

PRICE LIST 2018 | STORY



Social lifestyle biweekly
inspiring its readers
by celebrities lives.

Story rings stories of star lives, countless interviews and tips; it teaches readers to love fashion, it follows the latest trends. News from beauty, health and housing, culture, cooking or travelling are also involved.

Story, as the name shows, tells stories as they really are. It does not need any embellishment, sensations or half-truths, which not only readers but also true celebrities appreciate.

Story manages to entertain, inspire and lets its readers have the feeling of real celebrities.

PRICES

INSIDE

full page 199 000

double page 375 000

1/2 page 120 000

1/3 page 105 000

1/4 page 80 000

COVERS

2nd cover 229 000

3rd cover 219 000

4th cover 249 000

SPECIAL AD FORMATS

1st ad double page 420 000

1st ad full page 235 000

2nd ad full page 215 000

junior page 175 000

INSERTS

till 30 g 1,90

insert for subscribers 2,70

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: biweekly

DEADLINES

Issue No.	On sale date Story	Deadline for orders	Deadline for data
1	2.1.	11.12.2017	15.12.2017
2	15.1.	22.12.2017	2.1.
3	29.1.	8.1.	17.1.
4	12.2.	22.1.	31.1.
5	26.2.	5.2.	14.2.
6	12.3.	19.2.	28.2.
7	26.3.	5.3.	14.3.
8	9.4.	19.3.	28.3.
9	23.4.	3.4.	11.4.
10	7.5.	16.4.	25.4.
11	21.5.	30.4.	9.5.
12	4.6.	14.5.	23.5.
13	18.6.	28.5.	6.6.
14	2.7.	11.6.	20.6.
15	16.7.	25.6.	4.7.
16	30.7.	9.7.	18.7.
17	13.8.	23.7.	1.8.
18	27.8.	6.8.	15.8.
19	10.9.	20.8.	29.8.
20	24.9.	3.9.	12.9.
21	8.10.	17.9.	26.9.
22	22.10.	1.10.	10.10.
23	5.11.	15.10.	24.10.
24	19.11.	29.10.	7.11.
25	3.12.	12.11.	21.11.
26	17.12.	26.11.	5.12.
1/2019	31.12.	10.12.	19.12.

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
trim
110 x 148

1/4 bleed
205 x 65
trim
225 x 72

junior page bleed
127x194
trim
140x207

Conditions for Advertisemnets
is a part of valid price list.