



MEDIAKIT

MAFRA PRINT 01/2019

valid from 1. 1. 2019

mafra
mediální skupina

VÍT FIALA

Advertising Sales Director
Tel.: +420 225 008 368
Mobil: +420 606 640 945
Fax: +420 225 008 379
E-mail: vit.fiala@mafra.cz

OFFICE

TEREZA MORDOVÁ
Office Manager
Tel.: +420 225 008 493
Fax: +420 225 008 379
E-mail: tereza.mordova@mafra.cz

TEAM WOMEN

Žena a život

OLGA TORŠOVÁ

Senior Account Manager
Tel.: +420 225 008 275
Mobil: +420 602 107 947
Fax: +420 225 008 379
E-mail: olga.torsova@mafra.cz

MARKÉTA RYSKOVÁ

Account Manager
Tel.: +420 225 008 495
Mobil: +420 775 990 461
Fax: +420 225 008 379
E-mail: marketa.ryskova@mafra.cz

KAROLÍNA KLEINOVÁ

Account Manager
Tel.: +420 225 008 503
Mobil: +420 724 739 595
Fax: +420 225 008 379
E-mail: karolina.kleinova@mafra.cz

MILAN DURNA

Account Manager
Tel.: +420 225 008 212
Mobil: +420 737 874 098
Fax: +420 225 008 379
E-mail: milan.durna@mafra.cz

TEAM TV GUIDES

Týdeník televize, TV Plus14,
TV Revue, TV Max, Prima
vychytávky, Luštění pro děti
a Omalovánky moudré sovy

HANA KADEŘÁVKOVÁ

Head Of Team
Tel.: +420 225 008 572
Mobil: +420 602 531 729
Fax: +420 225 008 379
E-mail: hana.kaderavkova@mafra.cz

DAGMAR TOMIŠKOVÁ

Account Manager
Tel.: +420 225 008 516
Mobil: +420 606 081 275
Fax: +420 225 008 379
E-mail: dagmar.tomiskova@mafra.cz

SYLVA PANCOVÁ

Account Manager
Tel.: +420 225 008 205
Mobil: +420 774 131 636
Fax: +420 225 008 379
E-mail: sylv.pancova@mafra.cz

TEAM LUXURY

Harper's Bazaar, Cosmopolitan
a Dolce Vita

KAROLÍNA HELIGROVÁ

Head Of Team
Tel.: +420 225 008 619
Mobil: +420 736 224 525
Fax: +420 225 008 379
E-mail: karolina.heligrova@mafra.cz

IVETA LÉBROVÁ

Account Manager
Tel.: +420 225 008 621
Mobil: +420 602 117 323
Fax: +420 225 008 379
E-mail: iveta.lebrova@mafra.cz

SOŇA RUTTNEROVÁ

Account Manager
Tel.: +420 225 008 622
Mobil: +420 603 200 673
Fax: +420 225 008 379
E-mail: sona.ruttnerova@mafra.cz

MARTINA KOZÁKOVÁ

Account Manager
Tel.: +420 225 008 623
Mobil: +420 774 888 974
Fax: +420 225 008 379
E-mail: martina.kozakova@mafra.cz

SPECIAL ADVERTISING
OPERATIONS

KRISTÝNA MOTRINCOVÁ

Senior Project Manager
Tel.: +420 225 008 618
Mobil: +420 608 009 013
Fax: +420 225 008 379
E-mail: kristyna.motrincova@mafra.cz

PAVLA HAINZOVÁ

Project Manager
Tel.: +420 225 008 705
Fax: +420 225 008 379
E-mail: pavla.hainzova@mafra.cz

TEAM MASS+YELLOW

Tina, Můj svět, Claudia, Chvilka pro
tebe, Rytmus života, Retro, Pestrý
svět, Čas pro hvězdy, Tina Bydlíme,
Napsáno životem, Čas na lásku,
tituly o vaření a další speciály

ROMAN PANC

Senior Account Manager
Tel.: +420 225 008 204
Mobil: +420 602 201 330
Fax: +420 225 008 379
E-mail: roman.panc@mafra.cz

ŠÁRKA HAMPEISOVÁ

Senior Account Manager
Tel.: +420 225 008 417
Mobil: +420 732 582 464
Fax: +420 225 008 379
E-mail: sarka.hampeisova@mafra.cz

MONIKA PŘENOSILOVÁ

Senior Account Manager
Tel.: +420 225 008 742
Mobil: +420 602 888 950
Fax: +420 225 008 379
E-mail: monika.prenosilova@mafra.cz

ERNEST NOVÁK

Account Manager
Tel.: +420 225 008 337
Mobil: +420 727 875 977
Fax: +420 225 008 379
E-mail: ernest.novak@mafra.cz

EVA DLABAČOVÁ

Account Manager
Tel.: +420 225 008 625
Mobil: +420 725 925 425
Fax: +420 225 008 379
E-mail: eva.dlabacova@mafra.cz

KATEŘINA ZAJÍCOVÁ

Senior Account Manager
Tel.: +420 225 008 462
Mobil: +420 721 421 103
Fax: +420 225 008 379
E-mail: katerina.zajicova@mafra.cz

TEAM MEN

Esquire, TopGear, Speed,
Motor a online (Jenpromuže.cz,
Jenproženy.cz a Dolcevita.cz)

JANA HACHLOVÁ

Senior Account Manager
Tel.: +420 225 008 624
Mobil: +420 604 949 764
Fax: +420 225 008 379
E-mail: jana.hachlova@mafra.cz

MARKÉTA NĚMCOVÁ

Account Manager
Tel.: +420 225 008 627
Mobil: +420 777 005 036
Fax: +420 225 008 379
E-mail: marketa.nemcova@mafra.cz

CONTENT

05	WOMEN	53	KIDS
21	MEN	57	INTEREST
29	YELLOW	73	WEB
39	TV GUIDE	79	PACKAGES TERMS & CONDITIONS
47	STORY		

WOMEN

06
LUXURY
HARPER'S BAZAAR
COSMOPOLITAN
DOLCEVITA

12
LIFESTYLE
ŽENA A ŽIVOT

14
MONTHLY
MŮJ SVĚT

16
WEEKLIES
TINA
CHVILKA PRO TEBE
CLAUDIA



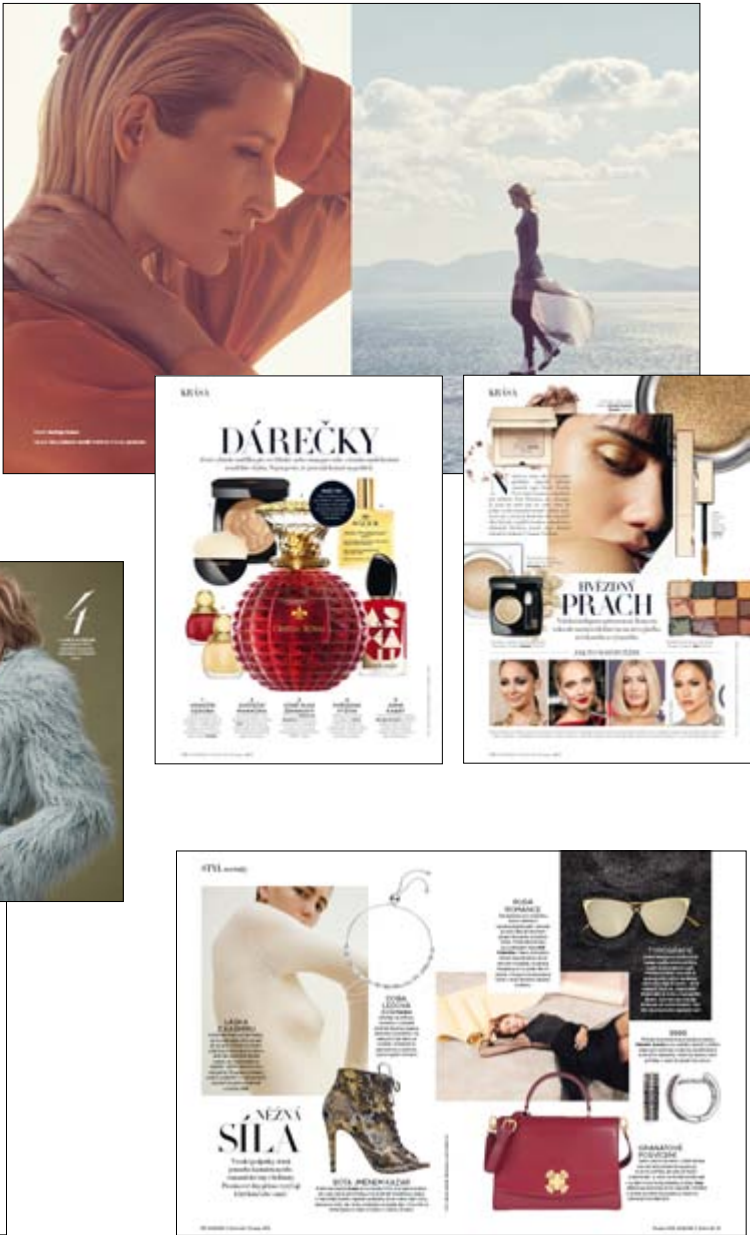
TARGET GROUP:
higher-income women aged 25-45
FREQUENCY: monthly
AVERAGE PRINT RUN: 32 000 copies
READERSHIP: 53 000
COVER PRICE: CZK 99,90

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2. quarter 2018

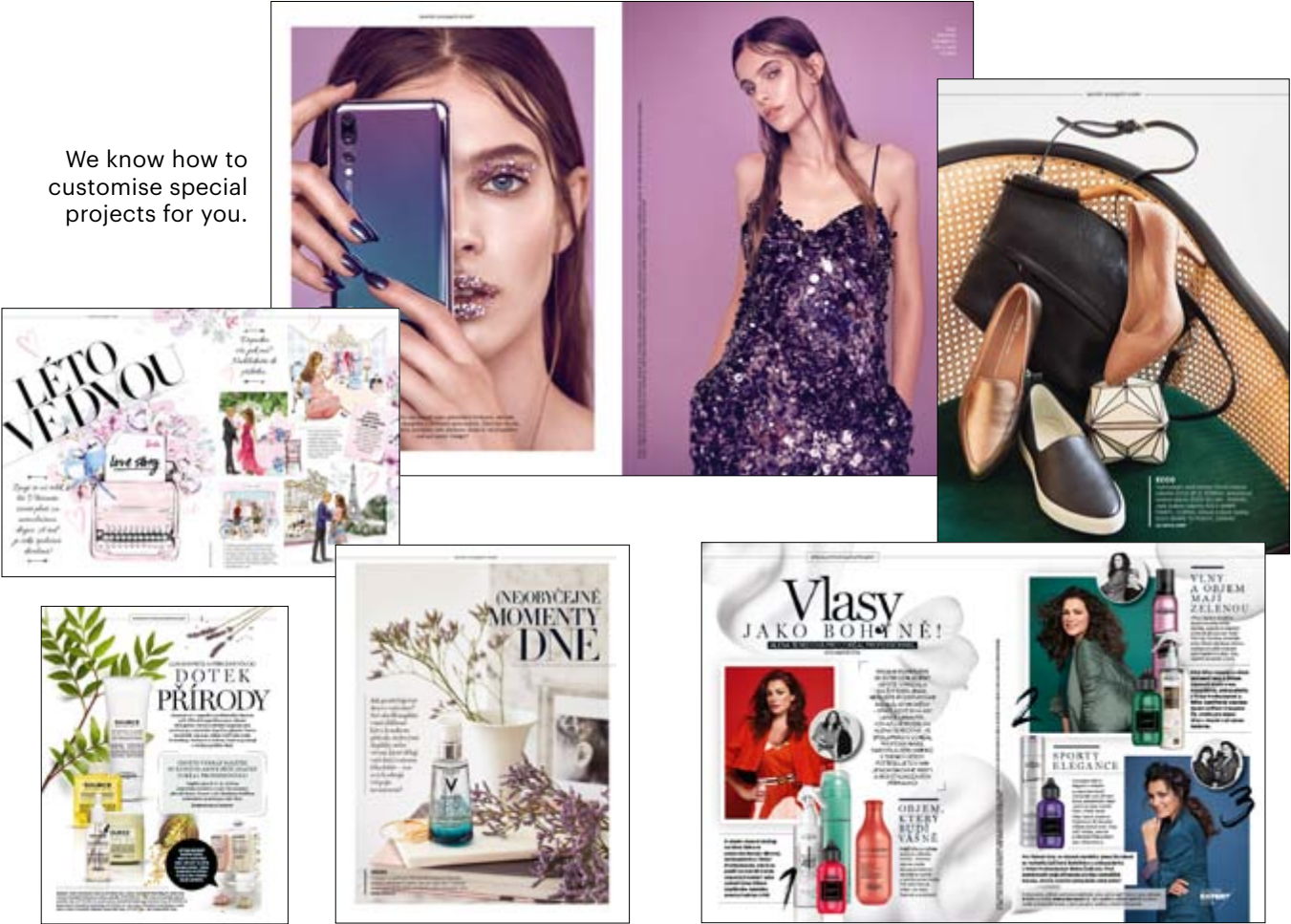


HARPER'S BAZAAR

The Harper's Bazaar monthly is the most prestigious and longest published fashion magazine in the world. It is an inspirational style textbook for the confident woman with her own sophisticated opinion and, in particular, with extremely luxurious taste. The magazine uncovers the latest fashion trends for its readers, does not neglect new cosmetics products, and also provides exclusive interviews and interesting reports.



We know how to customise special projects for you.



TECHNICAL DATA

Type of print: offset; paper: cover – 150 g KL, inside – 90 g LWC; binding: V2; page size before cutting: 210 x 280, after cutting: 200 x 270 mm

The Harper's Bazaar magazine is published in two versions with different sizes but the same content: A) 200 x 270 mm, B*) 185 x 250 mm We only accept advertising for these magazines in the "A" size. For good legibility in the "B" format we recommend using letters with a size of at least 9 points in the "A" format, for negative text smaller than 11 points do not use light cuts and do not use lines thinner than 0.5 points. * Format "B" will be produced by us from the proof in the electronic montage.

MATERIALS

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20"% surcharge per specific placement. All data is stated in mm. ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 5 mm
Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

ADVERT FORMATS

Size	Bleed**		Price in CZK
	Width	Height	
cover page 4	200	270	415 000
cover page 3	200	270	345 000
1/1 4c inside	200	270	285 000
first double page	400	270	635 000
second double page	400	270	610 000
third double page	400	270	590 000
1. Right side opposite content	200	270	330 000
2. Right side opposite content	200	270	315 000
1/2 4c			
cross format	200	131	215 000
height format	96	270	215 000
1/3 4c			
cross format	200	86	155 000
height format	62	270	155 000
1/4 4c			
cross format	200	64	95 000
1/6 4c			
1/6 calendar			25 000
special product tip			12 000

SHEDULE 2019

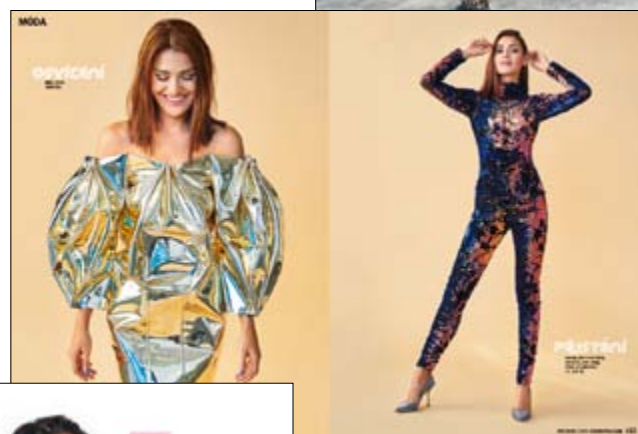
Issue	Closing date	Issue date
01	16.11.2018	13.12.2018
02	21.12.2018	17.1.2019
03	18.1.2019	14.2.2019
04	15.2.2019	14.3.2019
05	22.3.2019	18.4.2019
06	18.4.2019	16.5.2019
07	17.5.2019	13.6.2019
08	21.6.2019	18.7.2019
09	19.7.2019	15.8.2019
10	23.8.2019	19.9.2019
11	20.9.2019	17.10.2019
12	18.10.2019	14.11.2019
01	15.11.2019	12.12.2019

CONTACT:
Markéta Cihlářová – Traffic manager
Harper's Bazaar, Cosmopolitan and Dolce Vita;
tel.: +420 225 008 620,
fax: +420 225 008 379,
e-mail: marketa.cihlarova@mafra.cz



TARGET GROUP: mid-income and mid-to-higher-income women aged 18-40
FREQUENCY: monthly
AVERAGE PRINT RUN: 39 000 copies
READERSHIP: 124 000
COVER PRICE: CZK 69,90

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2. quarter 2018



COSMOPOLITAN

Do you want a great partner, enjoyable work, and to feel self-confident while still looking great? We must warn you – this might happen after reading this magazine. Cosmopolitan is the world's highest selling magazine for young modern women, and best knows what they want, what they like, what they consider good and what they believe in.



We know how to customise special projects for you.



TECHNICAL DATA

Type of print: offset; paper: cover – 150 g KL,
inside – 65 g LWC; binding: V2; page size
before cutting: 210 x 280, after cutting:
200 x 270 mm

MATERIALS

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20% surcharge per specific placement. All data is stated in mm
** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 5 mm
Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

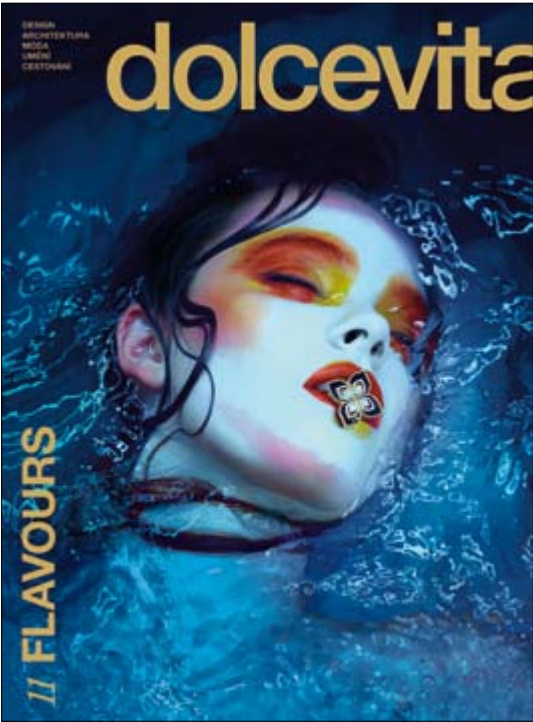
Markéta Cihlářová – Traffic manager
Harper's Bazaar, Cosmopolitan and
Dolce Vita;
tel.: +420 225 008 620,
fax: +420 225 008 379,
e-mail: marketa.cihlarova@mafra.cz

ADVERT FORMATS

Size	Bleed**		Price in CZK
	Width	Height	
cover page 4	200	270	415 000
cover page 3	200	270	345 000
1/1 4c inside	200	270	285 000
first double page	400	270	635 000
second double page	400	270	610 000
third double page	400	270	590 000
1. Right side opposite content	200	270	330 000
1/2 4c			
cross format	200	131	215 000
height format	96	270	215 000
1/3 4c			
cross format	200	86	155 000
height format	62	270	155 000
1/4 4c			
cross format	200	64	95 000
1/6 4c			
1/6 kaleidoscope			25 000

SCHEDULE 2019

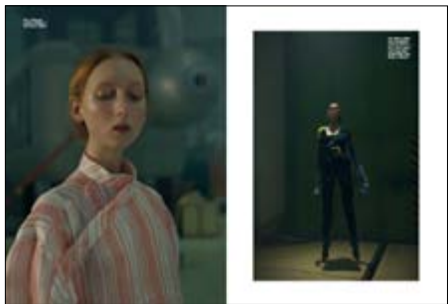
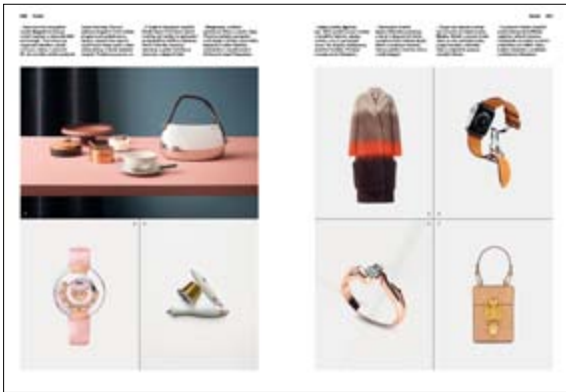
Issue	Closing date	Issue date
01	26.11.2018	20.12.2018
02	2.1.2019	24.1.2019
03	28.1.2019	21.2.2019
04	25.2.2019	21.3.2019
05	1.4.2019	25.4.2019
06	29.4.2019	23.5.2019
07	27.5.2019	20.6.2019
08	1.7.2019	25.7.2019
09	29.7.2019	22.8.2019
10	2.9.2019	26.9.2019
11	30.9.2019	24.10.2019
12	29.10.2019	21.11.2019
01	25.11.2019	19.12.2019



TARGET GROUP: higher-income women and men aged 28 and over
FREQUENCY: monthly
COVER PRICE: CZK 99,90

DOLCE VITA

A luxurious guide to a sweet life. The Dolce Vita magazine is a designer bible that guides you through the world of luxury fashion, cosmetics, design, architecture and travel with the assurance of a sinner. Extraordinary images from prestigious photographers will delight you just as much as the high quality articles from the professional editors.



