

PRICE LIST 2018 | VLASTA



Modern magazine for the modern woman

There is the only women magazine on the Czech market that has been published weekly without interruption since 1947- this title is Vlasta.

It offers information, amusement and inspiration to our readers – all in a clear and friendly form; it is not their competitor, it always stands for them. In regular columns there can be found everything the readers are interested in.

Cosmetics, guiding fashion pages that not only bring information about fashion trends but at a time give advice how to work with them, care about health, household, family.

PRICES

INSIDE	
full page	210 000
double page	357 000
1/2 page	126 000
1/3 page	95 000
1/4 page	75 000
1/8 page	49 000

COVERS	
2nd cover	231 000
3rd cover	231 000
4th cover	263 000

ADVERTORIAL	
full page	249 000

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 Vlasta	Deadline for orders	Deadline for data
1	3.1.	6.12.2017	13.12.2017
2	10.1.	13.12.2017	20.12.2017
3	17.1.	20.12.2017	27.12.2017
4	24.1.	27.12.2017	3.1.
5	31.1.	3.1.	10.1.
6	7.2.	10.1.	17.1.
7	14.2.	17.1.	24.1.
8	21.2.	24.1.	31.1.
9	28.2.	31.1.	7.2.
10	7.3.	7.2.	14.2.
11	14.3.	14.2.	21.2.
12	21.3.	21.2.	28.2.
13	28.3.	28.2.	7.3.
14	4.4.	7.3.	14.3.
15	11.4.	14.3.	21.3.
16	18.4.	21.3.	28.3.
17	25.4.	28.3.	4.4.
18	2.5.	4.4.	11.4.
19	9.5.	11.4.	18.4.
20	16.5.	18.4.	25.4.
21	23.5.	25.4.	2.5.
22	30.5.	2.5.	9.5.
23	6.6.	9.5.	16.5.
24	13.6.	16.5.	23.5.
25	20.6.	23.5.	30.5.
26	27.6.	30.5.	6.6.
27	4.7.	6.6.	13.6.
28	11.7.	13.6.	20.6.
29	18.7.	20.6.	27.6.
30	25.7.	27.6.	4.7.
31	1.8.	4.7.	11.7.
32	8.8.	11.7.	18.7.
33	15.8.	18.7.	25.7.
34	22.8.	25.7.	1.8.
35	29.8.	1.8.	8.8.
36	5.9.	8.8.	15.8.
37	12.9.	15.8.	22.8.
38	19.9.	22.8.	29.8.
39	26.9.	29.8.	5.9.
40	3.10.	5.9.	12.9.
41	10.10.	12.9.	19.9.
42	17.10.	19.9.	26.9.
43	24.10.	26.9.	3.10.
44	31.10.	3.10.	10.10.
45	7.11.	10.10.	17.10.
46	14.11.	17.10.	24.10.
47	21.11.	24.10.	31.10.
48	28.11.	31.10.	7.11.
49	5.12.	7.11.	14.11.
50	12.12.	14.11.	21.11.
51/52	19.12.	21.11.	28.11.
1/19	2.1.2019	5.12.	12.12.

FORMATS

1/1	bleed 205 x 276 trim 225 x 300
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1/2	bleed 100 x 276 trim 110 x 300
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1/2	bleed 205 x 135 trim 225 x 148
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1/3	bleed 65 x 276 trim 72 x 300
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1/3	bleed 205 x 88 trim 225 x 97
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1/4	bleed 100 x 135 trim 110 x 148
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1/4	bleed 205 x 65 trim 225 x 72
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1/8	bleed (v) 48 x 135 bleed (h) 100 x 66
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Conditions for Advertisemnets is a part of valid price list.