

# PRICE LIST 2018 | TV MINI



Television programme biweekly in an unusual format intended for modern and active readers primarily of rather young target groups.

TV mini is issued every second Monday and offers a quality and clear TV programme of 63 TV channels including a complete programme of Czech digital channels for 14 days starting from the following Saturday.

It offers to readers besides others interviews and portraits of television and film stars, reportages from filming.

Regular columns, travel reportages, adrenaline trips, advice how to solve complicated life situations, gossips about stars, horoscopes, contests and other interesting information can – of course – be found there.

## PRICES

### INSIDE

full page	150 000
1/2 page	90 000
1/3 page	65 000
1/4 page	59 000

### COVERS

2nd cover	190 000
3rd cover	180 000
4th cover	215 000

### SPECIAL AD FORMATS

cover page 50x50 mm	90 000
cover p. stripe 145x25 mm	80 000
junior page	110 000

### ADVERTISEMENTS ON THE EDITORIAL PAGE OF TV PROGRAMMES

85 x 117 mm	88 000
85 x 59 mm	48 000
68 x 59 mm	36 000
33 x 59 mm	24 000

### TV WINDOWS IN TV PROGRAMME

33 x 24 mm (Mon-Thu)	20 000
33 x 24 mm (Fri-Sun)	34 000

### INSERTS

insert, boud, glued	1,80 - 2,50
insert for subscribers	3,50

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:**  
20% 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 TV mini	Programme week		Deadline for orders	Deadline for data
		from	to		
1	2.1.	6.1.	19.1.	15.12.2017	19.12.2017
2	15.1.	20.1.	2.2.	29.12.2017	2.1.
3	29.1.	3.2.	16.2.	11.1.	15.1.
4	12.2.	17.2.	2.3.	25.1.	29.1.
5	26.2.	3.3.	16.3.	8.2.	12.2.
6	12.3.	17.3.	30.3.	22.2.	26.2.
7	26.3.	31.3.	13.4.	8.3.	12.3.
8	9.4.	14.4.	27.4.	22.3.	26.3.
9	23.4.	28.4.	11.5.	5.4.	9.4.
10	7.5.	12.5.	25.5.	19.4.	23.4.
11	21.5.	26.5.	8.6.	3.5.	7.5.
12	4.6.	9.6.	22.6.	17.5.	21.5.
13	18.6.	23.6.	6.7.	31.5.	4.6.
14	2.7.	7.7.	20.7.	14.6.	18.6.
15	16.7.	21.7.	3.8.	28.6.	2.7.
16	30.7.	4.8.	17.8.	12.7.	16.7.
17	13.8.	18.8.	31.8.	26.7.	30.7.
18	27.8.	1.9.	14.9.	9.8.	13.8.
19	10.9.	15.9.	28.9.	23.8.	27.8.
20	24.9.	29.9.	12.10.	6.9.	10.9.
21	8.10.	13.10.	26.10.	20.9.	24.9.
22	22.10.	27.10.	9.11.	4.10.	8.10.
23	5.11.	10.11.	23.11.	18.10.	22.10.
24	19.11.	24.11.	7.12.	1.11.	5.11.
25	3.12.	8.12.	21.12.	15.11.	19.11.
26	17.12.	22.12.	4.1.2019	29.11.	3.12.
1/2019	31.12.	5.1.2019	18.1.2019	13.12.	17.12.

## FORMATS

1/1	bleed 173 x 200 trim 190 x 225
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1/2	bleed 173 x 100 trim 190 x 112
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1/2	bleed 85 x 200 trim 95 x 225
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1/3	bleed 173 x 66,5 trim 190 x 75
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1/3	bleed 58 x 200 trim 63 x 225
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1/4	bleed 85 x 100 trim 95 x 112
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1/4	bleed 173 x 50 trim 190 x 56
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1/4	bleed 42 x 200 trim 47 x 225
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Cover page	bleed 50 x 50 bleed 145 x 25
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Junior page	bleed 128 x 150 trim 135 x 160
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Conditions for Advertisemnets is a part of valid price list.