We know how
to customise
special projects
for you.



TECHNICAL DATA

Type of print: offset; paper: cover – 150 g KL, inside – 90 g KL; binding: V2; page size before cutting: 210 x 280, after cutting: 200 x 270 mm

MATERIALS

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20% surcharge per specific placement. All data is stated in mm. ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 5 mm
Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

Markéta Cihlářová – Traffic manager
Harper's Bazaar, Cosmopolitan and Dolce Vita;
tel.: +420 225 008 620,
fax: +420 225 008 379,
e-mail: marketa.cihlarova@mafra.cz

ADVERT FORMATS

Size	Bleed**		Price in CZK
	Width	Height	
cover page 4	200	270	315 000
cover page 3	200	270	260 000
cover page 2	200	270	280 000
1/1 4c inside	200	270	215 000
first double page	400	270	485 000
second double page	400	270	460 000
third double page	400	270	440 000
1/2 4c			
cross format	200	131	160 000
height format	96	270	160 000
1/3 4c			
cross format	200	86	115 000
height format	62	270	115 000
1/4 4c			
cross format	200	64	70 000
1/5 4c			
1/5 Dolce promo			25 000

SCHEDULE 2019

Issue	Closing date	Issue date
01	12.12.2018	3.1.2019
02	16.1.2019	7.2.2019
03	13.2.2019	7.3.2019
04	13.3.2019	4.4.2019
05	10.4.2019	2.5.2019
06	15.5.2019	6.6.2019
07-08	12.6.2019	4.7.2019
09	7.8.2019	29.8.2019
10	11.9.2019	3.10.2019
11	16.10.2019	7.11.2019
12	13.11.2019	5.12.2019
01	18.12.2019	9.1.2020



TARGET GROUP: women aged 25–45
FREQUENCY: bi-weekly
ISSUE DAY: Wednesday
AVERAGE PRINT RUN: 70 000 copies
READERSHIP: 275 000
COVER PRICE: CZK 35

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2. quarter 2018

ŽENA A ŽIVOT

Žena a život is a lifestyle magazine intended for women aged 25–45, which combines elements of international trends with Czech reality, and not only in fashion and cosmetics, but also in cooking, decor etc.



We have announced Fragrance of the year already for the tenth time.



We are looking for women who deserve honor, respect and the titular The woman of the year.

SPECIAL SUPPLEMENTS



We know how to customise special projects for you.

ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	200	270	169	234	375 000
cover page 3	200	270	169	234	330 000
cover page 2	200	270	169	234	353 000
1/1 4c inside	200	270	169	234	299 000
first double page	200	270	169	234	635 000
second double page	200	270	169	234	599 000
first advert page after content	200	270	169	234	347 000
second advert page after content	200	270	169	234	330 000
1/2 4c					
cross format	200	132	169	113	217 000
height format	98	270	82	234	217 000
Junior page	126	200			285 000
1/3 4c					
cross format	200	86	169	74	197 000
height format	66	270	53	234	197 000
1/4 4c					
1/4 classic			82	117	125 000
Bonboniéra					
1/1 4c			169	233	155 000
1/2 cross format			169	113	85 000
1/2 height format			81	233	85 000
1/4 classic			81	113	61 000
1/4 cross format			169	53	61 000
1/4 height format			37	233	61 000
Žena a život live					
1/6					37 000
Price supplements					
1/1 4c	200	270	169	234	199 000

TECHNICAL DATA

Type of print: offset; Paper: cover – 135 g KL, inside – 60 g LWC; Binding: V2; Page size before cutting: 210 x 280, after cutting: 200 x 270, layout: 169 x 234 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20% surcharge per specific placement. All data is stated in mm.

** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm

Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT: Jarmila Tlachová – Traffic manager Žena a život, Můj svět; tel.: +420 225 008 571, fax: +420 225 008 379, e-mail: jarmila.tlachova@mafra.cz

SCHEDULE 2019

Issue	Closing date	Issue date	Supplements
26-01	1.12.2018	27.12.2018	Ezoterika
02	28.12.2018	23.1.2019	
03	11.1.2019	6.2.2019	
04	25.1.2019	20.2.2019	VENKU - Turistika za krásami ČR
05	8.2.2019	6.3.2019	
06	22.2.2019	20.3.2019	
07	8.3.2019	3.4.2019	VENKU - Venkov & Velikonoce
08	22.3.2019	17.4.2019	
09	5.4.2019	2.5.2019	
10	18.4.2019	15.5.2019	Krásná do plavek
11	3.5.2019	29.5.2019	
12	17.5.2019	12.6.2019	Chučovka
13	31.5.2019	26.6.2019	
14	14.6.2019	10.7.2019	Erotika
15	28.6.2019	24.7.2019	
16	12.7.2019	7.8.2019	
17	26.7.2019	21.8.2019	
18	9.8.2019	4.9.2019	
19	23.8.2019	18.9.2019	Kariéra
20	6.9.2019	2.10.2019	
21	20.9.2019	16.10.2019	
22	4.10.2019	30.10.2019	
23	18.10.2019	13.11.2019	Chučovka Vánoce
24	1.11.2019	27.11.2019	
25	15.11.2019	11.12.2019	
26	29.11.2019	23.12.2019	Ezoterika



TARGET GROUP: women aged 35–55
FREQUENCY: monthly
AVERAGE PRINT RUN: 83 000 copies
READERSHIP: 76 000
COVER PRICE: CZK 19,90

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2. quarter 2018

MŮJ SVĚT

The magazine Můj svět is an everyday guide through modern women's life, their advisor, assistant and companion for leisure time. It offers a balanced combination of quality content and service information at an attractive price.



SPECIAL SUPPLEMENT



We know how to customise special projects for you.



ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	210	275	180	237	294 000
cover page 3	210	275	180	237	252 000
cover page 2	210	275	180	237	273 000
1/1 4c inside	210	275	180	237	236 000
1/2 4c					
cross format	210	134	180	114	152 000
height format	101	275	86	237	152 000
Junior page	134	210			210 000
1/3 4c					
cross format	210	87	180	75	126 000
height format	66	275	56	237	126 000
1/4 4c					
1/4 classic			86	114	99 000
cross format	210	64			99 000
height format	47	275	42	237	99 000
1/6					
1/6 cocktail			86	75	79 000
					47 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	12.11.2018	4.12.2018	08	10.6.2019	2.7.2019
02	14.12.2018	15.1.2019	09	22.7.2019	13.8.2019
03	21.1.2019	12.2.2019	10	19.8.2019	10.9.2019
04	18.2.2019	12.3.2019	11	16.9.2019	8.10.2019
05	18.3.2019	9.4.2019	12	14.10.2019	5.11.2019
06	15.4.2019	7.5.2019	01	11.11.2019	3.12.2019
07	13.5.2019	4.6.2019			

TECHNICAL DATA

Type of print: offset; Paper: cover – 135 g KL, inside – 60 g LWC; Binding: V1; Page size before cutting: 220 x 285, after cutting: 210 x 275, layout: 180 x 237 mm

PODKLADY PRO INZERCÍ:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20% surcharge per specific placement. All data is stated in mm. ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm
Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing 3,30 Kč/1 ks; gramáž nad 80 g → individuální kalkulace

CONTACT: Jarmila Tlachová – Traffic manager Žena a život, Můj svět; tel.: +420 225 008 571, fax: +420 225 008 379, e-mail: jarmila.tlachova@mafra.cz



TARGET GROUP: women aged 30–59
FREQUENCY: weekly
ISSUE DAY: Wednesday
ISSUE SIZE: 56 pages
AVERAGE PRINT RUN: 80 000 copies
READERSHIP: 181 000
COVER PRICE: CZK 14

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2. quarter 2018

TINA MAGAZINES FAMILY



TINA

Tina is a modern magazine for inquiring women that is based on practical information, pleasant graphics and nice pictures. Tina listens to its readers. It is an inspiration and motivation for them.



REGULAR COLUMNS
Advice for making life easier, Wellness, Slim & Fit, Health, Medicine, Cosmetics, Beauty, Fashion, Clever Food



Favourite special
THE BEST FROM COLLECTION
brings the best recipes made for magazine Tina in last years



TECHNICAL DATA

Type of print: offset; paper 57 g LWU; Binding: V1; Page size before cutting: 222 x 295, after cutting: 212 x 285, layout: 189 x 263 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement.

All data is stated in mm.

* upon preliminary agreement with the editorial office; ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm
Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

Tamara Rumlová – Traffic manager Claudia, Claudia specials, TINA, Tina specials, Chvilka pro luštění, Chvilka v kuchyni, Chvilka pro tebe specials;
tel.: +420 225 008 316, fax: +420 225 008 379,
e-mail: tamara.rumlova@mafra.cz

ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	212	285	189	263	197 000
cover page 3	212	285	189	263	182 000
cover page 2	212	285	189	263	187 000
2/1 4c	424	285	378	263	299 000
1/1 4c inside	212	285	189	263	164 000
1/2 4c					
cross format	212	140	189	128	112 000
height format	103	285	91	263	112 000
Junior page	140	212	128	189	138 000
1/3 4c					
cross format	212	95	189	83	89 000
height format	70	285	58	263	89 000
1/4 4c					
cross format	212	69	189	57	72 000
height format	54	285	42	263	72 000
1/4 classic*	103	140	91	128	72 000
1/6 4c			91	83	55 000
1/8 4c			91	57	44 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	11.12.2018	2.1.2019	28	18.6.2019	10.7.2019
02	18.12.2018	9.1.2019	29	25.6.2019	17.7.2019
03	21.12.2018	16.1.2019	30	2.7.2019	24.7.2019
04	28.12.2018	23.1.2019	31	9.7.2019	31.7.2019
05	8.1.2019	30.1.2019	32	16.7.2019	7.8.2019
06	15.1.2019	6.2.2019	33	23.7.2019	14.8.2019
07	22.1.2019	13.2.2019	34	30.7.2019	21.8.2019
08	29.1.2019	20.2.2019	35	6.8.2019	28.8.2019
09	5.2.2019	27.2.2019	36	13.8.2019	4.9.2019
10	12.2.2019	6.3.2019	37	20.8.2019	11.9.2019
11	19.2.2019	13.3.2019	38	27.8.2019	18.9.2019
12	26.2.2019	20.3.2019	39	3.9.2019	25.9.2019
13	5.3.2019	27.3.2019	40	10.9.2019	2.10.2019
14	12.3.2019	3.4.2019	41	17.9.2019	9.10.2019
15	19.3.2019	10.4.2019	42	24.9.2019	16.10.2019
16	26.3.2019	17.4.2019	43	1.10.2019	23.10.2019
17	2.4.2019	24.4.2019	44	8.10.2019	30.10.2019
18	9.4.2019	30.4.2019	45	15.10.2019	6.11.2019
19	16.4.2019	7.5.2019	46	22.10.2019	13.11.2019
20	23.4.2019	15.5.2019	47	29.10.2019	20.11.2019
21	30.4.2019	22.5.2019	48	5.11.2019	27.11.2019
22	7.5.2019	29.5.2019	49	12.11.2019	4.12.2019
23	14.5.2019	5.6.2019	50	19.11.2019	11.12.2019
24	21.5.2019	12.6.2019	51	26.11.2019	18.12.2019
25	28.5.2019	19.6.2019	52	3.12.2019	23.12.2019
26	4.6.2019	26.6.2019	01	10.12.2019	31.12.2019
27	11.6.2019	3.7.2019			



TARGET GROUP: women aged 25–59
FREQUENCY: weekly
ISSUE DAY: Wednesday
ISSUE SIZE: 56 pages
AVERAGE PRINT RUN: 85 000 copies
READERSHIP: 364 000
COVER PRICE: CZK 22

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2. quarter 2018



CHVILKA PRO TEBE MAGAZINES FAMILY



CHVILKA PRO TEBE

Chvilka pro tebe is one of the most popular and most widely read women’s magazines in the Czech Republic. The magazine is intended for competitive readers who love human stories, good advice and most enjoy relaxing while reading and solving puzzles.



REGULAR COLUMNS



Supplements attached to the front page - We know how to customise special projects for you.



Chvilka pro tebe EASTER special: Issue date 20. 3. 2019 (closing date 27. 2. 2019), CHRISTMAS special: Issue date 6. 11. 2019 (closing date 16. 10. 2019), HEALTH: Issue date 11. 4. 2019 (closing date 21. 3. 2019), HOROSCOPES: Issue date 21. 11. 2019 (closing date 31. 10. 2019)

TECHNICAL DATA

Type of print: offset; paper 52 g SCA; Binding: V1; Page size before cutting: 225 x 295, after cutting: 215 x 285, layout: 199 x 265 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement.

All data is stated in mm.

* upon preliminary agreement with the editorial office; ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm
Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

Michaela Melicharová – Traffic manager Chvilka pro tebe, Rytmus života, Pestrý svět, Napsáno životem, Čas na lásku, specials for kids, Retro, Čas pro hvězdy; tel.: +420 225 008 380, fax: +420 225 008 379, e-mail: michaela.melicharova@mafra.cz

ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	215	285	199	265	226 000
cover page 3	215	285	199	265	221 000
2/1 4c	430	285	414	265	299 000
1/1 4c inside	215	285	199	265	215 000
1/2 4c					
cross format	215	140	199	130	135 000
height format	103	285	95	265	135 000
Junior page	152	215	145	205	163 000
1/3 4c					
cross format	215	95	199	85	114 000
height format	69	285	61	265	114 000
1/4 4c					
cross format	215	72	199	62	92 000
height format	52	285	44	265	92 000
1/4 classic*	103	140	95	130	92 000
1/6 4c			95	85	70 000
1/8 4c			95	62	56 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	11.12.2018	2.1.2019	28	18.6.2019	10.7.2019
02	18.12.2018	9.1.2019	29	25.6.2019	17.7.2019
03	21.12.2018	16.1.2019	30	2.7.2019	24.7.2019
04	28.12.2018	23.1.2019	31	9.7.2019	31.7.2019
05	8.1.2019	30.1.2019	32	16.7.2019	7.8.2019
06	15.1.2019	6.2.2019	33	23.7.2019	14.8.2019
07	22.1.2019	13.2.2019	34	30.7.2019	21.8.2019
08	29.1.2019	20.2.2019	35	6.8.2019	28.8.2019
09	5.2.2019	27.2.2019	36	13.8.2019	4.9.2019
10	12.2.2019	6.3.2019	37	20.8.2019	11.9.2019
11	19.2.2019	13.3.2019	38	27.8.2019	18.9.2019
12	26.2.2019	20.3.2019	39	3.9.2019	25.9.2019
13	5.3.2019	27.3.2019	40	10.9.2019	2.10.2019
14	12.3.2019	3.4.2019	41	17.9.2019	9.10.2019
15	19.3.2019	10.4.2019	42	24.9.2019	16.10.2019
16	26.3.2019	17.4.2019	43	1.10.2019	23.10.2019
17	2.4.2019	24.4.2019	44	8.10.2019	30.10.2019
18	9.4.2019	30.4.2019	45	15.10.2019	6.11.2019
19	16.4.2019	7.5.2019	46	22.10.2019	13.11.2019
20	23.4.2019	15.5.2019	47	29.10.2019	20.11.2019
21	30.4.2019	22.5.2019	48	5.11.2019	27.11.2019
22	7.5.2019	29.5.2019	49	12.11.2019	4.12.2019
23	14.5.2019	5.6.2019	50	19.11.2019	11.12.2019
24	21.5.2019	12.6.2019	51	26.11.2019	18.12.2019
25	28.5.2019	19.6.2019	52	3.12.2019	23.12.2019
26	4.6.2019	26.6.2019	01	10.12.2019	31.12.2019
27	11.6.2019	3.7.2019			



CLAUDIA

Claudia is a women’s weekly that offers everything that women enjoy when they want to relax at a reasonable price. It stands out through its relevant mix of the right themes and their high quality elaboration.

TARGET GROUP: women aged 30–45
FREQUENCY: weekly
ISSUE DAY: Tuesday
ISSUE SIZE: 40 pages
AVERAGE PRINT RUN: 51 000 copies
READERSHIP: 107 000
COVER PRICE: CZK 12,90

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2. quarter 2018

TECHNICAL DATA

Type of print: offset; paper 56 g SC; Binding: V1; Page size before cutting: 218 x 290, after cutting: 208 x 280, layout: 195 x 253 mm

MATERIALS:
PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement. All data is stated in mm. * upon preliminary agreement with the editorial office; ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm. Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:
Tamara Rumlová – Traffic manager Claudia, Claudia specials, TINA, Tina specials, Chvilka pro luštění, Chvilka v kuchyni, Chvilka pro tebe specials; tel.: +420 225 008 316, fax: +420 225 008 379, e-mail: tamara.rumlova@mafra.cz

ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	208	280	195	253	152 000
cover page 3	208	280	195	253	142 000
2/1 4c	208	280	195	253	247 000
1/1 4c inside	208	280	195	253	129 000
1/2 4c					
cross format	208	137	195	126	85 000
height format	102	280	95	253	85 000
Junior page	137	208	126	195	105 000
1/3 4c					
cross format	208	92	195	81	70 000
height format	68	280	61	253	70 000
1/4 4c					
cross format	208	74	195	63	58 000
height format	52	280	45	253	58 000
1/4 classic*	102	138	95	126	58 000
1/6 4c			95	81	43 000
1/8 4c			95	63	35 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	11.12.2018	31.12.2018	28	18.6.2019	9.7.2019
02	18.12.2018	8.1.2019	29	25.6.2019	16.7.2019
03	21.12.2018	15.1.2019	30	2.7.2019	23.7.2019
04	2.1.2019	22.1.2019	31	9.7.2019	30.7.2019
05	8.1.2019	29.1.2019	32	16.7.2019	6.8.2019
06	15.1.2019	5.2.2019	33	23.7.2019	13.8.2019
07	22.1.2019	12.2.2019	34	30.7.2019	20.8.2019
08	29.1.2019	19.2.2019	35	6.8.2019	27.8.2019
09	5.2.2019	26.2.2019	36	13.8.2019	3.9.2019
10	12.2.2019	5.3.2019	37	20.8.2019	10.9.2019
11	19.2.2019	12.3.2019	38	27.8.2019	17.9.2019
12	26.2.2019	19.3.2019	39	3.9.2019	24.9.2019
13	5.3.2019	26.3.2019	40	10.9.2019	1.10.2019
14	12.3.2019	2.4.2019	41	17.9.2019	8.10.2019
15	19.3.2019	9.4.2019	42	24.9.2019	15.10.2019
16	26.3.2019	16.4.2019	43	1.10.2019	22.10.2019
17	2.4.2019	23.4.2019	44	8.10.2019	29.10.2019
18	9.4.2019	30.4.2019	45	15.10.2019	5.11.2019
19	16.4.2019	7.5.2019	46	22.10.2019	12.11.2019
20	23.4.2019	14.5.2019	47	29.10.2019	19.11.2019
21	30.4.2019	21.5.2019	48	5.11.2019	26.11.2019
22	7.5.2019	28.5.2019	49	12.11.2019	3.12.2019
23	14.5.2019	4.6.2019	50	19.11.2019	10.12.2019
24	21.5.2019	11.6.2019	51	26.11.2019	17.12.2019
25	28.5.2019	18.6.2019	52	3.12.2019	23.12.2019
26	4.6.2019	25.6.2019	01	10.12.2019	31.12.2019
27	11.6.2019	2.7.2019			

MEN

22
MEN
ESQUIRE

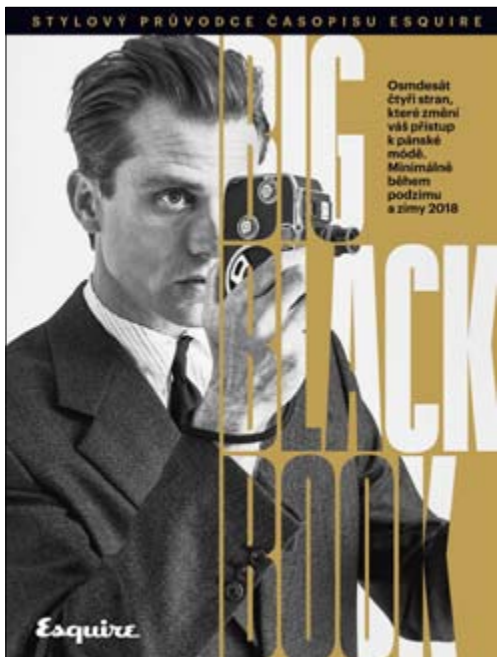
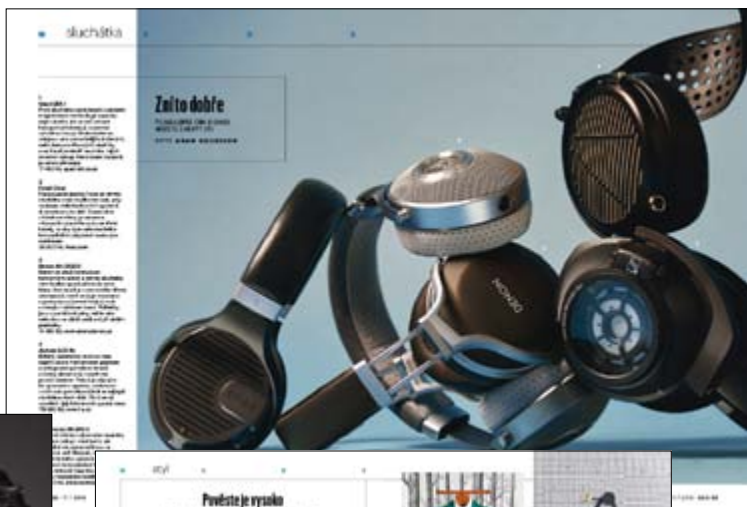
24
AUTO-MOTO
MOTOR
SPEED
TOP GEAR



