

PRICE LIST 2018 | TV EXPRES



TV expres is a biweekly programme intended for really broad spectrum of TV viewers.

It offers a programme of 30 essential and most watched TV channels accessible through all types of TV signal transmitting. TV expres combines a light and entertaining form of programme overview of TV channels for 14 days including reading about films, series and starring actors with quizzes, crosswords and Sudoku.

TV expres readers thus receive not only clear programme but also a chance to win many great prizes every 14 days.

TV expres is issued every second Monday.

TV expres has become a wanted title and its print run keeps on growing.

PRICES

INSIDE

full page	135 000
1/2 page	80 000
1/3 page	55 000
1/4 page	45 000
1/6 page	30 000

COVERS

2nd cover	155 000
3rd cover	145 000
4th cover	170 000

SPECIAL AD FORMATS

cover page 50x50 mm	90 000
cover p. stripe 180x25 mm	90 000
cover page 74x40 mm	79 000

ADVERTISEMENTS ON THE EDITORIAL PAGE OF TV PROGRAMMES

90x145 mm	50 000
90x125 mm	40 000
45x75 mm	28 000

TV WINDOWS IN TV PROGRAMME

37 x 26 mm (Mon-Thu)	17 000
37 x 26 mm (Fri-Sun)	30 000

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 expres	Programme week		Deadline for orders	Deadline for data
		from	to		
1	27.12.2017	29.12.2017	11.1.	4.12.2017	11.12.2017
2	8.1.2018	12.1.2018	25.1.2018	18.12.2017	22.12.2017
3	22.1.	26.1.	8.2.	2.1.	8.1.
4	5.2.	9.2.	22.2.	15.1.	22.1.
5	19.2.	23.2.	8.3.	29.1.	5.2.
6	5.3.	9.3.	22.3.	12.2.	19.2.
7	19.3.	23.3.	5.4.	26.2.	5.3.
8	3.4.	6.4.	19.4.	12.3.	19.3.
9	16.4.	20.4.	3.5.	26.3.	3.4.
10	30.4.	4.5.	17.5.	9.4.	16.4.
11	14.5.	18.5.	31.5.	23.4.	30.4.
12	28.5.	1.6.	14.6.	7.5.	14.5.
13	11.6.	15.6.	28.6.	21.5.	28.5.
14	25.6.	29.6.	12.7.	4.6.	11.6.
15	9.7.	13.7.	26.7.	18.6.	25.6.
16	23.7.	27.7.	9.8.	2.7.	9.7.
17	6.8.	10.8.	23.8.	16.7.	23.7.
18	20.8.	24.8.	6.9.	30.7.	6.8.
19	3.9.	7.9.	20.9.	13.8.	20.8.
20	17.9.	21.9.	4.10.	27.8.	3.9.
21	1.10.	5.10.	18.10.	10.9.	17.9.
22	15.10.	19.10.	1.11.	24.9.	1.10.
23	29.10.	2.11.	15.11.	8.10.	15.10.
24	12.11.	16.11.	29.11.	22.10.	29.10.
25	26.11.	30.11.	13.12.	5.11.	12.11.
26	10.12.	14.12.	27.12.	19.11.	26.11.
1/2019	21.12.	28.12.	10.1.2019	3.12.	10.12.

FORMATS

	bleed 189 x 241 trim 215 x 264
	bleed 189 x 118 trim 215 x 132
	bleed 92,5 x 241 trim 107,5 x 264
	bleed 189 x 75,5 trim 215 x 89,5
	bleed 63 x 241 trim 76 x 264
	bleed 92,5 x 118 trim 107,5 x 132
	bleed 189 x 53,5 trim 215 x 67,5
	bleed 46,5 x 241 trim 54,5 x 264
	bleed 92,5 x 75,5 trim 100 x 89,5
	bleed 50 x 50 bleed 180 x 25
	bleed 74 x 40

Conditions for Advertisemnets is a part of valid price list.