6.	18.6.
28	12.7.	18.6.	25.6.
29	19.7.	25.6.	2.7.
30	26.7.	2.7.	9.7.
31	2.8.	9.7.	16.7.
32	9.8.	16.7.	23.7.
33	16.8.	23.7.	30.7.
34	23.8.	30.7.	6.8.
35	30.8.	6.8.	13.8.
36	6.9.	13.8.	20.8.
37	13.9.	20.8.	27.8.
38	20.9.	27.8.	3.9.
39	27.9.	3.9.	10.9.
40	4.10.	10.9.	17.9.
41	11.10.	17.9.	24.9.
42	18.10.	24.9.	1.10.
43	25.10.	1.10.	8.10.
44	1.11.	8.10.	15.10.
45	8.11.	15.10.	22.10.
46	15.11.	22.10.	29.10.
47	22.11.	29.10.	5.11.
48	29.11.	5.11.	12.11.
49	6.12.	12.11.	19.11.
50	13.12.	19.11.	26.11.
51	20.12.	26.11.	3.12.
52	27.12.	3.12.	10.12.

FORMATS

1/1	bleed 205 x 276 trim 225 x 300
1/2	bleed 100 x 276 trim 110 x 300
1/2	bleed 205 x 135 trim 225 x 148
1/3	bleed 65 x 276 trim 72 x 300
1/3	bleed 205 x 88 trim 225 x 97
1/4	bleed 100 x 135
1/4	bleed 205 x 65 trim 225 x 72
1/8	bleed (v) 48 x 135 bleed (h) 100 x 66

Conditions for Advertisemnets is a part of valid price list.