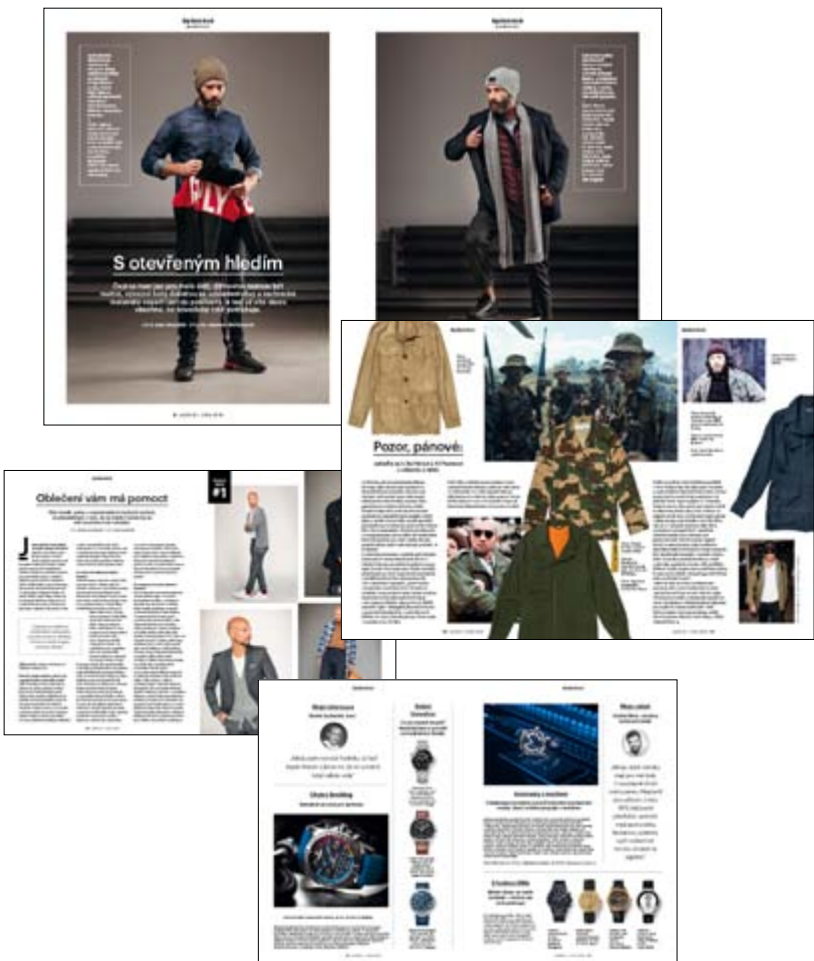
ESQUIRE

The magazine for the man who knows what he wants. The Esquire monthly is the modern man's essential guide through the world of careers, fashion, technology, sport and, last but not least, how women think and relationships. Esquire is based on a combination of quality journalism, famous celebrities on the cover and photographs of beautiful women. One of the most well-known and popular men's monthlies in the world.

TARGET GROUP: mid-to-higher-income and higher-income men aged 25-45
FREQUENCY: monthly
COVER PRICE: CZK 79,90



BIG BLACK BOOK
The only real fashion guide tailor made for a successful and demanding man. Launched in 2011.



TECHNICAL DATA

Type of print: offset; paper: cover – 150 g MWC, inside – 90 g KL; binding: V2; page size before cutting: 210 x 280, after cutting: 200 x 270 mm

MATERIALS:
PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20% surcharge per specific placement. All data is stated in mm.

** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 5 mm
Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:
Marie Tomanová – Traffic manager Esquire, Motor, Chvilka pro luštění, Chvilka pro relax a Rytmus života číselné křížovky; tel.: +420 225 008 604, fax: +420 225 008 379, e-mail: marie.tomanova@mafra.cz

ADVERT FORMATS

Size	Bleed**		Price in CZK
	Width	Height	
cover page 4	200	270	355 000
cover page 3	200	270	295 000
cover page 2	200	270	320 000
1/1 4c inside	200	270	245 000
first double page	400	270	545 000
second double page	400	270	520 000
third double page	400	270	495 000
1/2 4c			
cross format	200	131	185 000
height format	96	270	185 000
1/3 4c			
cross format	200	86	130 000
height format	62	270	130 000
1/4 4c			
cross format	200	64	80 000
1/5 4c			
1/5 Esquire promo			22 000

SCHEDULE 2019

Issue	Closing date	Issue date	Supplements
01	5.12.2018	28.12.2018	
02	9.1.2019	31.1.2019	
03	6.2.2019	28.2.2019	
04	6.3.2019	28.3.2019	BBB
05	3.4.2019	25.4.2019	
06	7.5.2019	30.5.2019	
07	5.6.2019	27.6.2019	
08	3.7.2019	25.7.2019	
09	7.8.2019	29.8.2019	
10	4.9.2019	26.9.2019	BBB
11	9.10.2019	31.10.2019	
12	6.11.2019	28.11.2019	
01	4.12.2019	30.12.2019	



TARGET GROUP: men aged 35-60
FREQUENCY: bi-weekly
COVER PRICE: CZK 19

MOTOR

MOTOR /Engine/ means an overview of news, car tests with the respect to everyday usage, and detailed comparison with competitors. It's a guideline when buying a used car and advisor in solving problems. Every 14 days it brings useful information to be appreciated by every driver.



ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	217	285	202	256	240 000
cover page 3	217	285	202	256	190 000
cover page 2	217	285	202	256	210 000
1/1 4c inside	217	285	202	256	180 000
1/2 4c					
cross format	217	140	202	127	95 000
height format	106	285	99	256	95 000
1/3 4c					
cross format	217	96	202	83	75 000
height format	71	285	64	256	75 000
1/4 4c					
cross format	217	74	202	61	65 000
height format	54	285	47	256	65 000
1/4 classic	106	140	99	127	65 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	13.12.2018	3.1.2019	15	27.6.2019	18.7.2019
02	21.12.2018	17.1.2019	16	11.7.2019	1.8.2019
03	10.1.2019	31.1.2019	17	25.7.2019	15.8.2019
04	24.1.2019	14.2.2019	18	8.8.2019	29.8.2019
05	7.2.2019	28.2.2019	19	22.8.2019	12.9.2019
06	21.2.2019	14.3.2019	20	5.9.2019	26.9.2019
07	7.3.2019	28.3.2019	21	19.9.2019	10.10.2019
08	21.3.2019	11.4.2019	22	3.10.2019	24.10.2019
09	4.4.2019	25.4.2019	23	17.10.2019	7.11.2019
10	18.4.2019	9.5.2019	24	31.10.2019	21.11.2019
11	2.5.2019	23.5.2019	25	14.11.2019	5.12.2019
12	16.5.2019	6.6.2019	26	28.11.2019	19.12.2019
13	30.5.2019	20.6.2019	01	12.12.2019	3.1.2020
14	13.6.2019	4.7.2019			

TECHNICAL DATA

Type of print: offset; paper 56 g SC; Binding: V1; Page size before cutting: 227 x 295, after cutting: 217 x 285, layout: 202 x 256 mm

MATERIALS:
PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement. All data is stated in mm. ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm. Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:
Marie Tomanová – Traffic manager Esquire, Motor, Chvilka pro luštění, Chvilka pro relax a Rytmus života číselné křížovky; tel.: +420 225 008 604, fax: +420 225 008 379, e-mail: marie.tomanova@mafra.cz



TARGET GROUP: mid-to-higher-income and higher-income men aged 20-45
FREQUENCY: monthly
COVER PRICE: CZK 99

SPEED

Speed is a real lifestyle icon. It's very comprehensible and alluring motor magazine with a distinct voice and outstanding graphics. It brings fast, up to date and precise information. The magazine is dedicated to extraordinary cars and people, communicates a lot with readers.



TECHNICAL DATA

Type of print: offset; paper: cover – 150 g MWC, inside – 90 g KL; binding: V2; page size before cutting: 210 x 280, after cutting: 200 x 270 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20% surcharge per specific placement. All data is stated in mm. ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 5 mm
Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

Šárka Hložková – Traffic manager Speed, TopGear a Online asistant;
tel.: +420 225 008 650,
mobil: +420 725 596 707,
fax: +420 225 008 379,
e-mail: sarka.hlozkova@mafra.cz

ADVERT FORMATS

Size	Bleed**		Price in CZK
	Width	Height	
cover page 4	200	270	290 000
cover page 3	200	270	240 000
cover page 2	200	270	260 000
1/1 4c inside	200	270	200 000
first double page	400	270	430 000
second double page	400	270	420 000
third double page	400	270	400 000
1/2 4c			
cross format	200	131	150 000
height format	96	270	150 000
1/3 4c			
cross format	200	86	105 000
height format	62	270	105 000
1/4 4c			
cross format	200	64	65 000
1/6 4c			
1/6 fast tips			18 000

SCHEDULE 2019

Issue	Closing date	Issue date
01	20.11.2018	12.12.2018
02	21.12.2018	16.1.2019
03	22.1.2019	13.2.2019
04	19.2.2019	13.3.2019
05	26.3.2019	17.4.2019
06	23.4.2019	15.5.2019
07	21.5.2019	12.6.2019
08	25.6.2019	17.7.2019
09	23.7.2019	14.8.2019
10	27.8.2019	18.9.2019
11	24.9.2019	16.10.2019
12	22.10.2019	13.11.2019
01	19.11.2019	11.12.2019



TOP GEAR

The most entertaining car magazine in the world, Top Gear is not only the most famous magazine about cars in the world, but also the most famous motoring show on television. Nowhere else will you find such expert reviews, humour and comprehensive outlooks. This combination of entertaining, intelligently written articles and original car reviews is 100% guaranteed to appeal to you. One reason is that the Top Gear testing rules are unbeatably unique.

TARGET GROUP: mid-to-higher-income and higher-income men aged 20-45
FREQUENCY: monthly
COVER PRICE: CZK 99

YELLOW

30
RYTMUS ŽIVOTA
PESTRÝ SVĚT
ČAS PRO HVĚZDY
NOSTALGIE
RETRO
HVĚZDY JAKO NA DLANI

TECHNICAL DATA

Type of print: offset; paper: cover – 150 g KL, inside – 65 g LWC; binding: V2; page size before cutting: 210 x 280, after cutting: 200 x 270 mm

MATERIALS:
PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20"% surcharge per specific placement. All data is stated in mm.
** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 5 mm
Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:
Šárka Hložková – Traffic manager Speed, TopGear a Online asistant;
tel.: +420 225 008 650,
mobil: +420 725 596 707,
fax: +420 225 008 379,
e-mail: sarka.hlozkova@mafra.cz

ADVERT FORMATS

Size	Bleed**		Price in CZK
	Width	Height	
cover page 4	200	270	290 000
cover page 3	200	270	240 000
cover page 2	200	270	260 000
1/1 4c inside	200	270	200 000
first double page	400	270	430 000
second double page	400	270	420 000
third double page	400	270	400 000
1/2 4c			
cross format	200	131	150 000
height format	96	270	150 000
1/3 4c			
cross format	200	86	105 000
height format	62	270	105 000
1/4 4c			
cross format	200	64	65 000
1/6 4c			
1/6 fast tips			18 000

SCHEDULE 2019

Issue	Closing date	Issue date
01	4.12.2018	28.12.2018
02	8.1.2019	30.1.2019
03	5.2.2019	27.2.2019
04	5.3.2019	27.3.2019
05	2.4.2019	24.4.2019
06	7.5.2019	29.5.2019
07	4.6.2019	26.6.2019
08	2.7.2019	24.7.2019
09	6.8.2019	28.8.2019
10	3.9.2019	25.9.2019
11	8.10.2019	30.10.2019
12	5.11.2019	27.11.2019
01	3.12.2019	30.12.2019



TARGET GROUP: women aged 25–59
FREQUENCY: weekly
ISSUE DAY: Monday
ISSUE SIZE: 56 pages
AVERAGE PRINT RUN: 186 000 copies
READERSHIP: 440 000
COVER PRICE: CZK 15,90

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2. quarter 2018



RYTMUS ŽIVOTA

The best-selling and most widely read social magazine on the Czech market. Rytmus života is a varied mix of the latest news from the world of stars, interesting information from many areas of human activity and traditional themes for women.



RYTMUS ŽIVOTA MAGAZINES FAMILY



TECHNICAL DATA

Type of print: offset; paper 52 g SC; Binding: V1; Page size before cutting: 225 x 295, after cutting: 215 x 285, layout: 202 x 259 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement.

All data is stated in mm.

* upon preliminary agreement with the editorial office; ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm
Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

Michaela Melicharová – Traffic manager Chvilka pro tebe, Rytmus života, Pestrý svět, Napsáno životem, Čas na lásku, specials for kids, Retro, Čas pro hvězdy; tel.: +420 225 008 380, fax: +420 225 008 379, e-mail: michaela.melicharova@mafra.cz

ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	215	285	202	259	276 000
1/1 4c inside	215	285	202	259	254 000
1/2 4c					
cross format	215	140	202	127	160 000
height format	105	285	99	259	160 000
Junior page	140	215	127	202	197 000
1/3 4c					
cross format	215	96	202	83	131 000
height format	71	285	64	259	131 000
1/4 4c					
cross format	215	74	202	61	110 000
height format	54	285	477	259	110 000
1/4 classic*	105	140	99	127	110 000
1/6 4c			99	83	81 000
1/8 4c			99	61	66 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	11.12.2018	31.12.2018	28	18.6.2019	8.7.2019
02	18.12.2018	7.1.2019	29	25.6.2019	15.7.2019
03	21.12.2018	14.1.2019	30	2.7.2019	22.7.2019
04	28.12.2018	21.1.2019	31	9.7.2019	29.7.2019
05	8.1.2019	28.1.2019	32	16.7.2019	5.8.2019
06	15.1.2019	4.2.2019	33	23.7.2019	12.8.2019
07	22.1.2019	11.2.2019	34	30.7.2019	19.8.2019
08	29.1.2019	18.2.2019	35	6.8.2019	26.8.2019
09	5.2.2019	25.2.2019	36	13.8.2019	2.9.2019
10	12.2.2019	4.3.2019	37	20.8.2019	9.9.2019
11	19.2.2019	11.3.2019	38	27.8.2019	16.9.2019
12	26.2.2019	18.3.2019	39	3.9.2019	23.9.2019
13	5.3.2019	25.3.2019	40	10.9.2019	30.9.2019
14	12.3.2019	1.4.2019	41	17.9.2019	7.10.2019
15	19.3.2019	8.4.2019	42	24.9.2019	14.10.2019
16	26.3.2019	15.4.2019	43	1.10.2019	21.10.2019
17	2.4.2019	23.4.2019	44	8.10.2019	29.10.2019
18	9.4.2019	29.4.2019	45	15.10.2019	4.11.2019
19	16.4.2019	6.5.2019	46	22.10.2019	11.11.2019
20	23.4.2019	13.5.2019	47	29.10.2019	18.11.2019
21	30.4.2019	20.5.2019	48	5.11.2019	25.11.2019
22	7.5.2019	27.5.2019	49	12.11.2019	2.12.2019
23	14.5.2019	3.6.2019	50	19.11.2019	9.12.2019
24	21.5.2019	10.6.2019	51	26.11.2019	16.12.2019
25	28.5.2019	17.6.2019	52	10.12.2019	30.12.2019
26	4.6.2019	24.6.2019	01	17.12.2019	6.1.2020
27	11.6.2019	1.7.2019			



TARGET GROUP: women aged 25–59
FREQUENCY: weekly
ISSUE DAY: Wednesday
ISSUE SIZE: 40 pages
AVERAGE PRINT RUN: 144 000 copies
READERSHIP: 244 000
COVER PRICE: CZK 14,90

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2.
quarter 2018

PESTRÝ SVĚT MAGAZINES FAMILY



PESTRÝ SVĚT

Pestrý svět is one of the most popular society weeklies in the Czech Republic. It brings authentic and exclusive information from the world of stars of both Czech and foreign show business. Here readers also find practical advice for homemakers, and beauty and health tips. Its crosswords and competitions with attractive prizes are also popular.



REGULAR COLUMNS

Society, Fashion, Health, Advises,
Cooking, Travel, Puzzles



TECHNICAL DATA

Type of print: offset; paper 52 g SC; Binding: V1; Page size before cutting:
225 x 295, after cutting: 215 x 285, layout: 202 x 253 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post
scripting in the centre, insertion of fonts must be activated (do not use
TrueType fonts), min. image resolution 300 dpi, CMYK colour template,
without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement.

All data is stated in mm.

* upon preliminary agreement with the editorial office; ** an extra 5 mm
needs to be added for bleed advert format/formát na spad, distance of
the text from the trimming 4 mm
Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing
+ film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

Michaela Melicharová – Traffic manager Chvilka pro tebe, Rytmus života,
Pestrý svět, Napsáno životem, Čas na lásku, specials for kids, Retro,
Čas pro hvězdy; tel.: +420 225 008 380, fax: +420 225 008 379,
e-mail: michaela.melicharova@mafra.cz

ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	215	285	202	253	184 000
cover page 3	215	285	202	253	152 000
1/1 4c inside	215	285	202	253	147 000
1/2 4c					
cross format	215	140	202	126	95 000
height format	105	285	101	253	95 000
Junior page	140	215	126	202	116 000
1/3 4c					
cross format	215	95	202	84	76 000
height format	72	285	67	253	76 000
1/4 4c					
cross format	215	71	202	63	64 000
height format	54	285	50	253	64 000
1/4 classic*	107	142	101	126	64 000
1/6 4c			101	84	46 000
1/8 4c			101	63	38 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	17.12.2018	2.1.2019	28	24.6.2019	10.7.2019
02	21.12.2018	9.1.2019	29	1.7.2019	17.7.2019
03	28.12.2018	16.1.2019	30	8.7.2019	24.7.2019
04	7.1.2019	23.1.2019	31	15.7.2019	31.7.2019
05	14.1.2019	30.1.2019	32	22.7.2019	7.8.2019
06	21.1.2019	6.2.2019	33	29.7.2019	14.8.2019
07	28.1.2019	13.2.2019	34	5.8.2019	21.8.2019
08	4.2.2019	20.2.2019	35	12.8.2019	28.8.2019
09	11.2.2019	27.2.2019	36	19.8.2019	4.9.2019
10	18.2.2019	6.3.2019	37	26.8.2019	11.9.2019
11	25.2.2019	13.3.2019	38	2.9.2019	18.9.2019
12	4.3.2019	20.3.2019	39	9.9.2019	25.9.2019
13	11.3.2019	27.3.2019	40	16.9.2019	2.10.2019
14	18.3.2019	3.4.2019	41	23.9.2019	9.10.2019
15	25.3.2019	10.4.2019	42	30.9.2019	16.10.2019
16	1.4.2019	17.4.2019	43	7.10.2019	23.10.2019
17	8.4.2019	24.4.2019	44	14.10.2019	30.10.2019
18	15.4.2019	30.4.2019	45	21.10.2019	6.11.2019
19	18.4.2019	7.5.2019	46	29.10.2019	13.11.2019
20	29.4.2019	15.5.2019	47	4.11.2019	20.11.2019
21	6.5.2019	22.5.2019	48	11.11.2019	27.11.2019
22	13.5.2019	29.5.2019	49	18.11.2019	4.12.2019
23	20.5.2019	5.6.2019	50	25.11.2019	11.12.2019
24	27.5.2019	12.6.2019	51-52	2.12.2019	18.12.2019
25	3.6.2019	19.6.2019	01	16.12.2019	31.12.2019
26	10.6.2019	26.6.2019	02	20.12.2019	8.1.2020
27	17.6.2019	3.7.2019			



TARGET GROUP: women aged 30–59
FREQUENCY: weekly
ISSUE DAY: Tuesday
ISSUE SIZE: 40 pages
AVERAGE PRINT RUN: 77 000 copies
COVER PRICE: CZK 12,90

Source: ABC ČR 2017/2018

ČAS PRO HVĚZDY

Čas pro hvězdy is a social weekly for women that presents up-to-date information exclusively about Czech celebrities. The magazine offers an attractive mix of information from show business, entertainment and service themes.



TECHNICAL DATA

Type of print: offset; paper 52 g SC; Binding: V1; Page size before cutting: 225 x 295, after cutting: 215 x 285, layout: 202 x 259 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement.

All data is stated in mm.

