

PRICE LIST 2017 | 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
VKLADY	
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. 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:

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	5.1.	12.12.2016	19.12.2016
2	12.1.	19.12.2016	23.12.2016
3	19.1.	23.12.2016	2.1.
4	26.1.	2.1.	9.1.
5	2.2.	9.1.	16.1.
6	9.2.	16.1.	23.1.
7	16.2.	23.1.	30.1.
8	23.2.	30.1.	6.2.
9	2.3.	6.2.	13.2.
10	9.3.	13.2.	20.2.
11	16.3.	20.2.	27.2.
12	23.3.	27.2.	6.3.
13	30.3.	6.3.	13.3.
14	6.4.	13.3.	20.3.
15	13.4.	20.3.	27.3.
16	20.4.	27.3.	3.4.
17	27.4.	3.4.	10.4.
18	4.5.	10.4.	13.4.
19	11.5.	13.4.	24.4.
20	18.5.	24.4.	28.4.
21	25.5.	28.4.	5.5.
22	1.6.	5.5.	15.5.
23	8.6.	15.5.	22.5.
24	15.6.	22.5.	29.5.
25	22.6.	29.5.	5.6.
26	29.6.	5.6.	12.6.
27	7.7.	12.6.	19.6.
28	13.7.	19.6.	26.6.
29	20.7.	26.6.	3.7.
30	27.7.	3.7.	10.7.
31	3.8.	10.7.	17.7.
32	10.8.	17.7.	24.7.
33	17.8.	24.7.	31.7.
34	24.8.	31.7.	7.8.
35	31.8.	7.8.	14.8.
36	7.9.	14.8.	21.8.
37	14.9.	21.8.	28.8.
38	21.9.	28.8.	4.9.
39	27.9.	4.9.	11.9.
40	5.10.	11.9.	18.9.
41	12.10.	18.9.	25.9.
42	19.10.	25.9.	2.10.
43	26.10.	2.10.	9.10.
44	2.11.	9.10.	16.10.
45	9.11.	16.10.	23.10.
46	16.11.	23.10.	30.10.
47	23.11.	30.10.	6.11.
48	30.11.	6.11.	13.11.
49	7.12.	13.11.	20.11.
50	14.12.	20.11.	27.11.
51	21.12.	27.11.	4.12.
52	28.12.	4.12.	11.12.

FORMATS

	bleed 205 x 276 trim 225 x 300
	bleed 100 x 276 trim 110 x 300
	bleed 205 x 135 trim 225 x 148
	bleed 65 x 276 trim 72 x 300
	bleed 205 x 88 trim 225 x 97
	bleed 100 x 135
	bleed 48 x 276 trim 65 x 300
	bleed 205 x 65 trim 225 x 72
	bleed (v) 48 x 135 bleed (h) 100 x 66

Conditions for Advertisemnets is a part of valid price list.