

PRICE LIST 2018 | PŘEKVAPENÍ



A playful magazine for good mood.

It offers all competitive readers weekly fantastic prizes, crosswords and perfect reading.

The main intention is to make pleasant surprise, entertain and make workdays more enjoyable.

The editorial concept is based on a unique combination of topics typical of women weeklies containing crosswords, contests and tests that bring to readers an important added value - chance to win.

PRICES

INSIDE	
full page	165 000
double page	255 000
1/2 page	90 000
1/3 page	75 000
1/4 page	59 000
1/8 page	39 000
COVERS	
2nd cover	189 000
3rd cover	189 000
4th cover	199 000
ADVERTORIAL	
full page	189 000
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


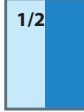
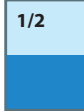
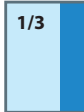

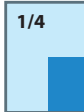
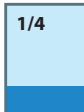
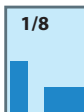
Binding: V1

Periodicity: weekly

DEADLINES

Issue No.	On sale date Překvapení	Deadline for orders	Deadline for data
1	2.1.	7.12.2017	15.12.2017
2	8.1.	14.12.2017	22.12.2017
3	15.1.	21.12.2017	29.12.2017
4	22.1.	28.12.2017	4.1.
5	29.1.	3.1.	11.1.
6	5.2.	10.1.	18.1.
7	12.2.	17.1.	25.1.
8	19.2.	24.1.	1.2.
9	26.2.	31.1.	8.2.
10	5.3.	7.2.	15.2.
11	12.3.	14.2.	22.2.
12	19.3.	21.2.	1.3.
13	26.3.	28.2.	8.3.
14	3.4.	8.3.	16.3.
15	9.4.	14.3.	22.3.
16	16.4.	21.3.	29.3.
17	23.4.	28.3.	5.4.
18	30.4.	4.4.	12.4.
19	7.5.	11.4.	19.4.
20	14.5.	18.4.	26.4.
21	21.5.	25.4.	3.5.
22	28.5.	2.5.	10.5.
23	4.6.	9.5.	17.5.
24	11.6.	16.5.	24.5.
25	18.6.	23.5.	31.5.
26	25.6.	30.5.	7.6.
27	2.7.	6.6.	14.6.
28	9.7.	13.6.	21.6.
29	16.7.	20.6.	28.6.
30	23.7.	27.6.	4.7.
31	30.7.	4.7.	12.7.
32	6.8.	11.7.	19.7.
33	13.8.	18.7.	26.7.
34	20.8.	25.7.	2.8.
35	27.8.	1.8.	9.8.
36	3.9.	8.8.	16.8.
37	10.9.	15.8.	23.8.
38	17.9.	22.8.	30.8.
39	24.9.	29.8.	6.9.
40	1.10.	5.9.	13.9.
41	8.10.	12.9.	20.9.
42	15.10.	19.9.	27.9.
43	22.10.	26.9.	4.10.
44	29.10.	3.10.	11.10.
45	5.11.	10.10.	18.10.
46	12.11.	17.10.	25.10.
47	19.11.	24.10.	1.11.
48	26.11.	31.10.	8.11.
49	3.12.	7.11.	15.11.
50	10.12.	14.11.	22.11.
51	17.12.	21.11.	29.11.
1/2019	31.12.	5.12.	13.12.

FORMATS

	bleed 194 x 235 trim 210 x 260
	bleed 93 x 235 trim 101 x 260
	bleed 194 x 117 trim 210 x 128
	bleed 60 x 235 trim 68 x 260
	bleed 194 x 73 trim 210 x 84
	bleed 93 x 117
	bleed 194 x 54 trim 210 x 65
	bleed (v) 43 x 117 bleed (h) 93 x 54

Conditions for Advertisemnets is a part of valid price list.