* upon preliminary agreement with the editorial office; ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm

Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

Michaela Melicharová – Traffic manager Chvilka pro tebe, Rytmus života, Pestrý svět, Napsáno životem, Čas na lásku, specials for kids, Retro, Čas pro hvězdy; tel.: +420 225 008 380, fax: +420 225 008 379, e-mail: michaela.melicharova@mafra.cz

ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	215	285	202	259	149 000
cover page 3	215	285	202	259	139 000
1/1 4c inside	215	285	202	259	127 000
1/2 4c					
cross format	215	140	202	127	75 000
height format	105	285	99	259	75 000
Junior page	140	215	127	202	98 000
1/3 4c					
cross format	215	96	202	83	64 000
height format	71	285	64	259	64 000
1/4 4c					
cross format	215	74	202	61	52 000
height format	54	285	47	259	52 000
1/4 classic*	105	140	99	127	52 000
1/6 4c			99	83	40 000
1/8 4c			99	61	29 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	10.12.2018	31.12.2018	28	17.6.2019	9.7.2019
02	17.12.2018	8.1.2019	29	24.6.2019	16.7.2019
03	20.12.2018	15.1.2019	30	1.7.2019	23.7.2019
04	28.12.2018	22.1.2019	31	8.7.2019	30.7.2019
05	7.1.2019	29.1.2019	32	15.7.2019	6.8.2019
06	14.1.2019	5.2.2019	33	22.7.2019	13.8.2019
07	21.1.2019	12.2.2019	34	29.7.2019	20.8.2019
08	28.1.2019	19.2.2019	35	5.8.2019	27.8.2019
09	4.2.2019	26.2.2019	36	12.8.2019	3.9.2019
10	11.2.2019	5.3.2019	37	19.8.2019	10.9.2019
11	18.2.2019	12.3.2019	38	26.8.2019	17.9.2019
12	25.2.2019	19.3.2019	39	2.9.2019	24.9.2019
13	4.3.2019	26.3.2019	40	9.9.2019	1.10.2019
14	11.3.2019	2.4.2019	41	16.9.2019	8.10.2019
15	18.3.2019	9.4.2019	42	23.9.2019	15.10.2019
16	25.3.2019	16.4.2019	43	30.9.2019	22.10.2019
17	1.4.2019	23.4.2019	44	7.10.2019	29.10.2019
18	8.4.2019	30.4.2019	45	14.10.2019	5.11.2019
19	15.4.2019	7.5.2019	46	21.10.2019	12.11.2019
20	23.4.2019	14.5.2019	47	29.10.2019	19.11.2019
21	29.4.2019	21.5.2019	48	4.11.2019	26.11.2019
22	6.5.2019	28.5.2019	49	11.11.2019	3.12.2019
23	13.5.2019	4.6.2019	50	18.11.2019	10.12.2019
24	20.5.2019	11.6.2019	51-52	25.11.2019	17.12.2019
25	27.5.2019	18.6.2019	01	9.12.2019	31.12.2019
26	3.6.2019	25.6.2019	02	16.12.2019	7.1.2020
27	10.6.2019	2.7.2019			



NOSTALGIE

In the magazine Nostalgie, the fate of the glittering stars comes to life in details and contexts that were not known yet. Exclusive old photographs and new archive facts create an exciting view of career and private lives of celebrities with their triumphs and crashes.

TARGET GROUP: women aged 45+
FREQUENCY: weekly
ISSUE DAY: Wednesday
ISSUE SIZE: 40 pages
AVERAGE PRINT RUN: 47 000 copies
READERSHIP: 50 000
COVER PRICE: CZK 16,90

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2. quarter 2018



RETRO

The best-selling and the most widely read “retro” magazine on the market, thanks to which the readers can breathe the noble atmosphere of the First Republic, but they also recall the times that just past. It brings fateful stories about famous stars full of passion, tension and unexpected twists.

TARGET GROUP:
in particular women aged 35–59
FREQUENCY: monthly
ISSUE DAY: Monday
ISSUE SIZE: 40 pages
AVERAGE PRINT RUN: 119 000 copies
READERSHIP: 213 000
COVER PRICE: CZK 19

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2. quarter 2018



ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	215	285	202	259	116 000
cover page 3	215	285	202	259	105 000
1/1 4c inside	215	285	202	259	95 000
1/2 4c					
cross format	215	140	202	127	62 000
height format	105	285	99	259	62 000
1/3 4c					
cross format	215	96	202	83	54 000
height format	71	285	64	259	54 000
1/4 4c					
cross format	215	74	202	61	40 000
height format	54	285	47	259	40 000
1/4 classic*	105	140	99	127	40 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	21.12.2018	14.1.2019	07	24.6.2019	15.7.2019
02	21.1.2019	11.2.2019	08	22.7.2019	12.8.2019
03	18.2.2019	11.3.2019	09	26.8.2019	16.9.2019
04	18.3.2019	8.4.2019	10	23.9.2019	14.10.2019
05	23.4.2019	13.5.2019	11	21.10.2019	11.11.2019
06	20.5.2019	10.6.2019	12	25.11.2019	16.12.2019

TECHNICAL DATA

Type of print: offset; paper 52 g SC; Binding: V1; Page size before cutting: 225 x 295, after cutting: 215 x 285, layout: 202 x 259 mm

MATERIALS:
PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement. All data is stated in mm. * upon preliminary agreement with the editorial office; ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm. Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:
Michaela Melicharová - Traffic manager Chvilka pro tebe, Rytmus života, Pestrý svět, Napsáno životem, Čas na lásku, specials for kids, Retro, Čas pro hvězdy; tel.: +420 225 008 380, fax: +420 225 008 379, e-mail: michaela.melicharova@mafra.cz

ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	215	285	202	259	104 000
cover page 3	215	285	202	259	95 000
cover page 2	215	285	202	259	99 000
1/1 4c inside	215	285	202	259	95 000
1/2 4c					
cross format	215	140	202	127	53 000
height format	105	285	99	259	53 000
1/3 4c					
cross format	215	96	202	83	37 000
height format	71	285	64	259	37 000
1/4 4c					
cross format	215	74	202	61	30 000
height format	54	285	47	259	30 000
1/4 classic*	105	140	99	127	30 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	5.12.2018	27.12.2018	08	3.7.2019	24.7.2019
02	2.1.2019	23.1.2019	09	7.8.2019	28.8.2019
03	30.1.2019	20.2.2019	10	4.9.2019	25.9.2019
04	6.3.2019	27.3.2019	11	2.10.2019	23.10.2019
05	3.4.2019	24.4.2019	12	6.11.2019	27.11.2019
06	30.4.2019	22.5.2019	01	4.12.2019	30.12.2019
07	5.6.2019	26.6.2019			

TECHNICAL DATA

Type of print: offset; paper 52 g SC; Binding: V1; Page size before cutting: 225 x 295, after cutting: 215 x 285, layout: 202 x 259 mm

MATERIALS:
PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement. All data is stated in mm. * upon preliminary agreement with the editorial office; ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm. Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:
Michaela Melicharová - Traffic manager Chvilka pro tebe, Rytmus života, Pestrý svět, Napsáno životem, Čas na lásku, specials for kids, Retro, Čas pro hvězdy; tel.: +420 225 008 380, fax: +420 225 008 379, e-mail: michaela.melicharova@mafra.cz



HVĚZDY JAKO NA DLANI

The monthly brings interesting stories of both domestic and foreign celebrities, showing the life of the stars of the present and of those who have become immortal legends. Unlike other magazines, the Hvězdy jako na dlani does not bring scraps but complete portraits of famous faces.

TARGET GROUP: women aged 45+
FREQUENCY: monthly
ISSUE DAY: Wednesday
ISSUE SIZE: 40 pages
COVER PRICE: CZK 20



ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	215	285	202	259	104 000
cover page 3	215	285	202	259	95 000
cover page 2	215	285	202	259	99 000
1/1 4c inside	215	285	202	259	95 000
1/2 4c					
cross format	215	140	202	127	53 000
height format	105	285	99	259	53 000
1/3 4c					
cross format	215	96	202	83	37 000
height format	71	285	64	259	37 000
1/4 4c					
cross format	215	74	202	61	30 000
height format	54	285	47	259	30 000
1/4 classic*	105	140	99	127	30 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	12.12.2018	3.1.2019	08	17.7.2019	7.8.2019
02	16.1.2019	6.2.2019	09	14.8.2019	4.9.2019
03	13.2.2019	6.3.2019	10	11.9.2019	2.10.2019
04	13.3.2019	3.4.2019	11	16.10.2019	6.11.2019
05	10.4.2019	2.5.2019	12	13.11.2019	4.12.2019
06	15.5.2019	5.6.2019	01	11.12.2019	3.1.2020
07	12.6.2019	3.7.2019			

TECHNICAL DATA

Type of print: offset; paper 52 g SC; Binding: V1; Page size before cutting: 225 x 295, after cutting: 215 x 285, layout: 202 x 259 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement. All data is stated in mm. * upon preliminary agreement with the editorial office; ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm. Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

Michaela Melicharová – Traffic manager Chvilka pro tebe, Rytmus života, Pestrý svět, Napsáno životem, Čas na lásku, specials for kids, Retro, Čas pro hvězdy; tel.: +420 225 008 380, fax: +420 225 008 379, e-mail: michaela.melicharova@mafra.cz

TV GUIDE

40
TÝDENÍK TELEVIZE
TV MAX
TV REVUE
TV PLUS 14



TARGET GROUP: everyone aged 30–59
FREQUENCY: weekly
ISSUE DAY: Tuesday
ISSUE SIZE: 72 + 4 pages
AVERAGE PRINT RUN: 67 000 copies
READERSHIP: 104 000
COVER PRICE: CZK 22

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2. quarter 2018



REGULAR COLUMNS
Culinarium, Travel, Health

THEMATIC SUPPLEMENTS



TAILOR MADE SUPPLEMENTS



TÝDENÍK TELEVIZE

A traditional TV guide whose history dates back to 1965. Every week in a new, modern look, it provides a clear and detailed television listing for the next week. A number of tips and teasers serve for better reader's orientation in broadcast of 82 television stations.



Adverts in the editorial section



TV tips



Adverts in the TV guide section

ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	215	285	187	248	180 000
cover page 3	215	285	187	248	155 000
cover page 2	215	285	187	248	165 000
2/1 4c	430	285			235 000
1/1 4c inside	215	285	187	248	120 000
1/2 4c					
cross format	215	140	187	122	80 500
height format	105	285	92	248	80 500
Junior page	137	194	124	170	110 000
1/3 4c					
cross format	215	92	187	80	69 500
height format	71	285	58	248	69 500
1/4 4c					
cross format	215	68	187	58	60 500
height format	55	285	42	248	60 500
1/4 classic	106	140	92	121	60 500
1/6 4c			58	122	37 000
box in TV tips* width			96	48	42 000
box in TV tips* height			46	100	42 000
box in TV tips* classic			46	48	24 500
box in TV show guide*			47	27	24 500

TECHNICAL DATA

Type of print: offset; Paper: cover – 115 g KL, inside – 53 g LWU matt; Binding: V1; Page size before cutting: 225 x 295, after cutting: 215 x 285, layout: 187 x 248 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement. All data is stated in mm. * upon preliminary agreement with the editorial office; ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm. Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	4.12.2018	21.12.2018	28	18.6.2019	2.7.2019
02	11.12.2018	31.12.2018	29	25.6.2019	9.7.2019
03	18.12.2018	8.1.2019	30	2.7.2019	16.7.2019
04	21.12.2018	15.1.2019	31	9.7.2019	23.7.2019
05	8.1.2019	22.1.2019	32	16.7.2019	30.7.2019
06	15.1.2019	29.1.2019	33	23.7.2019	6.8.2019
07	22.1.2019	5.2.2019	34	30.7.2019	13.8.2019
08	29.1.2019	12.2.2019	35	6.8.2019	20.8.2019
09	5.2.2019	19.2.2019	36	13.8.2019	27.8.2019
10	12.2.2019	26.2.2019	37	20.8.2019	3.9.2019
11	19.2.2019	5.3.2019	38	27.8.2019	10.9.2019
12	26.2.2019	12.3.2019	39	3.9.2019	17.9.2019
13	5.3.2019	19.3.2019	40	10.9.2019	24.9.2019
14	12.3.2019	26.3.2019	41	17.9.2019	1.10.2019
15	19.3.2019	2.4.2019	42	24.9.2019	8.10.2019
16	26.3.2019	9.4.2019	43	1.10.2019	15.10.2019
17	2.4.2019	16.4.2019	44	8.10.2019	22.10.2019
18	9.4.2019	23.4.2019	45	15.10.2019	29.10.2019
19	16.4.2019	30.4.2019	46	22.10.2019	5.11.2019
20	23.4.2019	7.5.2019	47	29.10.2019	12.11.2019
21	30.4.2019	14.5.2019	48	5.11.2019	19.11.2019
22	7.5.2019	21.5.2019	49	12.11.2019	26.11.2019
23	14.5.2019	28.5.2019	50	19.11.2019	2.12.2019
24	21.5.2019	4.6.2019	51-52	22.11.2019	6.12.2019
25	28.5.2019	11.6.2019	01	3.12.2019	20.12.2019
26	4.6.2019	18.6.2019	02	10.12.2019	30.12.2019
27	11.6.2019	25.6.2019			

CONTACT:

Michaela Skřivánková – Traffic manager, Týdeník Televize, TV Revue, TV Max, TV Plus14, Prima vychytávky; tel.: +420 225 008 640, fax: +420 225 008 379, e-mail: michaela.skřivankova@mafra.cz

TV MAX

The best-selling magazine on the market. A modern, successful and dynamic television bi-weekly offering a pleasant format, 124 pages of information about news from the world of television and film, in particular from abroad, the 44 most important channels, and 15 detailed TV tips every day. It also features competitions with valuable prizes.



TARGET GROUP: everyone aged 20–39
FREQUENCY: bi-weekly
ISSUE DAY: Monday
ISSUE SIZE: 120 + 4 pages
AVERAGE PRINT RUN: 357 000 copies
READERSHIP: 440 000
COVER PRICE: CZK 15,90

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2. quarter 2018

Non-standard customised adverts



THEMATIC SUPPLEMENTS



TAILOR MADE SUPPLEMENTS



TV tips



Adverts in the TV guide section

ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	180	235	166	208	244 000
cover page 3	180	235	166	208	226 000
cover page 2	180	235	166	208	231 000
2/1 4c	360	235			371 000
1/1 4c inside	180	235	166	208	226 000
1/2 4c					
cross format	180	117	166	107	124 000
height format	88	235	81	208	124 000
Junior page	116	148	109	138	199 000
1/3 4c					
cross format	180	78	166	68	98 000
height format	60	235	53	208	98 000
1/4 4c					
cross format	180	59	166	49	88 000
height format	45	235	38	208	88 000
1/4 classic*	88	116	81	107	88 000
1/6 4c			53	102	57 000
box in TV tips*			54	69	47 000
box in TV show guide*			41	26	47 000

TECHNICAL DATA

Type of print: offset; Paper: cover – 115 g KL, inside – 52 g SC matt; Binding: V1; Page size before cutting: 190 x 245, after cutting: 180 x 235, layout: 166 x 208 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement. All data is stated in mm.

* upon preliminary agreement with the editorial office; ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm. Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	6.12.2018	21.12.2018	15	25.6.2019	8.7.2019
02	21.12.2018	7.1.2019	16	9.7.2019	22.7.2019
03	8.1.2019	21.1.2019	17	23.7.2019	5.8.2019
04	22.1.2019	4.2.2019	18	6.8.2019	19.8.2019
05	5.2.2019	18.2.2019	19	20.8.2019	2.9.2019
06	19.2.2019	4.3.2019	20	3.9.2019	16.9.2019
07	5.3.2019	18.3.2019	21	17.9.2019	30.9.2019
08	19.3.2019	1.4.2019	22	1.10.2019	14.10.2019
09	2.4.2019	15.4.2019	23	15.10.2019	29.10.2019
10	16.4.2019	29.4.2019	24	29.10.2019	11.11.2019
11	30.4.2019	13.5.2019	25	12.11.2019	25.11.2019
12	14.5.2019	27.5.2019	26	26.11.2019	9.12.2019
13	28.5.2019	10.6.2019	27	6.12.2019	20.12.2019
14	11.6.2019	24.6.2019			
15	25.6.2019	8.7.2019			
16	9.7.2019	22.7.2019			

CONTACT:

Michaela Skřivánková – Traffic manager, Týdeník Televize,
TV Revue, TV Max, TV Plus14, Prima vychytávky;
tel.: +420 225 008 640, fax: +420 225 008 379,
e-mail: michaela.skrivankova@mafra.cz



TV REVUE

TV Revue, it is especially a clear guide for the 49 most popular television channels and the most comprehensive offer of all Czech television stations. In addition it is quality reading about television backstage, fun and a lot of useful tips as well.

TARGET GROUP: everyone aged 25–43
FREQUENCY: bi-weekly
ISSUE DAY: Monday
ISSUE SIZE: 104 + 4 pages
AVERAGE PRINT RUN: 97 000 copies
READERSHIP: 84 000
COVER PRICE: CZK 13,90

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2. quarter 2018



THEMATIC SUPPLEMENTS



TAILOR MADE SUPPLEMENTS



Adverts in the TV guide section



TV tips

ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	195	225	182	199	179 000
cover page 3	195	225	182	199	147 000
cover page 2	195	225	182	199	158 000
2/1 4c	390	225			221 000
1/1 4c inside	195	225	182	199	137 000
1/2 4c					
cross format	195	110	182	101	79 000
height format	95	225	87	199	79 000
Junior page	130	150	122	141	110 000
1/3 4c					
cross format	195	75	182	66	56 000
height format	66	225	58	199	56 000
1/4 4c					
cross format	195	56	182	48	46 000
height format	48	225	40	199	46 000
1/4 classic*	95	110	87	101	46 000
1/6 4c			58	98	30 000
box in TV tips*			89	111	33 000
box in TV guide*			43	84	28 000
box in TV show guide*			44	26	23 000

TECHNICAL DATA

Type of print: offset; Paper: cover – 100 g KL, inside – 52 g SC matt; Binding: V1; Page size before cutting: 205 x 235, after cutting: 195 x 225, layout: 182 x 199 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement. All data is stated in mm.

* upon preliminary agreement with the editorial office; ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm. Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	14.12.2018	28.12.2018	15	2.7.2019	15.7.2019
02	21.12.2018	14.1.2019	16	16.7.2019	29.7.2019
03	15.1.2019	28.1.2019	17	30.7.2019	12.8.2019
04	29.1.2019	11.2.2019	18	13.8.2019	26.8.2019
05	12.2.2019	25.2.2019	19	27.8.2019	9.9.2019
06	26.2.2019	11.3.2019	20	10.9.2019	23.9.2019
07	12.3.2019	25.3.2019	21	24.9.2019	7.10.2019
08	26.3.2019	8.4.2019	22	8.10.2019	21.10.2019
09	9.4.2019	23.4.2019	23	22.10.2019	4.11.2019
10	23.4.2019	6.5.2019	24	5.11.2019	18.11.2019
11	7.5.2019	20.5.2019	25	19.11.2019	2.12.2019
12	21.5.2019	3.6.2019	26	29.11.2019	13.12.2019
13	4.6.2019	17.6.2019	27	6.12.2019	27.12.2019
14	18.6.2019	1.7.2019			

CONTACT:

Michaela Skřivánková – Traffic manager, Týdeník Televize, TV Revue, TV Max, TV Plus14, Prima vychytávky; tel.: +420 225 008 640, fax: +420 225 008 379, e-mail: michaela.skrivankova@mafra.cz



TV PLUS14

TV Plus14 is a TV guide which provides on 48 pages all the important information about current broadcasting, favorite shows and offers riddles about television.

