

PRICE LIST 2017 | 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. 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: biweekly

DEADLINES

Issue No.	On sale date Story	Deadline for orders	Deadline for data
1	2.1.	12.12.2016	16.12.2016
2	16.1.	27.12.2016	2.1.
3	30.1.	9.1.	13.1.
4	13.2.	23.1.	27.1.
5	27.2.	6.2.	10.2.
6	13.3.	20.2.	24.2.
7	27.3.	6.3.	10.3.
8	10.4.	20.3.	24.3.
9	24.4.	3.4.	7.4.
10	9.5.	18.4.	21.4.
11	22.5.	2.5.	5.5.
12	5.6.	15.5.	19.5.
13	19.6.	29.5.	2.6.
14	3.7.	12.6.	16.6.
15	17.7.	26.6.	30.6.
16	31.7.	10.7.	14.7.
17	14.8.	24.7.	28.7.
18	28.8.	7.8.	11.8.
19	11.9.	21.8.	25.8.
20	25.9.	4.9.	8.9.
21	9.10.	18.9.	22.9.
22	23.10.	2.10.	6.10.
23	6.11.	16.10.	20.10.
24	20.11.	30.10.	3.11.
25	4.12.	13.11.	16.11.
26	18.12.	27.11.	1.12.
1/2018	2.1.2018	11.12.	15.12.

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 trim 110 x 148
	bleed 205 x 65 trim 225 x 72
	bleed 127x194 trim 140x207

Conditions for Advertisemnets is a part of valid price list.