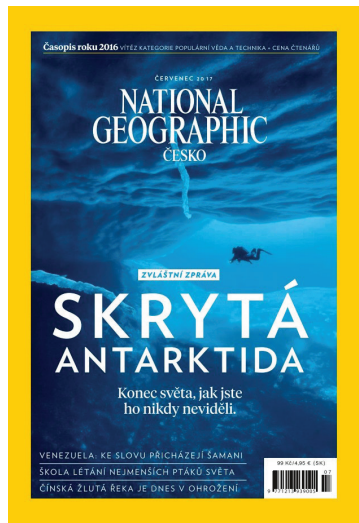


# PRICE LIST 2018 | NATIONAL GEOGRAPHIC



A luxurious monthly National Geographic brings an impressive insight into natural, technical, cultural and ethnical secrets of this world.

Its reportages are accompanied with photos of an outstanding quality.

The Czech edition is 21st mutation of this magazine. Its history goes as far as into 1888, when National Geographic Society was established in Washington D.C. Its main mission was to spread geographic knowledge and to support scientific projects.

Today the magazine is published in forty language mutations in all continents, where dozens of millions of people who are interested in our very original home – the Earth – read it.

## PRICES

### INSIDE

**Full page** 205 000

double page 395 000

1/2 page 155 000

1/3 page 155 000

### COVERS

2nd cover 235 000

3rd cover 215 000

4th cover 299 000

### SPECIAL AD FORMATS

1st ad full page 219 000

### TIPS / INSPIRATION

1/4 page 32 000

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till 30 g 3,00

insert for subscribers 3,60

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Valid from 1. 1. 2018

#### Discount for payment in advance:

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#### Additional fees:

15% for advertisement specific position on the page  
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**Binding:** V2

**Periodicity:** monthly

## DEADLINES

Issue No.	On sale date National Geographic	Deadline for orders	Deadline for data
1	12.1.	11.12.2017	18.12.2017
2	9.2.	8.1.	15.1.
3	9.3.	5.2.	12.2.
4	13.4.	12.3.	19.3.
5	11.5.	9.4.	16.4.
6	8.6.	7.5.	14.5.
7	13.7.	11.6.	18.6.
8	10.8.	9.7.	16.7.
9	7.9.	6.8.	13.8.
10	12.10.	10.9.	17.9.
11	9.11.	8.10.	15.10.
12	7.12.	5.11.	12.11.

## FORMATS

**1/1** bleed  
141 x 223  
trim  
175 x 254

**1/2** bleed  
68 x 223  
trim  
82 x 254

**1/2** bleed  
141 x 106  
trim  
175 x 121

**1/3** bleed  
45 x 223  
trim  
57 x 254

**1/3** bleed  
141 x 70  
trim  
175 x 87