TARGET GROUP: everyone aged 30–59
FREQUENCY: bi-weekly
ISSUE DAY: Monday
ISSUE SIZE: 56 pages
AVERAGE PRINT RUN: 97 000 copies
READERSHIP: 67 000
COVER PRICE: CZK 9,90

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2. quarter 2018

ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	200	265	180	240	123 000
cover page 3	200	265	180	240	101 000
cover page 2	200	265	180	240	107 000
2/1 4c	400	265			182 000
1/1 4c inside	200	265	180	240	101 000
1/2 4c					
cross format	200	130	180	120	63 000
height format	98	265	88	240	63 000
Junior page	129	200	119	192	80 000
1/3 4c					
cross format	200	90	180	80	45 000
height format	68	265	58	240	45 000
1/4 4c					
1/4 classic*	98,5	130	88	120	34 000
Atypical size	129	125			34 000
1/6 4c			58	118	24 000
in TV tips box			123	53	26 000
in TV tips box			60	53	19 500
in TV show guide box			45	25	14 500

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	14.12.2018	28.12.2018	15	2.7.2019	15.7.2019
02	21.12.2018	14.1.2019	16	16.7.2019	29.7.2019
03	15.1.2019	28.1.2019	17	30.7.2019	12.8.2019
04	29.1.2019	11.2.2019	18	13.8.2019	26.8.2019
05	12.2.2019	25.2.2019	19	27.8.2019	9.9.2019
06	26.2.2019	11.3.2019	20	10.9.2019	23.9.2019
07	12.3.2019	25.3.2019	21	24.9.2019	7.10.2019
08	26.3.2019	8.4.2019	22	8.10.2019	21.10.2019
09	9.4.2019	23.4.2019	23	22.10.2019	4.11.2019
10	23.4.2019	6.5.2019	24	5.11.2019	18.11.2019
11	7.5.2019	20.5.2019	25	19.11.2019	2.12.2019
12	21.5.2019	3.6.2019	26	29.11.2019	13.12.2019
13	4.6.2019	17.6.2019	01	6.12.2019	27.12.2019
14	18.6.2019	1.7.2019			

TECHNICAL DATA

Type of print: offset; Paper: 52 g SC; Binding: V1; Page size before cutting: 210 x 275, after cutting: 200 x 265, layout: 180 x 240 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement. All data is stated in mm. * upon preliminary agreement with the editorial office; ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm. Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

Michaela Skřivánková – Traffic manager, Týdeník Televize, TV Revue, TV Max, TV Plus14, Prima vychytávky; tel.: +420 225 008 640, fax: +420 225 008 379, e-mail: michaela.skrivankova@mafra.cz

STORY

48
NAPSÁNO ŽIVOTEM
ČAS NA LÁSKU
PŘÍBĚHY PLNÉ ŽIVOTA
CHVILKA NAPĚTÍ



TARGET GROUP: everyone aged 25–59
FREQUENCY: bi-weekly
ISSUE DAY: Thursday
ISSUE SIZE: 32 + 4 pages
AVERAGE PRINT RUN: 55 000 copies
READERSHIP: 174 000
COVER PRICE: CZK 20

Source: ABC ČR 2017/2018,
 MEDIA PROJEKT 1. + 2. quarter 2018

SPECIALS OF NAPSÁNO ŽIVOTEM



NAPSÁNO ŽIVOTEM

A magazine full of real people's stories. Inside you will find touching, cheerful, dramatic and sometimes shocking or sad – but always true – stories, just as life itself wrote them.



ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	205	280	185	252	88 000
cover page 3+2	205	280	185	252	66 000
1/1 4c inside	205	280	185	252	59 000
1/2 4c					
cross format	205	137	185	126	32 000
height format	100	280	92	252	32 000
Junior page	137	205	126	185	37 000
1/3 4c					
cross format	205	90	185	84	24 000
height format	65	280	61	252	24 000
1/4 4c					
cross format	205	67	185	63	16 000
height format	48	280	45	252	16 000
1/4 classic*	122	137			16 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	20.12.2018	4.1.2019	15	4.7.2019	19.7.2019
02	3.1.2019	18.1.2019	16	18.7.2019	2.8.2019
03	17.1.2019	1.2.2019	17	1.8.2019	16.8.2019
04	31.1.2019	15.2.2019	18	15.8.2019	30.8.2019
05	14.2.2019	1.3.2019	19	29.8.2019	13.9.2019
06	28.2.2019	15.3.2019	20	12.9.2019	27.9.2019
07	14.3.2019	29.3.2019	21	26.9.2019	11.10.2019
08	28.3.2019	12.4.2019	22	10.10.2019	25.10.2019
09	11.4.2019	26.4.2019	23	24.10.2019	8.11.2019
10	25.4.2019	10.5.2019	24	7.11.2019	22.11.2019
11	9.5.2019	24.5.2019	25	21.11.2019	6.12.2019
12	23.5.2019	7.6.2019	26	5.12.2019	20.12.2019
13	6.6.2019	21.6.2019	01	19.12.2019	3.1.2020
14	20.6.2019	4.7.2019			

SPECIALS OF NAPSÁNO ŽIVOTEM 2019

Name	Closing date	Issue date
Nejlepší příb.1	2.4.2019	24.4.2019
Letní příběhy 1	14.5.2019	4.6.2019
Nejlepší příb.2	20.8.2019	10.9.2019

PRAVDIVÉ PŘÍBĚHY

Issue	Closing date	Issue date
01	19.12.2018	9.1.2019
02	30.1.2019	20.2.2019
03	20.3.2019	10.4.2019
04	30.4.2019	22.5.2019
05	19.6.2019	10.7.2019
06	31.7.2019	21.8.2019
07	18.9.2019	9.10.2019
08	6.11.2019	27.11.2019

KRIMI PŘÍBĚHY

Issue	Closing date	Issue date
01	2.1.2019	22.1.2019
02	10.9.2019	1.10.2019

PESTRÉ OSUDY

Issue	Closing date	Issue date
01	26.2.2019	19.3.2019
02	28.5.2019	18.6.2019
03	27.8.2019	17.9.2019
04	26.11.2019	17.12.2019

TAJEMNÉ PŘÍBĚHY

Issue	Closing date	Issue date
01	6.3.2019	27.3.2019
02	5.6.2019	26.6.2019
03	4.9.2019	25.9.2019
04	27.11.2019	20.12.2019

TECHNICAL DATA

Number of pagys: 32 + 4, Type of print: offset; Paper: Cover - 80 g LWC, inside - 45 g newspaper; Binding: V1; Page size before cutting: 215 x 290, after cutting: 205 x 280, layout: 185 x 252 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement. All data is stated in mm. ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm. Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

Michaela Melicharová – Traffic manager Chvilka pro tebe, Rytmus života, Pestrý svět, Napsáno životem, Čas na lásku, specials for kids, Retro, Čas pro hvězdy; tel.: +420 225 008 380, fax: +420 225 008 379, e-mail: michaela.melicharova@mafra.cz



ČAS NA LÁSKU

Do you love romantic stories full of love, desire, passion, emotion, fateful encounters and unexpected twists, but almost always with a happy end? Then this magazine is the one you are looking for.

TARGET GROUP: everyone aged 20–49
FREQUENCY: bi-weekly
ISSUE DAY: Thursday
ISSUE SIZE: 32 + 4 pages
AVERAGE PRINT RUN: 30 000 copies
READERSHIP: 89 000
COVER PRICE: CZK 20

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2. quarter 2018

ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	205	280	185	252	63 000
cover page 3+2	205	280	185	252	51 000
1/1 4c inside	205	280	185	252	40 000
1/2 4c					
cross format	205	137	185	126	25 000
height format	100	280	92	252	25 000
Junior page	137	205	126	185	29 000
1/3 4c					
cross format	205	90	185	84	18 000
height format	65	280	61	252	18 000
1/4 4c					
cross format	205	67	185	63	13 000
height format	48	280	45	252	13 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	11.12.2018	28.12.2018	15	25.6.2019	12.7.2019
02	21.12.2018	11.1.2019	16	9.7.2019	26.7.2019
03	8.1.2019	25.1.2019	17	23.7.2019	9.8.2019
04	22.1.2019	8.2.2019	18	6.8.2019	23.8.2019
05	5.2.2019	22.2.2019	19	20.8.2019	6.9.2019
06	19.2.2019	8.3.2019	20	3.9.2019	20.9.2019
07	5.3.2019	22.3.2019	21	17.9.2019	4.10.2019
08	19.3.2019	5.4.2019	22	1.10.2019	18.10.2019
09	2.4.2019	18.4.2019	23	15.10.2019	1.11.2019
10	16.4.2019	3.5.2019	24	29.10.2019	15.11.2019
11	30.4.2019	17.5.2019	25	12.11.2019	29.11.2019
12	14.5.2019	31.5.2019	26	26.11.2019	13.12.2019
13	28.5.2019	14.6.2019	01	10.12.2019	27.12.2019
14	11.6.2019	28.6.2019			

SPECIALS OF ČAS NA LÁSKU 2019

Name	Closing date	Issue date
Letní romance 1	11.6.2019	2.7.2019
Nejlepší příb.1	9.7.2019	30.7.2019

TECHNICAL DATA

Number of pagys: 32 + 4, Type of print: offset; Paper: Cover - 80 g KL, inside - 45 g newspaper; Binding: V1; Page size before cutting: 215 x 290, after cutting: 205 x 280, layout: 185 x 252 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement. All data is stated in mm.
** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm. Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

Michaela Melicharová – Traffic manager Chvilka pro tebe, Rytmus života, Pestrý svět, Napsáno životem, Čas na lásku, specials for kids, Retro, Čas pro hvězdy; tel.: +420 225 008 380, fax: +420 225 008 379, e-mail: michaela.melicharova@mafra.cz



PŘÍBĚHY PLNÉ ŽIVOTA

The magazine brings to its readers an optimism and life courage based on real stories and experiences. Except interesting human destinies, it offers desired sections, which will be evaluated by every woman – practical home and household advices, recipes and travel tips.

TARGET GROUP: women aged 45 years and over
FREQUENCY: quarterly
ISSUE SIZE: 48 + 4 pages
COVER PRICE: CZK 29



ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	205	280	185	252	63 000
cover page 3	205	280	185	252	51 000
cover page 2	205	280	185	252	51 000
1/1 4c uvnitř	205	280	185	252	40 000
1/2 4c					
cross format	205	137	185	126	25 000
height format	100	280	92	252	25 000
1/3 4c					
cross format	205	90	185	84	18 000
height format	65	280	61	252	18 000
1/4 4c					
cross format	205	67	185	63	13 000
height format	48	280	45	252	13 000

SCHEDULE 2019

Issue	Closing date	Issue date
01	22.1.2019	12.2.2019
02	23.4.2019	14.5.2019
03	23.7.2019	13.8.2019
04	15.10.2019	5.11.2019

TECHNICAL DATA

Number of pagys: 48 + 4, Type of print: offset; Paper: Cover - 100 g LWC, inside - 45 g newspaper; Binding: V1; Page size before cutting: 215 x 290, after cutting: 205 x 280, layout: 185 x 252 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement. All data is stated in mm.
** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm. Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

Michaela Melicharová – Traffic manager Chvilka pro tebe, Rytmus života, Pestrý svět, Napsáno životem, Čas na lásku, specials for kids, Retro, Čas pro hvězdy; tel.: +420 225 008 380, fax: +420 225 008 379, e-mail: michaela.melicharova@mafra.cz



CHVILKA NAPĚTÍ

The magazine draws on its readers’ letters in which people describe their encounters with mystery, horror, supernatural, and unexplained mysteries that are complemented by stories of old police archives.

TARGET GROUP: everyone who likes suspense and mysteries
FREQUENCY: quarterly
ISSUE SIZE: 40 pages
AVERAGE PRINT RUN: 20 000 copies
READERSHIP: 49 000
COVER PRICE: CZK 23

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2. quarter 2018



ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	205	275	189	253	73 000
cover page 2	205	275	189	253	55 000
1/1 4c inside	205	275	189	253	49 000
1/2 4c					
cross format	205	137,5	189	125	26 000
height format	102,5	275	103	253	26 000
1/3 4c					
cross format	205	92	189	80	20 000
height format	68	275	60	253	20 000
1/4 4c					
cross format	205	69	189	56	14 000
height format	51	275	43	253	14 000
1/4 classic	103	138	95	128	14 000

SCHEDULE 2019

Issue	Closing date	Issue date
01	9.1.2019	30.1.2019
02	20.3.2019	10.4.2019
03	22.5.2019	12.6.2019
04	18.9.2019	9.10.2019

TECHNICAL DATA

Type of print: offset; Paper: 56 g SC; Binding: V1; Page size before cutting: 215 x 285, after cutting: 205 x 275, layout: 189 x 253 mm

MATERIALS:
PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement. All data is stated in mm.
** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm. Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:
Tamara Rumlová – Traffic manager Claudia, Claudia speciály, Tina, Tina Bydlime, Tina speciály, Chvilka v kuchyni, speciály Chvilky; tel.: +420 225 008 316, fax: +420 225 008 379, e-mail: tamara.rumlova@mafra.cz

KIDS

54
LUŠTĚNÍ PRO DĚTI
OMALOVÁNKY MOUDRÉ SOVY



TARGET GROUP: children aged 4–8

FREQUENCY: bi-monthly

ISSUE SIZE: 32 + 4 pages

COVER PRICE: CZK 29,90

LUŠTĚNÍ PRO DĚTI

A fun magazine for children aged 4 to 8. It is an aid to parents to help their children to learn their first letters, numbers, skills and logical thinking. Word search puzzles, riddles, join the dots.



REGULAR COLUMNS

Spot the differences, Invisible picture, Join the dots, My first crosswords, Making things



ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	210	297	180	277	53 000
cover page 2	210	297	180	277	47 000
1/1 4c inside	210	297	180	277	37 000
1/2 4c					
cross format	210	149	180	139	28 000
height format	105	297	90	277	28 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	15.1.2019	5.2.2019	04	16.7.2019	6.8.2019
02	19.3.2019	9.4.2019	05	17.9.2019	8.10.2019
03	14.5.2019	4.6.2019	06	19.11.2019	10.12.2019

TECHNICAL DATA

Issue size: 32 + 4; type of print: offset; Paper: cover – 150 g KL, inside – 80 g ofset; Binding: V1; Page size before cutting: 220 x 307, after cutting: 210 x 297, layout: 180 x 277 mm

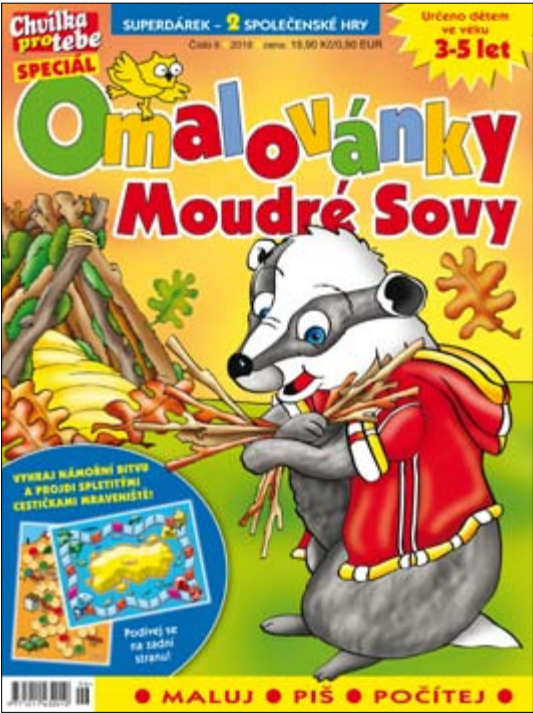
MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT, 20 % surcharge per specific placement. All data is stated in mm. ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm. Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

Michaela Melicharová – Traffic manager Chvilka pro tebe, Rytmus života, Pestrý svět, Napsáno životem, Čas na lásku, specials for kids, Retro, Čas pro hvězdy; tel.: +420 225 008 380, fax: +420 225 008 379, e-mail: michaela.melicharova@mafra.cz



TARGET GROUP: children aged 3–5
FREQUENCY: bi-monthly
ISSUE SIZE: 16 + 4 pages
COVER PRICE: CZK 19,90



TECHNICAL DATA

Issue size: 16 + 4; type of print: offset; Paper: cover – 170 g KL, inside – 80 g offset; Binding: V1; Page size before cutting: 220 x 290, after cutting: 210 x 280, layout: 200 x 270 mm

MATERIALS:
PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement. All data is stated in mm.
** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm. Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:
Michaela Melicharová – Traffic manager Chvilka pro tebe, Rytmus života, Pestrý svět, Napsáno životem, Čas na lásku, specials for kids, Retro, Čas pro hvězdy; tel.: +420 225 008 380, fax: +420 225 008 379, e-mail: michaela.melicharova@mafra.cz

**OMALOVÁNKY
MOUDRÉ SOVY**

A magazine designed for children aged 3-5 years is full of not only paintings, but preschoolers can also try writing the first letters.

INTEREST

58 COOKING
CHUŤOVKA
CHVILKA V KUCHYNI
VAŘÍME KROK ZA KROKEM
CLAUDIA RECEPTY & KŘÍŽOVKY
RETRO KUCHAŘKA

64 HOME & DECO
TINA BYDLÍME

66 HOBBY
PRIMA VYCHYTÁVKY

68 CROSSWORDS
CHVILKA PRO LUŠTĚNÍ
RYTMUS ŽIVOTA ČÍSELNÉ KŘÍŽOVKY
CHVILKA PRO RELAX

ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	210	280	200	270	53 000
1/1 4c inside	210	280	200	270	37 000
1/2 4c					
cross format	210	139	200	130	28 000
height format	104	280	99	270	28 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	12.12.2018	4.1.2019	05	14.8.2019	6.9.2019
02	6.2.2019	1.3.2019	06	9.10.2019	1.11.2019
03	10.4.2019	3.5.2019	01	11.12.2019	3.1.2020
04	12.6.2019	4.7.2019			



TARGET GROUP: woman aged 25–45
FREQUENCY: occasionally
ISSUE DAY: Wednesday
 (together with Žena a život)
ISSUE SIZE: 40 + 4 pages
AVERAGE PRINT RUN: 70 000 copies
READERSHIP: 275 000
COVER PRICE: CZK 35

Source: ABC ČR 2017/2018,
 MEDIA PROJEKT 1. + 2. quarter 2018
 in reference to Žena a život

CHUŤOVKA

The magazine Chutovka (Snack) affects your senses. It knows that food is one of the most enjoyable things in life and need to be savoured. Chutovka is about inspiration and passion. It is full of tested recipes, tips and beautiful photographs. It is both traditional and global.



We know how to customise special projects for you.



SPECIAL SUPPLEMENTS



ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
1/1 4c inside	200	270	169	234	199 000
1/2 4c					
cross format	200	132	169	113	135 000

SCHEDULE 2019

Issue	Closing date	Issue date	Supplements
01	17.5.2019	12.6.2019	Chutovka
02	18.10.2019	13.11.2019	Chutovka Vánoce

TECHNICAL DATA

Number of pages: 48 + 4; type of print: offset; Paper: cover – 115 g KL, inside – 60 g MFC; Binding: V1; Page size before cutting: 210 x 280, after cutting: 200 x 270, layout: 169 x 234 mm

MATERIALS:
 PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print
 Advert price excl. VAT. 20% surcharge per specific placement. All data is stated in mm.
 ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm
 Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT: Jarmila Tlachová – Traffic manager Žena a život, Můj svět; tel.: +420 225 008 571, fax: +420 225 008 379, e-mail: jarmila.tlachova@mafra.cz



TARGET GROUP: everyone who likes to cook
FREQUENCY: monthly
ISSUE SIZE: 64 pages
AVERAGE PRINT RUN: 92 000 copies
READERSHIP: 84 000
COVER PRICE: CZK 8,90

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2. quarter 2018

CHVILKA V KUCHYNI

This magazine belongs in the group of titles of the successful women's weekly Chvilka pro tebe. It provides a large quantity of recipes directly from other readers.



REGULAR COLUMNS

Worldwide, Regional speciality,
Service for you



ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	148	205	132	185	104 000
cover page 3	148	205	132	185	99 000
cover page 2	148	205	132	185	100 000
2/1 4c	296	205	280	185	168 000
1/1 4c uvnitř	148	205	132	185	95 000
1/2 4c					
cross format	148	101	132	93	56 000
height format	72	205	66	185	56 000
1/3 4c					
cross format	148	66	132	62	39 000
height format	47	205	44	185	39 000
1/4 kl	72	101			23 000
1/6			68	74	20 000
1/8			44	93	15 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	18.12.2018	2.1.2019	08	23.7.2019	6.8.2019
02	22.1.2019	5.2.2019	09	20.8.2019	3.9.2019
03	19.2.2019	5.3.2019	10	17.9.2019	1.10.2019
04	19.3.2019	2.4.2019	11	22.10.2019	5.11.2019
05	23.4.2019	7.5.2019	12	19.11.2019	3.12.2019
06	21.5.2019	4.6.2019	01	20.12.2019	7.1.2020
07	18.6.2019	2.7.2019			

TECHNICAL DATA

Number of pages: 64, Type of print: offset; Paper: 56 g SC; Binding: V1; Page size before cutting: 158 x 215, after cutting: 148 x 205, layout: 132 x 185 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20 % surcharge per specific placement. All data is stated in mm. ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm. Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT: Tamara Rumlová – Traffic manager Claudia, Claudia speciály, Tina, Tina Byd-lime, Tina speciály, Chvilka v kuchyni, speciály Chvilky; tel.: +420 225 008 316, fax: +420 225 008 379, e-mail: tamara.rumlova@mafra.cz



VAŘÍME KROK ZA KROKEM

The enjoyable magazine comes out every month, and its readers can find recipes for a weekday and holiday, for a sweet and savory, for a simple and more complicated, but ALWAYS depicted step by step.



ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	170	280	154	254	95 000
cover page 3	170	280	154	254	79 000
cover page 2	170	280	154	254	84 000
1/1 4c inside	170	280	154	254	74 000
1/2 4c					
cross format	170	137	154	125	49 000
height format	82	280	74	254	49 000
1/3 4c					
cross format	170	90	154	79	33 000
height format	60	280	50	254	33 000
1/8 4c			81	66	20 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	19.12.2018	9.1.2019	08	24.7.2019	14.8.2019
02	23.1.2019	13.2.2019	09	21.8.2019	11.9.2019
03	20.2.2019	13.3.2019	10	18.9.2019	9.10.2019
04	20.3.2019	10.4.2019	11	23.10.2019	13.11.2019
05	24.4.2019	15.5.2019	12	13.11.2019	4.12.2019
06	22.5.2019	12.6.2019	01	18.12.2019	8.1.2020
07	19.6.2019	10.7.2019			

TECHNICAL DATA

Type of print: offset; Paper: cover – 90 g KL, inside – 56 g SC; Binding: V1;Page size before cutting: 180 x 290, after cutting: 170 x 280, layout: 154 x 254 mm

MATERIALS

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20"% surcharge per specific placement. All data is stated in mm. ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm

Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

Tamara Rumlová – Traffic manager Claudia, Claudia speciály, TINA, Tina speciály, Chvilka pro luštění, Chvilka v kuchyni, speciály Chvilky; tel.: +420 225 008 316, fax: +420 225 008 379, e-mail: tamara.rumlova@mafra.cz



TARGET GROUP: woman aged 30–45
FREQUENCY: occasionally
ISSUE SIZE: 48 pages
COVER PRICE: CZK 25



CLAUDIA RECEPTY & KŘÍŽOVKY

Thematically focused recipes, thirty tried and tested dishes, descriptive cooking procedures, large crosswords with prizes, simple, fast and also more demanding variants.

ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	205	275	187	258	63 000
cover page 2	205	275	187	258	47 000
1/1 4c inside	205	275	187	258	42 000
1/2 4c					
cross format	205	135	187	127	23 000
height format	100	275	92	258	23 000
1/3 4c					
cross format	205	86	187	80	17 000
height format	65	275	56	258	17 000
1/4 4c					
cross format	205	60			12 000
1/4 classic	100	135	44	127	12 000

SCHEDULE 2019

Issue	Closing date	Issue date
01	29.1.2019	19.2.2019
02	30.4.2019	21.5.2019
03	30.7.2019	20.8.2019
04	10.9.2019	1.10.2019

TECHNICAL DATA

Type of print: offset; Paper: 56 g SC; Binding: V1;Page size before cutting: 215 x 285, after cutting: 205 x 275, layout: 187 x 258 mm

MATERIALS

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20% surcharge per specific placement. All data is stated in mm. * upon preliminary agreement with the editorial office

** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm

Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

Tamara Rumlová – Traffic manager Claudia, Claudia speciály, TINA, Tina speciály, Chvilka pro luštění, Chvilka v kuchyni, speciály Chvilky; tel.: +420 225 008 316, fax: +420 225 008 379, e-mail: tamara.rumlova@mafra.cz



TARGET GROUP: woman aged 20–59
FREQUENCY: quarterly
ISSUE SIZE: 40 pages
COVER PRICE: CZK 24



RETRO KUCHAŘKA

Magazine is inspired by favorite culinary section of social weekly Rytmus života. You will find more than 60 recipes here.



ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	215	285	202	259	104 000
cover page 3	215	285	202	259	95 000
cover page 2	215	285	202	259	99 000
1/1 4c inside	215	285	202	259	95 000
1/2 4c					
cross format	215	140	202	127	53 000
height format	105	285	99	259	53 000
1/3 4c					
cross format	215	96	202	83	37 000
height format	71	285	64	259	37 000
1/4 4c					
cross format	215	74	202	61	30 000
height format	54	285	47	259	30 000
1/4 classic	105	140	99	127	30 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
01	18.12.2018	8.1.2019	04	8.10.2019	30.10.2019
02	26.2.2019	19.3.2019	05	17.12.2019	7.1.2020
03	7.5.2019	28.5.2019			

TECHNICAL DATA

Type of print: offset; Paper: 56 g SC; Binding: V1;Page size before cutting: 225 x 295, after cutting: 215 x 285, layout: 202 x 259 mm

MATERIALS

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20% surcharge per specific placement. All data is stated in mm. ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm

Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

Michaela Melicharová – Traffic manager Chvilka pro tebe, Rytmus života, Pestrý svět, Napsáno životem, Čas na lásku, specials for kids, Retro, Čas pro hvězdy; tel.: +420 225 008 380, fax: +420 225 008 379, e-mail: michaela.melicharova@mafra.cz



TARGET GROUP: woman aged 20–39
FREQUENCY: monthly
ISSUE SIZE: 64 + 4 pages
AVERAGE PRINT RUN: 28 000 copies
READERSHIP: 49 000
COVER PRICE: CZK 29,90

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2. quarter 2018

TINA MAGAZINES FAMILY



TINA BYDLÍME

A home decorating monthly full of practical and useful tips for everyone who wants to improve and make cozier its home. The main theme is the flat - from the hall through the kitchen to the children's room - and its closest neighborhood, i.e. the garden.



REGULAR COLUMNS

Ideas, Bedrooms, Children's room, Bathroom, Lounge, Garden, Finances, Advice centre

ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	215	270	187	237	135 000
cover page 3	215	270	187	237	110 000
cover page 2	215	270	187	237	114 000
1/1 4c inside	215	270	187	237	104 000
1/2 4c					
cross format	215	130	187	115	67 000
height format	104	270	90	237	67 000
1/3 4c					
cross format	215	88	187	74	44 000
height format	73	270	59	237	44 000
1/4 4c					
cross format	215	68	187	54	34 000
height format	58	270	44	237	34 000
classic 1/4			90	115	34 000
1/6 4c					
1/6			90	74	27 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
12-01	7.11.2018	22.11.2018	07-08	5.6.2019	20.6.2019
02	19.12.2018	10.1.2019	09	24.7.2019	8.8.2019
03	30.1.2019	14.2.2019	10	28.8.2019	12.9.2019
04	27.2.2019	14.3.2019	11	2.10.2019	17.10.2019
05	27.3.2019	11.4.2019	12-01	6.11.2019	21.11.2019
06	30.4.2019	16.5.2019	02	18.12.2019	9.1.2020

TECHNICAL DATA

Number of pages: 64 + 4; type of print: offset; Paper: cover – 135 g KL, inside – 60 g LWC; Binding: V1; Page size before cutting: 225 x 280, after cutting: 215 x 270, layout: 187 x 237 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20% surcharge per specific placement. All data is stated in mm. ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm
Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

Tamara Rumlová – Traffic manager Claudia, Claudia speciály, Tina, Tina Bydlíme, Tina speciály, Chvilka v kuchyni, speciály Chvilky; tel.: +420 225 008 316, fax: +420 225 008 379, e-mail: tamara.rumlova@mafra.cz



PRIMA VYCHYTÁVKY

Prima vychytávky monthly provides a great scoop of inspiration for all passionate handy men, gardeners, animal lovers, avid cooks and trippers. The magazine draws on FTV Prima TV shows Vychytávky Ládi Hrušky, Gondíci s.r.o. and Váš PRIMA RECEPTÁŘ.

TARGET GROUP: women and men aged 40+
FREQUENCY: monthly
ISSUE SIZE: 56 + 4 pages
COVER PRICE: CZK 29



ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	210	285	190	257	179 000
cover page 3	210	285	190	257	152 000
cover page 2	210	285	190	257	163 000
2/1 4c	420	285			236 000
1/1 4c inside	210	285	190	257	126 000
1/2 4c					
cross format	210	142	190	129	74 000
height format	105	285	95	257	74 000
Junior page	138	206	124	185	105 000
1/3 4c					
cross format	210	95	190	85	53 000
height format	66	285	59	257	53 000
1/4 4c					
cross format	210	71	190	64	42 000
height format	52	285	47	257	42 000
classic 1/4	105	142	95	128	42 000
1/6 4c					
1/6			63	128	29 000

SCHEDULE 2019

Issue	Closing date	Issue date	Issue	Closing date	Issue date
12-01	5.11.2018	28.11.2018	07-08	3.6.2019	26.6.2019
02	2.1.2019	23.1.2019	09	5.8.2019	28.8.2019
03	28.1.2019	20.2.2019	10	2.9.2019	25.9.2019
04	4.3.2019	27.3.2019	11	30.9.2019	23.10.2019
05	1.4.2019	24.4.2019	12-01	4.11.2019	27.11.2019
06	6.5.2019	29.5.2019			

TECHNICAL DATA

Number of pages: 56 + 4; type of print: offset; Paper: cover – 115 g KL, inside – 60 g LWC; Binding: V1; Page size before cutting: 220 x 295, after cutting: 210 x 285, layout: 190 x 257 mm

MATERIALS:
PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20% surcharge per specific placement. All data is stated in mm. ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm
Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:
Michaela Skřivánková – Traffic manager, Týdeník Televize, TV Revue, TV Max, TV Plus14, Prima vychytávky; tel.: +420 225 008 640, fax: +420 225 008 379, e-mail: michaela.skrivankova@mafra.cz



CHVILKA PRO LUŠTĚNÍ

Chvilka pro luštění is a monthly intended especially for fans of Swedish crosswords. It fits into your pocket or handbag due to its practical format. What is more, you can win on every page!

TARGET GROUP: everyone who likes puzzles
FREQUENCY: monthly
ISSUE SIZE: 56 + 4 pages
AVERAGE PRINT RUN: 65 000 copies
READERSHIP: 127 000
COVER PRICE KŘÍŽOVKY: CZK 13
COVER PRICE OSMISMĚRKY: CZK 15

Source: ABC ČR 2017/2018,
MEDIA PROJEKT 1. + 2. quarter 2018

ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	145	205	132	185	73 000
cover page 3	145	205	132	185	55 000
cover page 2	145	205	132	185	55 000
1/1 4c inside	145	205	132	185	49 000
1/2 4c					
cross format	145	101	132	93	26 000
height format	71	205	66	185	26 000

SCHEDULE 2019 KŘÍŽOVKY

Issue	Closing date	Issue date
01	19.12.2018	3.1.2019
02	23.1.2019	6.2.2019
03	20.2.2019	6.3.2019
04	20.3.2019	3.4.2019
05	17.4.2019	2.5.2019
06	22.5.2019	5.6.2019
07	19.6.2019	3.7.2019
08	24.7.2019	7.8.2019
09	21.8.2019	4.9.2019
10	18.9.2019	2.10.2019
11	23.10.2019	6.11.2019
12	20.11.2019	4.12.2019
01	20.12.2019	8.1.2020

OSMISMĚRKY

Issue	Closing date	Issue date
01	19.12.2018	9.1.2019
02	20.2.2019	13.3.2019
03	24.4.2019	15.5.2019
04	19.6.2019	10.7.2019
05	21.8.2019	11.9.2019
06	23.10.2019	13.11.2019
01	20.12.2019	15.1.2020

TECHNICAL DATA

Number of pages: 56 + 4; Cover: Type of print: offset 4 + 4; paper – 90 g KL, inside: Type of print: offset 2/2, paper – 52 g newspaper; Binding: V1; Page size before cutting: 155 x 215, after cutting: 145 x 205, layout: 132 x 185 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20% surcharge per specific placement. All data is stated in mm. ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm
Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

Marie Tomanová – Traffic manager Esquire, Motor, Chvilka pro luštění, Chvilka pro relax a Rytmus života číselné křížovky; tel.: +420 225 008 604, fax: +420 225 008 379, e-mail: marie.tomanova@mafra.cz



TARGET GROUP: everyone who likes puzzles
FREQUENCY: bi-monthly
ISSUE SIZE: 32 pages
COVER PRICE: CZK 16



RYTMUS ŽIVOTA ČÍSELNÉ KŘÍŽOVKY

Puzzle solving in a perfect rhythm. A great scoop of crosswords. People, Earth, Universe, Plants, Animals. World in articles and crosswords.

ADVERT FORMATS

Size	Bleed**		Price in CZK
	Width	Height	
cover page 4	195	225	73 000
cover page 3	195	225	55 000
cover page 2	195	225	55 000
1/1 4c inside	195	225	49 000
1/2 4c			
cross format	195	111	26 000
height format	96	225	26 000

SCHEDULE 2019

Issue	Closing date	Issue date
01	3.1.2019	22.1.2019
02	29.1.2019	19.2.2019
03	5.3.2019	26.3.2019
04	2.4.2019	24.4.2019
05	4.6.2019	25.6.2019
06	6.8.2019	27.8.2019
07	1.10.2019	22.10.2019
08	26.11.2019	17.12.2019

TECHNICAL DATA

Number of pages: 32; Type of print: offset 4 + 4; paper – 52 g newspaper; Binding: V1; Page size before cutting: 205 x 235, after cutting: 195 x 225 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20% surcharge per specific placement. All data is stated in mm. ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm
Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

CONTACT:

Marie Tomanová – Traffic manager Esquire, Motor, Chvilka pro luštění, Chvilka pro relax a Rytmus života číselné křížovky; tel.: +420 225 008 604, fax: +420 225 008 379, e-mail: marie.tomanova@mafra.cz



TARGET GROUP: everyone who likes to relax when doing crosswords
FREQUENCY: quarterly
ISSUE SIZE: 40 + 4 pages
COVER PRICE OSMISMĚRKY: CZK 21



CHVILKA PRO RELAX

Chvilka pro relax is a popular crossword special from Chvilka pro tebe, published six times a year. It is a magazine full of original crosswords, fun quizzes and Sudoku for your free time. This special issue is intended not only for male and female readers of Chvilka pro tebe, but also for everybody who enjoys puzzle solving and competitions.

ADVERT FORMATS

Size	Bleed**		Non-Bleed		Price in CZK
	Width	Height	Width	Height	
cover page 4	205	280	189	260	73 000
cover page 2	205	280	189	260	55 000
1/1 4c inside	205	280	189	260	49 000
1/2 4c					
cross format	205	137	189	127	26 000
height format	98	280	90	260	26 000

SCHEDULE 2019

Issue	Closing date	Issue date
01	21.12.2018	14.1.2019
02	27.3.2019	15.4.2019
03	29.5.2019	17.6.2019
04	25.9.2019	14.10.2019

TECHNICAL DATA

Number of pages: 40 + 4; Cover: Type of print: offset; paper – 56 g SC; Binding: V1; Page size before cutting: 215 x 290, after cutting: 205 x 280, layout: 189 x260 mm

MATERIALS:

PDF file version 1.4 – 1.5 via postscript-Distiller (not direct exports), post scripting in the centre, insertion of fonts must be activated (do not use TrueType fonts), min. image resolution 300 dpi, CMYK colour template, without ICC profiles, indentation of trimming signs min. 5 mm, digital print

Advert price excl. VAT. 20% surcharge per specific placement. All data is stated in mm. ** an extra 5 mm needs to be added for bleed advert format/formát na spad, distance of the text from the trimming 4 mm
Stitching in, insertion, gluing 2.30 CZK/1 piece; Stitching in, insertion, gluing + film (folie) 3.30 CZK/1 piece; Grammage over 80 g individual costing

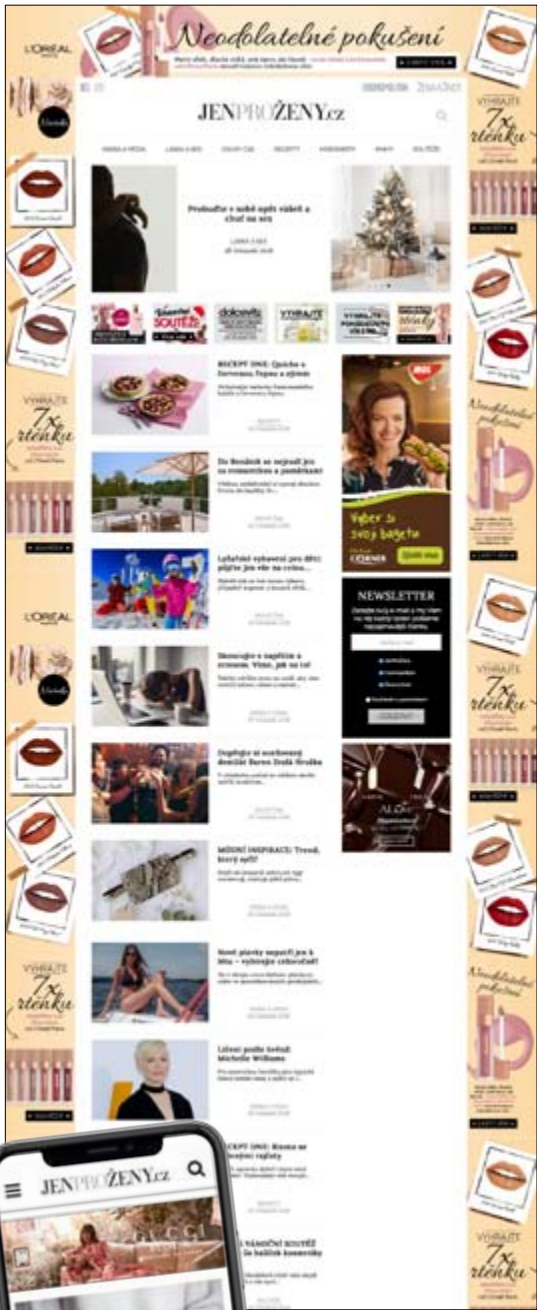
CONTACT:

Marie Tomanová – Traffic manager Esquire, Motor, Chvilka pro luštění, Chvilka pro relax a Rytmus života číselné křížovky; tel.: +420 225 008 604, fax: +420 225 008 379, e-mail: marie.tomanova@mafra.cz

WEB

74

JENPROZENY.CZ
JENPROHOLKY.CZ
HARPERSBAZAAR.CZ
DOLCEVITA.CZ
JENPROMUZE.CZ



MOBILE VERSION OF THE LEADERBOARD

	Size
Leaderboard	320 x 100 px
Background	600 x 200 px

AN EXCLUSIVE ADVERTISING FORMAT; LOCATED IN THE TOP SECTION OF THE WEBSITE

Displayed to visitors is the most appropriate size of the banner in accordance with the resolution of the device on which they access the website. Support for gif, jpg, png formats.

JENPROZENY.CZ

JenProŽeny.cz is a women's portal from the publisher MAFRA Print. One place, vast quantities of information, lots of advice and tips, and passionate discussion. At last you will not have to waste time searching for information. You will find everything a happy and successful woman needs in her life on pages that have a fundamental influence on the world of women.

TARGET GROUP: woman aged 20–45

BANNER ADVERTISING

	Size	Price
MegaLeaderboard	1080 x 210 px	CZK 600 excl. VAT/1000 impressions
Leaderboard	1080 x 100 px	CZK 500 excl. VAT/1000 impressions
Half Page Ad	300 x 600 px	CZK 500 excl. VAT/1000 impressions
Medium Rectangle	300 x 250 px	CZK 400 excl. VAT/1000 impressions
Square	300 x 300 px	CZK 400 excl. VAT/1000 impressions
Rectangle	600 x 120 px	CZK 400 excl. VAT/1000 impressions

BRANDING

	Placement	Price
Full Branding	All banner positions + active frame of web pages includes mobile version casting the main banner and also roller measured	CZK 1 800 excl. VAT/1000 impressions
Leader Branding	casting Megaleaderboard / Leaderboard + active frame of web pages includes mobile version casting the main banner and also roller measured	CZK 1 200 excl. VAT/1000 impressions

OTHER

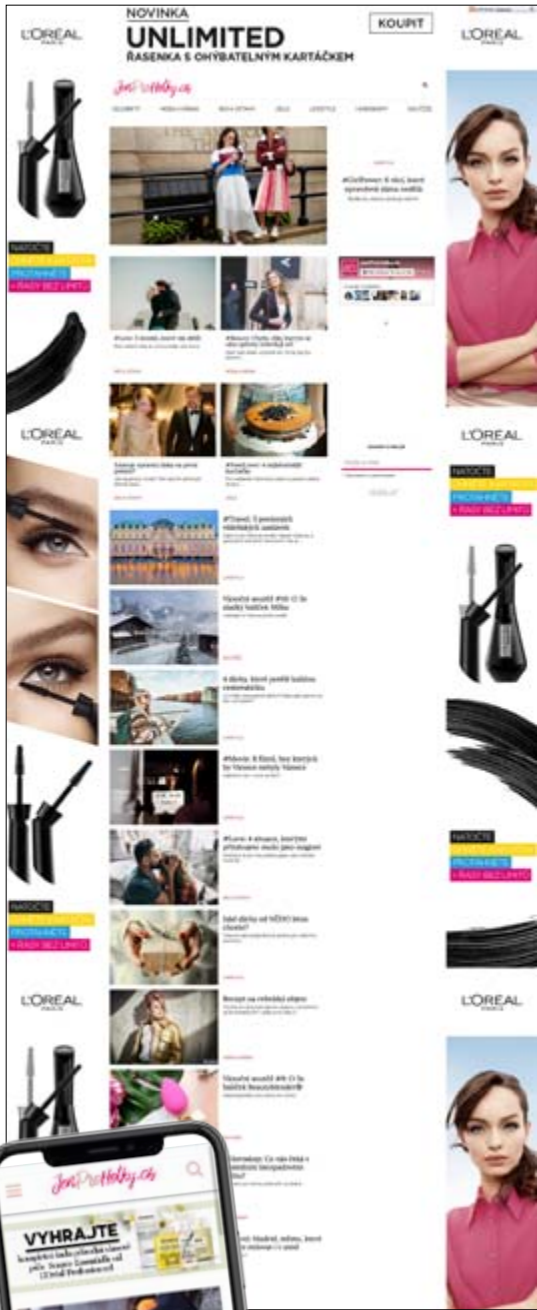
	Price
PR article	CZK 40 000 excl. VAT/ week
Sponsoring	CZK 20 000 excl. VAT/ article
Other	individual agreement

MATERIALS:

More detailed technical specifications at: www.casopisy.mafra.cz/formaty-reklam

CONTACT: Šárka Hložková – Traffic manager Speed, TopGear a Online asistant; tel.: +420 225 008 650, mobil: +420 725 596 707, fax: +420 225 008 379, e-mail: sarka.hlozkova@mafra.cz

The guaranteed number of impressions is 200 000 per a week without limitation of geolocation.



MOBILE VERSION OF THE LEADERBOARD

	Size
Leaderboard	320 x 100 px
Background	600 x 200 px

AN EXCLUSIVE ADVERTISING FORMAT; LOCATED IN THE TOP SECTION OF THE WEBSITE

Displayed to visitors is the most appropriate size of the banner in accordance with the resolution of the device on which they access the website. Support for gif, jpg, png formats.

JENPROHOLKY.CZ

The best reading every day only for girls. The name of the JenProHolky.cz portal says everything – it is the ideal place for teenage girls who are open to everything new, who always want to be at the centre of events, who need to have their own style and to understand the world of fashion, and who feel beautiful. Here girls can find daily news, but also behind-the-stage gossip and funny videos.

TARGET GROUP: woman aged 14–24

BANNER ADVERTISING

	Size	Price
MegaLeaderboard	1080 x 210 px	CZK 600 excl. VAT/1000 impressions
Leaderboard	1080 x 100 px	CZK 500 excl. VAT/1000 impressions
Half Page Ad	300 x 600 px	CZK 500 excl. VAT/1000 impressions
Square	300 x 300 px	CZK 400 excl. VAT/1000 impressions
Rectangle	600 x 120 px	CZK 400 excl. VAT/1000 impressions

BRANDING

	Placement	Price
Full Branding	All banner positions + active frame of web pages includes mobile version casting the main banner and also roller measured	CZK 1 800 excl. VAT/1000 impressions
Leader Branding	casting Megaleaderboard / Leaderboard + active frame of web pages includes mobile version casting the main banner and also roller measured	CZK 1 200 excl. VAT/1000 impressions

OTHER

	Price
PR article	CZK 40 000 excl. VAT/ week
Sponsoring	CZK 20 000 excl. VAT/ article
Other	individual agreement

MATERIALS:

More detailed technical specifications at: www.casopisy.mafra.cz/formaty-reklam

CONTACT: Šárka Hložková – Traffic manager Speed, TopGear a Online asistant; tel.: +420 225 008 650, mobil: +420 725 596 707, fax: +420 225 008 379, e-mail: sarka.hlozkova@mafra.cz

The guaranteed number of impressions is 100 000 per a week without limitation of geolocation.



HARPERSBAZAAR.CZ

The website of the longest published fashion magazine in the world. It is a textbook of the luxury style. It uncovers the latest fashion trends for its readers, does not neglect new cosmetics products, and also provides exclusive interviews and interesting reports. Appropriately extends the content of the magazine and ensures daily contact with its readers.

TARGET GROUP: woman aged 25–45

BANNER ADVERTISING

	Size	Price
MegaLeaderboard	1080 x 210 px	CZK 120 000 excl. VAT/ week
Leaderboard	1080 x 100 px	CZK 100 000 excl. VAT/ week
Half Page Ad	300 x 600 px	CZK 90 000 excl. VAT/ week
Square I	300 x 300 px	CZK 90 000 excl. VAT/ week
Square II	300 x 300 px	CZK 50 000 excl. VAT/ week
Billboard I	1080 x 210 px	CZK 90 000 excl. VAT/ week
Billboard II	1080 x 210 px	CZK 60 000 excl. VAT/ week
Allboard (MegaLeaderboard + Billboard I + Billboard II)	3x 1080 x 210 px	CZK 230 000 excl. VAT/ week

OTHER

	Price
PR article	CZK 50 000 excl. VAT/ week
Other	individual agreement

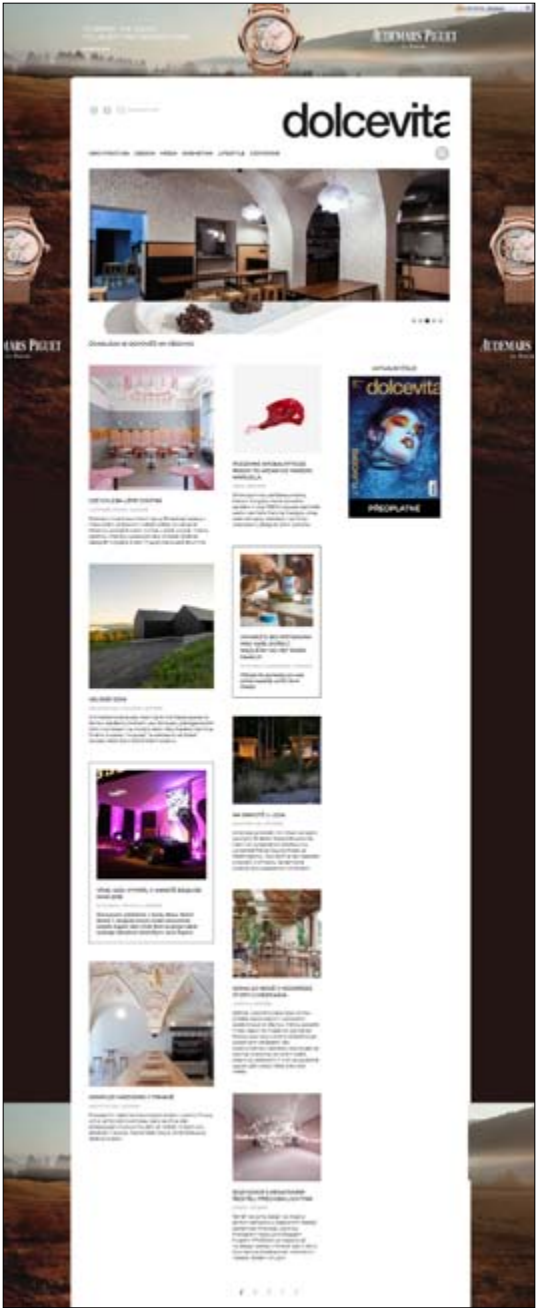
MATERIALS:
More detailed technical specifications at: www.casopisy.mafra.cz/formaty-reklam

CONTACT: Šárka Hložková – Traffic manager Speed, TopGear a Online asistant;
tel.: +420 225 008 650, mobil: +420 725 596 707, fax: +420 225 008 379,
e-mail: sarka.hlozkova@mafra.cz

DOLCEVITA.CZ

The dolcevita.cz website presents a unique inspirational and information platform for demanding people. Thanks to its strictly selective content, a wide network of resources, and a proven base of authors, it has no double on the domestic market. It is a luxury guide with a wide range of views, where the common denominator of each topic is quality.

TARGET GROUP: women and men aged 25–50



BANNER ADVERTISING

	Size	Price
MegaLeaderboard	1080 x 210 px	CZK 60 000 excl. VAT/ week
Leaderboard	1080 x 100 px	CZK 50 000 excl. VAT/ week
Square	300 x 300 px	CZK 40 000 excl. VAT/ week
Square II	300 x 300 px	CZK 40 000 excl. VAT/ week
BottomBoard	1080 x 210 px / 1080 x 100 px	CZK 40 000 excl. VAT/ week

OTHER

	Price
PR article	CZK 40 000 excl. VAT/ week
Other	individual agreement

MATERIALS:
More detailed technical specifications at: www.casopisy.mafra.cz/formaty-reklam

CONTACT: Šárka Hložková – Traffic manager Speed, TopGear a Online asistant;
tel.: +420 225 008 650, mobil: +420 725 596 707, fax: +420 225 008 379,
e-mail: sarka.hlozkova@mafra.cz

JENPROMUZE.CZ

Probably the best website for men in the world. JenProMuže.cz is a portal for men from the publisher MAFRA Print. All men can find on it every day everything they are interested in: beautiful women, dream cars, jokes, videos, guides, and also summaries of the most important current news. The main objective of the JenProMuže.cz website is to become the most widely read lifestyle men's daily on the Czech internet.

TARGET GROUP: men aged 18–45

BANNER ADVERTISING

	Size	Price
MegaLeaderboard	1080 x 210 px	CZK 600 excl. VAT/1000 impressions
Leaderboard	1080 x 100 px	CZK 500 excl. VAT/1000 impressions
Half Page Ad	300 x 600 px	CZK 500 excl. VAT/1000 impressions
Double Rectangle	480 x 300 px	CZK 500 excl. VAT/1000 impressions
Half Page Ad II	300 x 600 px	CZK 400 excl. VAT/1000 impressions
Medium Rectangle	300 x 250 px	CZK 400 excl. VAT/1000 impressions
Square	300 x 300 px	CZK 400 excl. VAT/1000 impressions
Rectangle	600 x 120 px	CZK 400 excl. VAT/1000 impressions

BRANDING

	Placement	Price
Full Branding	All banner positions + active frame of web pages includes mobile version casting the main banner and also roller measured	CZK 1 800 excl. VAT/1000 impressions
Leader Branding	casting Megaleaderboard / Leaderboard + active frame of web pages includes mobile version casting the main banner and also roller measured	CZK 1 200 excl. VAT/1000 impressions

OTHER

	Price
PR article	CZK 40 000 excl. VAT/ week
Sponzoring	CZK 20 000 excl. VAT/ article
Other	individual agreement

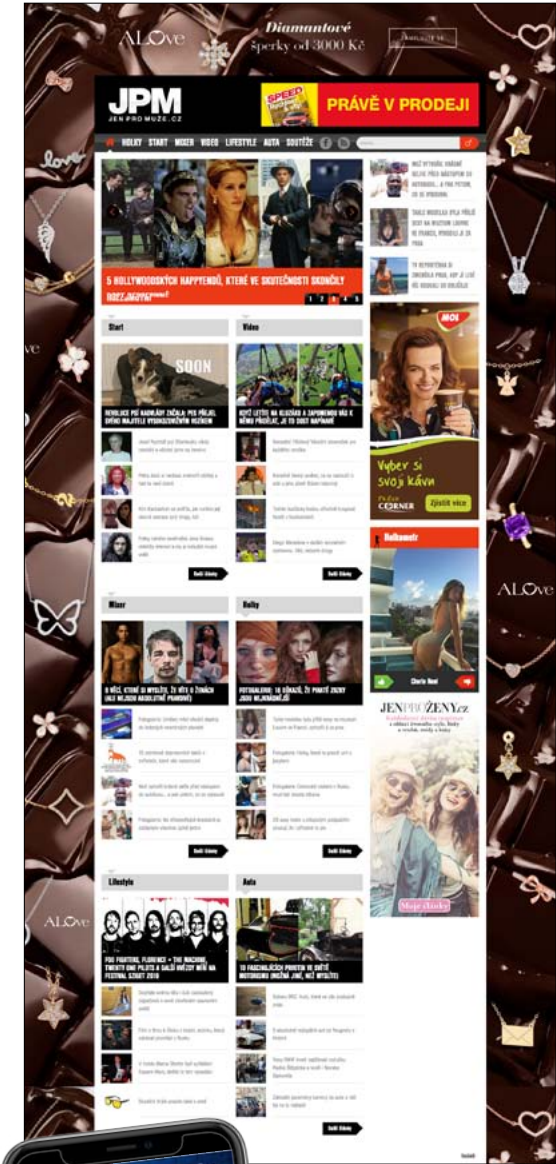
MATERIALS:
More detailed technical specifications at: www.casopisy.mafra.cz/formaty-reklam

CONTACT: Šárka Hložková – Traffic manager Speed, TopGear a Online asistant;
tel.: +420 225 008 650, mobil: +420 725 596 707, fax: +420 225 008 379,
e-mail: sarka.hlozkova@mafra.cz

The guaranteed number of impressions is 500 000 per a week without limitation of geolocation.

PACKAGES TERMS & CONDITIONS

- 80 ADVERTISING PACKAGES
- 82 GENERAL BUSINESS TERMS AND CONDITIONS



MOBILE VERSION OF THE LEADERBOARD

	Size
Leaderboard	320 x 100 px
Background	600 x 200 px

AN EXCLUSIVE ADVERTISING FORMAT; LOCATED IN THE TOP SECTION OF THE WEBSITE
Displayed to visitors is the most appropriate size of the banner in accordance with the resolution of the device on which they access the website. Support for gif, jpg, png formats.

MAFRA PRINT HAS AN ADVERTISING PACKAGE OFFER FOR 2019

This advertising package offers the opportunity for a wider impact on the given target group at a special price. The declared financial savings are up to 42% of the regular pricelist prices. Contact our advertising department to get information about more combinations.

BE FEMME FATALE

TINA, CLAUDIA, CHVILKA PRO TEBE,
RYTMUS ŽIVOTA, PESTRÝ SVĚT

Format	Price of combination
1/1 inside page	CZK 540 000
1/2 inside page	CZK 349 000
1/3 inside page	CZK 286 000
1/4 inside page	CZK 235 000

Readership: 1 018 000 **Sold copies:** 371 000

BE MIX

TINA, CLAUDIA, CHVILKA PRO TEBE

Format	Price of combination
1/1 inside page	CZK 350 000
1/2 inside page	CZK 229 000
1/3 inside page	CZK 189 000
1/4 inside page	CZK 157 000

Readership: 581 000 **Sold copies:** 149 000

BE PARTY

RYTMUS ŽIVOTA, PESTRÝ SVĚT

Format	Price of combination
1/1 inside page	CZK 349 000
1/2 inside page	CZK 221 000
1/3 inside page	CZK 180 000
1/4 inside page	CZK 152 000

Readership: 597 000 **Sold copies:** 222 000

BE RETRO PARTY

RYTMUS ŽIVOTA, PESTRÝ SVĚT, RETRO

Format	Price of combination
1/1 inside page	CZK 375 000
1/2 inside page	CZK 238 000
1/3 inside page	CZK 199 000
1/4 inside page	CZK 163 000

Readership: 750 000 **Sold copies:** 300 000

BE HVĚZDNÁ PARTY

RYTMUS ŽIVOTA, PESTRÝ SVĚT,
ČAS PRO HVĚZDY

Format	Price of combination
1/1 inside page	CZK 375 000
1/2 inside page	CZK 238 000
1/3 inside page	CZK 199 000
1/4 inside page	CZK 163 000

Readership: 700 000* **Sold copies:** 266 000

BE TV KOMBI

TÝDENÍK TELEVIZE, TV REVUE, TV PLUS 14

Format	Price of combination
1/1 inside page	CZK 275 000
1/2 inside page	CZK 185 000
1/3 inside page	CZK 145 000
1/4 inside page	CZK 121 000

Readership: 240 000 **Sold copies:** 181 000

BE TV KOMBI MAX

TÝDENÍK TELEVIZE, TV MAX, TV REVUE, TV PLUS 14

Format	Price of combination
1/1 inside page	CZK 399 000
1/2 inside page	CZK 272 000
1/3 inside page	CZK 212 000
1/4 inside page	CZK 175 000

Readership: 660 000 **Sold copies:** 448 000

BE TV SUPER TIP

combination of text part (min. 50% of space)
and printed advertisement

Title	Format	Price of combination
Týdeník Televize	2/1	CZK 550 000
TV Max	2/1	
TV Revue	2/1	
TV Plus14	2/1	

Readership: 660 000 **Sold copies:** 448 000

Source: ABC ČR 01-06/2018, MEDIA PROJEKT 1. - 2. quarter 2018

* Čas pro hvězdy weekly are not included in the national readership survey Media Projekt. The readership of these magazines is estimated by the publisher on the base of average number of readers per issue in given magazine segment, and on internal sales data.

I. GENERAL BUSINESS TERMS AND CONDITIONS OF PUBLICATION OF ADVERTISEMENTS IN THE PERIODICAL PRESS (HEREINAFTER REFERRED TO ONLY AS THE “GBTC”)

Part One

DELIVERY TERMS AND CONDITIONS

I. INTRODUCTORY PROVISIONS

1. The company MAFRA Print, a.s., Company ID number: 07323441, registered seat at Prague 5 - Smíchov, Karla Engliše 519/11, Postcode 150 00, incorporated by entry in the commercial register maintained by the Municipal Court in Prague under file number B 23687 (hereinafter only referred to as the “**Publishing house**”) is the publisher of a number of periodical press titles, in which the commercial advertisements of the advertisers are regularly published for payment based on commercial contracts between the Publishing house as the one party and the contracting advertisers as the other party.

2. For the purposes of these GBTC, commercial advertisement refers both to a standard advertisement in the form of advertisements, and to advertising articles (hereinafter referred to only as “PR materials”) promoting the advertiser and its activities. The Publishing house reserves the right to designate published PR material as a paid advertisement.

3. These GBTC are the business terms and conditions for the Publishing house applicable to all of the contractual relations specified in these GBTC between the Publishing house as the one party and the advertiser as the other party, within the meaning of Section 1751 et seq. of Act no. 89/2012 Coll., Civil Code, as amended (hereinafter referred to only as the “**Civil Code**”).

II. ADVERTISING ORDER- ORDER

1. “Advertising order” within the meaning of these GBTC refers to the order to publish an advertisement in one of the periodical press titles published by the Publishing house. The advertiser orders the advertising order from the Publishing house, whereas the advertising order must be placed in writing. A written order/advertising order also refers to an order placed via fax or e-mail with a certified electronic signature of the specific person, or scanned advertising order duly signed by the contracting advertiser and sent from a reliable e-mail address. The advertising order must contain all the requirements of a business document and the following information:

- the advertiser’s trading name, registered office, company ID number, VAT number, information about entry in the commercial register or other public register, bank details;
- and further information about the content and scope of the placed advertisement; date of its publication; title in which the advertisement shall be published; price for advertising;
- the name and surname, identification of the function of the advertiser’s representative and signature of this person;
- “The advertiser hereby declares that the submitted advertisement in question complies fully with the legal regulations relating to the given goods or service, in particular in compliance with Act no. 40/1995 Coll., on Regulation of Advertisement, as amended, and Act no. 364/1992 Coll., on Consumer Protection, as amended. The advertiser undertakes to reimburse and compensate MAFRA Print, a.s., company ID number 07323441 (hereinafter referred to only as “**MAFRA**”) for damages and all costs incurred by MAFRA as a result of procedure pursuant to this order, if the declaration made in the previous sentence proves to be false, incomplete or biased and the advertisement placed pursuant to this order does not comply with the relevant legal regulations. The contracting advertiser was, within the meaning of Section 1751 et seq. of Act no. 89/2012 Coll., Civil Code, as amended, familiarized with the General Business Terms and Con-

ditions of Publication of Advertisements in the Periodical Press/ on websites operated by the Publishing house available at <http://casopisy.mafra.cz> (hereinafter referred to only as the „GBTC”) and agrees that further contractual conditions of publication of the contracted advertisements not specified in this order placed by the advertiser shall be governed by the GBTC, which the advertiser confirms by attaching their signature and the imprint of their stamp. The person who signs this order placed by the advertiser declares that he/she is, in accordance with the valid legal regulations, in accordance with the internal regulations of the advertiser or on the basis of power of attorney which must be presented to MAFRA, authorized to act on behalf of the advertiser and to sign this order.”

The advertisement may also be placed via e-mail without a certified electronic signature, whereas it shall be binding on the Publishing house under the condition that the advertiser/contracting party pays 100% of the price for the advertisement before publication. The advertising order with the aforementioned requirements must be delivered to the Publishing house at least six weeks before the requested publication date.

2. The Publishing house reserves the right to refuse to accept the advertising order, or an individual advertising order within a bulk order, due to the content or focus of the advertisement, which could be contrary to the Publishing house’s ethical rules, contrary to generally binding legal regulations or decisions of public administrative authorities, or is otherwise impermissible for the Publishing house. The Publishing house is not obliged to justify the rejection of the advertising order and shall simply inform the advertiser about the rejection of their order in writing.

III. CONCLUSION OF A CONTRACT

1. The placed advertising order is legally binding only on the basis of a written confirmation by the Publishing house. Confirmation sent via fax or e-mail with a certified electronic signature of the specific person authorized to confirm orders/advertising orders on behalf of the Publishing house shall also be regarded as fulfilment of the requirement of the written form. In the case of an advertising order sent in the form of an e-mail without a certified electronic signature, and assuming payment of 100% of the advertising price before publication, written confirmation also refers to the e-mail confirmation from the Publishing house’s employee. The contract on publication of the advertisement (hereinafter referred to only as the “**contract**”) is concluded at the moment of confirmation of the advertising order by the publishing house.

2. The prices for advertisement are stipulated according to the current advertising price list of the Publishing house valid on the day of confirmation of the contracting party’s order or by special agreement between the Publishing house and the advertiser. The price list for advertisement is published on the website <http://casopisy.mafra.cz/tistena-online-inzerce-v-mafra-print>.

3. The place of performance of the individual contracts is the registered seat of the Publishing house.

IV. FRAMEWORK AGREEMENT

1. If the advertiser over the course of a certain period intends to publish advertisements amounting to a certain volume (hereinafter referred to only as “**guaranteed volume**”), a framework agreement will be concluded about advertising cooperation, which must be in writing (hereinafter referred to only as the “**framework agreement**”). The framework

agreement must contain specification of the guaranteed volume in the given period and other conditions.

2. For publication of the advertisement within the guaranteed volume, an order is always needed that will refer to the framework agreement and will meet the requirements of an advertising order.

V. ADVERTISER’S LIABILITY FOR DELIVERED PROVIDED MATERIALS

1. The contracting advertiser is liable for the content and legal permissibility of the provided text and image templates and relieves the Publishing house of potential claims raised by third parties since they carry the full responsibility for the content of the provided advertising materials.

2. The contracting advertiser is obliged to provide all materials and templates for implementation of the advertisement in a form and execution which is fully in line with the legal regulations valid and effective at the time of publication of the advertisement. The advertiser shall in particular be liable for the advertisement in question complying fully with the legal regulations relating to advertisement of the given goods, services or focus, in particular in compliance with Act no. 40/1995 Coll., on Regulation of Advertisement, as amended, and Act no. 634/1992 Coll., on Consumer Protection, as amended.

3. By concluding a contract, the advertiser undertakes to reimburse the Publishing house for all damage and any costs which may be incurred by the Publishing house as a result of publication of the advertisement, in particular with a view to any possible sanctions which may be imposed by the supervisory authorities, if it is discovered that the advertisement ordered by the advertiser does not comply with the legal regulations.

VI. DELIVERY OF PRINT MATERIAL

1. The advertiser is obliged to provide the Publishing house with the complete advertising materials according to the technical specifications of each periodical press title separately. Costs for compiling these materials are borne in full by the contracting advertiser. Changes after the advertising deadline are possible only subject to approval by the “traffic management” of the Publishing house.

2. The advertiser is responsible for delivering flawless print materials within the agreed deadline. The Publishing house is liable for the print quality usual for the given periodical press title only if the delivered print materials comply with the technical specifications of the individual titles.

3. Press materials which were not delivered by the agreed deadline and in accordance with the required technical specifications do not authorize the advertiser to make any claims. If any defects in the press materials cannot be identified immediately, but are only apparent in the course of the printing, the advertiser is not authorized to make any claims. The Publishing house reserves the right to invoice potentially incurred costs in this context.

VII. CLAIMS

1. A quality claim regarding the published advertisement must be exercised with the Publishing house at latest within 30 days after the publication of the given advertisement, exclusively in writing. The Publishing house undertakes to inform the advertiser of the result of claim proceedings at latest within 30 days of delivery of the respective claim.

2. The obligation to retain the press materials for advertising shall last

for the Publishing house for the period of 5 years after the publishing of the advertisement.

3. After publication of the advertisement, the advertiser is sent an invoice for the price of the advertisement with a documentary title of the periodical press title. If the advertiser did not provide advance payment, they are obliged to pay the invoice according to the payment conditions below.

4. In cases caused as a result of a force majeure or operation outages which cannot be influenced, the Publishing house is entitled to full payment of the price for advertising.

Part Two

PAYMENT AND MISCELLANEOUS CONDITIONS

I. TAX DOCUMENTS (HEREINAFTER REFERRED TO ONLY AS “IN-VOICES”) AND PAYMENTS

1. The advertiser is obliged to pay the Publishing house the price for advertising based on the invoice issued by this Publishing house by the 15th day from the date of shipping the periodical press title. The date of shipping the periodical title may differ from the date of placement of the title on the market.

2. The Publishing house’s invoice is due within 14 days from its issue date.

3. The Publishing house reserves the right to payment of an advance on the price of advertising before its publication of up to 100% of the price for the advertisement.

II. DISCOUNTS ON THE ADVERTISING PRICE

1. The Publishing house provides discounts on the advertising price for high volumes of placed advertisements based on a disposable order, in the following amount:

700 000 CZK– 1 200 000 CZK 5 %
1 200 001 CZK– 1 500 000 CZK 7 %
1 500 001 CZK– 1 800 000 CZK 9 %
1 800 001 CZK– 2 100 000 CZK 11 %
2 100 001 CZK– 2 400 000 CZK 13 %
2 400 001 CZK– 3 000 000 CZK 15 %

III. DELAYS IN PAYMENT

1. In the event of the failure to pay the price for advertising within the designated due date period, the Publishing house reserves the right not to publish the remainder of the duly ordered and confirmed advertising.

2. In the event of delay on the part of the advertiser in payment of the price for advertising, the Publishing house has the right to charge a contractual penalty amounting to 0.1% of the price of the advertisement for each started day of delay.

3. The advertiser agrees that the statute of limitations for application of the Publishing house’s rights from the contract, framework agreement or GBTC is extended in accordance with Section 630 of the Civil Code to 10 years from the date when this right could first be exercised.

IV. CANCELLATION OF A PLACED ADVERTISEMENT

1. A placed advertisement may be cancelled only in writing, whereas the advertiser agrees with the following deadlines and cancellation fees:

- If the advertisement contract is cancelled at least six weeks before the date of shipment of the periodical press title, a cancellation fee of 70% of the price for advertising is charged.
- If the advertisement contract is cancelled at least four weeks before the date of shipment of the periodical press title, a cancellation fee of 100% of the price for advertising is charged.

V. PROCESSING OF MATERIALS, SURCHARGES, INSERTS AND MISCELLANEOUS materials

1. The advertiser is obliged to provide the Publishing house with complete advertising templates according to the technical specifications of each title separately. If the advertiser delivers their own incomplete materials, i.e. materials for graphic processing, graphic work will be billed in the following scope:

1/1 page = 2 500 CZK
1/2 page = 2 000 CZK
1/3 page = 1 500 CZK
1/4 page = 1 000 CZK

The price includes at most two proof readings performed by the advertiser. Each additional proof reading shall be billed as a new order. The Publishing house reserves the right to clearly mark all advertisements, which due to their content and styling are not clearly distinguishable from edited materials at first glance, with the word “advertisement” (or “brand presentation”, “special advertising project”, etc.). The Publishing house shall always determine the method of marking, its size and placement.

surcharges

1. Surcharge for every further indication of partner in in the form of a text or a logo within the advertiser’s visual: 25% of the price list for advertising.

2. Surcharges apply to all non-standard requests for placement or realization of advertising, such as e.g. island advertising, advertising surrounded by text, advertising with special placement, etc. In these cases, the surcharges are calculated individually depending on the complexity of the advertisement or placement, and with regard to extra costs related to realizing such advertisement.

inserts

1. If the advertiser prefers an insert for subscribers only, a 50% surcharge from the price list of the inserted advertisement will be charged.

2. Insertion on the front cover is always subject to approval by the Publishing house. Without prior written consent, it is not possible to implement an insert on the front cover (this approval applies even in the case of pasting or stitching onto the front cover). The Publishing house has the right to not implement the insert (pasting, stitching) on the front cover, even without giving any reasons.

VI. PROTECTION OF PERSONAL AND OTHER DATA, CONFIDENTIALITY

1. The advertiser and Publishing house undertake to protect the information and data provided in relation to the contract or framework agreement and these GBTC.

2. The advertiser and Publishing house undertake to not grant access or otherwise misuse in their own favor or in favor of third parties the

information that the parties have confidentially provided in relation to the contract or framework agreement and these GBTC.

3. Personal data of the advertiser shall be processed in accordance with the Conditions of personal data protection and information on data processing within business relations available at <http://casopisy.mafra.cz/zasady>.

VII. LEGAL REGIME OF THE CONTRACT

1. The rights and obligations between the Publishing house and advertiser established under the concluded and/or negotiated contract and/or frame agreement are governed by Czech law. The contractual relationship established by the contract and/or the framework agreement between the Publishing house as the one party and the advertiser as the other party is governed by the Civil Code.

2. The advertiser was duly familiarized with these GBTC by the Publishing house, agrees to them and confirms their agreement by their advertising order.

VIII. CHANGES TO THE GBTC IN THE CASE OF FRAMEWORK AGREEMENTS

1. In case of changes to any Acts or other regulations, conditions on advertising markets, or changes in services or inflation or changes in other operation, business, technical or organizational conditions on the part of the Publishing house, the Publishing house may amend these GBTC, in particular as concerns the manner of concluding, amending and terminating contracts, rules of communication, conditions for individual advertisements, etc.

2. The Publishing house shall inform the advertiser about changes to the GBTC in writing. The requirement for written form is met if notification is provided by post, via e-mail communication, fax or via the given Publishing house’s website. The Publishing house shall inform the advertiser about changes in the GBTC at least 2 months before they come into effect. The advertiser may refuse the proposed change by the effective date of the amended GBTC in writing. If they fail to do so, the new wording shall become binding for both parties.

3. If the advertiser does not agree with the new GBTC, they may give notice of termination of the framework agreement before the effective date of the amendment with a notice period of 1 month. The rights and obligations of such a terminated framework agreement shall be governed by the present GBTC up until the expiry of the termination period.

CONTACTS

MAFRA Print, a.s.
Correspondence address: Moulíkova 3286/1b,
150 00 Praha 5 – Smíchov
Tel: +420 225 008 493
Company ID No.: 07323441
E-mail: casopisy.inzerce@mafra.cz
Bank acc. (CZK): 19-1423720207/0100,
IBAN: CZ3901000000191423720207,
SWIFT: KOMBCZPPXXX
casopisy.mafra.cz

II. GENERAL BUSINESS TERMS AND CONDITIONS FOR PUBLISHING ADVERTISEMENTS ON WEBSITES OPERATED BY THE PUBLISHING HOUSE (HEREINAFTER REFERRED TO ONLY AS THE “GBTC”)

Part One

DELIVERY TERMS AND CONDITIONS

I. INTRODUCTORY PROVISIONS

1. The company MAFRA Print, a.s., Company ID number: 07323441, registered seat at Prague 5 - Smíchov, Karla Engliš 519/11, Post-code 150 00, incorporated by entry in the Commercial register maintained by the Municipal Court in Prague under file number B 23687 (hereinafter referred to only as the “**Publishing house**”) is the operator of various websites. The provisions of these GBTC regulate the conditions for publishing advertisements on the websites operated by the Publishing house based on orders from the advertisers.

2. These GBTC are the business terms and conditions for the Publishing house, applicable to the contractual relations specified in these GBTC between the Publishing house as the one party and the advertiser as the other party, within the meaning of Section 1751 et seq. of Act no. 89/2012 Coll., Civil Code, as amended (hereinafter referred to only as the “**Civil Code**”).

3. For the purposes of these GBTC, commercial advertisement refers both to a standard advertisement in the form of an advertisement, and to advertising articles (hereinafter referred to only as “PR materials”) promoting the advertiser and its activities. The Publishing house reserves the right to designate published PR material as a paid advertisement.

II. ADVERTISING ORDER - ORDER

1. “Advertising order” within the meaning of the GBTC refers to an order for publication of an advertisement on the internet websites operated by the Publishing house. The advertiser orders the advertising order from the Publishing house, whereas the advertising order must be placed in writing. A written order/advertising order also refers to an order placed via fax or e-mail with a certified electronic signature of the specific person, or scanned advertising order duly signed by the advertisers and sent from a reliable e-mail address. The advertising order must contain all the requirements of a business document and the following information:

- the advertiser’s trading name, registered office, company ID number, VAT number, information about entry in the commercial register or other public register, bank details;
- and further information about the content and scope of the submitted advertisement; date of its publication; website on which the advertisement will be published; price for advertising;
- the name and surname, identification of the function of the advertiser’s representative and signature of this person;
- “The advertiser hereby declares that the submitted advertisement in question complies fully with the legal regulations relating to the given goods or service, in particular in compliance with Act no.
- 40/1995 Coll., on Regulation of Advertisement, as amended, and Act no. 364/1992 Coll., on Consumer Protection, as amended. The advertiser undertakes to reimburse and compensate MAFRA Print, a.s., company ID number 07323441

(hereinafter referred to only as “MAFRA”) for damage and all costs incurred by MAFRA as a result of procedure pursuant to this order, if the declaration made in the previous sentence proves to be false, incomplete or biased and the advertisement placed pursuant to this order does not comply with the relevant legal regulations. The advertiser was, within the meaning of Section 1751 et seq. of Act no. 89/2012 Coll., Civil Code, as amended, familiarized with the General Business Terms and Conditions of Publication of Advertisements in the Periodical Press/ on websites operated by the Publishing house available at <http://casopisy.mafra.cz> (hereinafter referred to only as the “**GBTC**”) and agrees that other contractual conditions for publication of the agreed advertisements not specified in this order placed by the advertiser shall be governed by the GBTC, which the advertiser confirms by attaching its signature their signature and the imprint of their stamp. The person who signs this order placed by the advertiser declares that he/she is, in accordance with the valid legal regulations, in accordance with the internal regulations of the advertiser or on the basis of power of attorney which must be presented to MAFRA, authorized to act on behalf of the advertiser and to sign this order.”

The advertising order may be placed via e-mail without a certified electronic signature and will be binding for the Publishing house under the condition that the advertiser/contracting party pays 100% of the advertisement price before publication. The advertising order with the aforementioned requirements must be delivered to the Publishing house at least 5 days before the requested publication date.

2. The Publishing house reserves the right to refuse to accept the advertising order or individual advertising orders within a bulk order/advertising order due to the content or focus of the advertisement, which could be contrary to the Publishing house’s ethical rules, contrary to generally binding legal regulations or decisions of public administrative authorities, or is otherwise not permitted for the Publishing house. The Publishing house is not obliged to justify the rejection of the advertising order and will simply inform the advertiser about the rejection of their order in writing.

III. CONCLUSION OF A CONTRACT

1. The placed advertising order is binding only based on written confirmation by the Publishing house. Confirmation sent via fax or e-mail with a certified electronic signature of the specific person authorized to confirm orders/advertising orders on behalf of the Publishing house shall also be regarded as fulfilment of the requirement for written form. In the case of an advertising order sent the form of an e-mail without a certified electronic signature, and assuming payment of 100% of the advertising price before publication, written confirmation also refers to the e-mail confirmation from the Publishing house’s employee. The contract on publication of the advertisement (hereinafter referred to only as the “contract”) is concluded at the moment of confirmation of the advertising order by the Publishing house.

2. The prices for advertisement are stipulated according to the current advertising price list of the Publishing house valid on the

day of confirmation of the contracting party's order or by special agreement between the Publishing house and the advertiser. The price list for advertisement is published on the website <http://casopisy.mafra.cz/tistena-online-inzerce-v-mafra-print>.

3. The place of performance of the individual contracts is the registered seat of the Publishing house.

IV. FRAMEWORK AGREEMENT

1. If the advertiser over the course of a certain period intends to publish advertisements amounting to a certain volume (hereinafter referred to only as "guaranteed volume"), a framework agreement will be concluded on advertising cooperation with the Publishing house, which must be in writing (hereinafter referred to only as the "framework agreement"). The framework agreement must contain specification of the guaranteed volume in the given period and other conditions.

2. For publication of the advertisement within the guaranteed volume, an order is always needed that will refer to the framework agreement and will meet the requirements of an advertising order.

V. ADVERTISER'S LIABILITY FOR SUBMITTED MATERIALS AND TEMPLATES

1. The advertiser is liable for the content and legal permissibility of the provided materials and templates in relation to the advertising order and relieves the Publishing house of potential claims raised by third parties since they carry the full responsibility for the content of the provided advertising materials.

2. The advertiser is obliged to provide all materials and templates for implementation of the advertisement in a form and execution which is fully in line with the legal regulations valid and effective at the time of publication of the advertisement. The advertiser shall in particular be liable for the advertisement in question complying fully with the legal regulations relating to advertisement of the given goods services or focus, in particular in compliance with Act no. 40/1995 Coll., on Regulation of Advertisement, as amended, and Act no. 634/1992 Coll., on Consumer Protection, as amended.

3. By concluding a contract, the advertiser undertakes to reimburse the Publishing house for all damage and any costs which may be incurred by the Publishing house as a result of publication of the advertisement, in particular with a view to any possible sanctions which may be imposed by the supervisory authorities, if it is discovered that the advertisement ordered by the advertiser does not comply with the legal regulations.

VI. DELIVERY OF MATERIALS

1. The advertiser undertakes to deliver the advertising materials in electronic format to the Publishing house at least 5 days before the start of the advertising order, so that the advertisement can be published without further modifications. Materials shall be provided in flash (swf), image (jpg, png, gif) or HTML format.

VII. CLAIMS

1. It is the responsibility of the advertiser to check at the time of publishing the advertisement on the website of the Publishing

house whether the advertisement is duly published on the website operated by the Publishing house. Claims regarding the quality of the published advertisement must be made with the Publishing house at latest on the last day of publication of the respective advertisement on the website operated by the Publishing house, exclusively in writing. The Publishing house undertakes to inform the advertiser of the result of claim proceedings at latest within 30 days of delivery of the respective claim. Claims made late shall not be taken into account by the Publishing house.

2. After publication of the advertisement, the advertiser will be sent an invoice for the price of the advertisement, whereas the date of taxable performance is the last day of publication of the advertisement on the website by the Publishing house. If the advertiser did not provide advance payment, it is obliged to pay the invoice according to the payment conditions below.

3. In cases caused as a result of a force majeure or operation outages which cannot be influenced, the Publishing house is entitled to full payment of the price for advertising.

Part Two

PAYMENT AND MISCELLANEOUS CONDITIONS

I. TAX DOCUMENTS (HEREINAFTER REFERRED TO ONLY AS "INVOICES") AND PAYMENTS

1. The advertiser is obliged to pay the Publishing house the price for advertising based on an invoice issued by this Publishing house, whereas the invoice will be issued at latest within 15 days from the end of advertising on the respective website operated by the Publishing house. The date of taxable performance is the last day of publishing the advertisement.

2. The Publishing house's invoice is due within 14 days from its issue date.

3. The Publishing house reserves the right to payment of an advance on the price of advertising before its publication of up to 100% of the price for advertising.

II. DISCOUNTS ON THE ADVERTISING PRICE

1. The Publishing house provides discounts on the advertising price for high volumes of placed advertisements, in the amount according to the valid price list.

III. DELAYS IN PAYMENT

1. In the event of failure to pay the price for advertising within the designated maturity deadline, the Publishing house reserves the right to not publish the remainder of the duly ordered and confirmed advertising.

2. In the event of the delay on the part of the advertiser in payment of the price for advertising, Publishing house has the right to charge a contractual penalty amounting to 0.1% of the price of the advertisement for each started day of delay.

3. The advertiser agrees that the statute of limitations for appli-

cation of the Publishing house's rights from the contract, framework agreement or GBTC is extended according to Section 630 of the Civil Code to 10 years from the date when this right could first be exercised.

IV. CANCELLATION OF A PLACED ADVERTISEMENT

1. A placed advertisement may be cancelled only in writing, whereas the advertiser agrees with the following deadlines and cancellation fees:

- If the advertisement contract is cancelled up to 3 days before publication of the advertisement, a cancellation fee of 70% of the price for advertising shall be charged.

- If the advertisement contract is cancelled up to 1 day before publication of the advertisement, a cancellation fee of 100% of the price for advertising shall be charged.

V. PROTECTION OF PERSONAL AND OTHER DATA, CONFIDENTIALITY

1. The advertiser and Publishing house undertake to protect the information and data provided in relation to the contract or framework agreement and these GBTC.

2. The advertiser and Publishing house undertake to not grant access or otherwise misuse in their own favor or in favor of third parties the information that the parties have confidentially provided in relation to the contract and these GBTC.

3. Personal data of the advertiser shall be processed in accordance with the Conditions of personal data protection and information on data processing within business relations available at <http://casopisy.mafra.cz/zasady>.

VI. LEGAL REGIME OF THE CONTRACT

1. The rights and obligations between the Publishing house and advertiser established under the concluded and/or negotiated contract and/or framework agreement are governed by Czech law. The contractual relationship established by the contract between the Publishing house as the one party and the advertiser as the other party is governed by the Civil Code, as amended.

2. The advertiser was duly familiarized with these GBTC by the Publishing house, agrees to them and confirms their agreement by their advertising order.

VII. CHANGES TO THE GBTC IN THE CASE OF FRAMEWORK AGREEMENTS

1. In the case of changes to an acts or other regulations, conditions on advertising markets, or changes in services or inflation or changes in other operation, business, technical or organizational conditions on the part of the Publishing house, the Publishing house may amend these GBTC, in particular as concerns the manner of concluding, amending and terminating contracts, rules of communication, conditions for individual advertisements, etc.

2. The Publishing house shall inform the advertiser about changes to the GBTC in writing. The requirement for written form is met if notification is provided by post, via e-mail communication, fax or via the given Publishing house's website. The Publishing house will inform the advertiser about changes in the GBTC at

least 2 months before they come into effect. The advertiser may refuse the proposed change by the effective date of the amended GBTC in writing. If it fails to do so, the new wording shall become binding for both parties.

3. If the advertiser does not agree with the new GBTC, it may give notice of termination of the framework agreement before the effective date of the amendment with a notice period of 1 month. The rights and obligations from such terminated framework agreement shall be governed by the original wording of the GBTC until expiry of the termination period.

CONTACTS

MAFRA Print, a.s.
Correspondence address: Moulíkova 3286/1b,
150 00 Praha 5 – Smíchov
Tel: +420 225 008 493
Company ID No.: 07323441
E-mail: casopisy.inzerce@mafra.cz
Bank acc. (CZK): 19-1423720207/0100,
IBAN: CZ3901000000191423720207,
SWIFT: KOMBCZPPXXX
casopisy.mafra.cz

