

MAFRA PRINT - ADVERTISING RATE CARD 2019

valid from 01/01/2019, basic advertising formats, print titles only, in CZK excl. VAT

Tina

format			rate	currency
x	y	position		
1	1		164 000	CZK
2	1		299 000	CZK
1	1	4th cover	197 000	CZK
1	1	2nd cover	187 000	CZK
1	1	3rd cover	182 000	CZK
1	1	Junior Page	138 000	CZK
1	2		112 000	CZK
1	3		89 000	CZK
1	4		72 000	CZK
1	6		55 000	CZK
1	8		44 000	CZK

Claudia

format			rate	currency
x	y	position		
1	1		129 000	CZK
2	1		247 000	CZK
1	1	4th cover	152 000	CZK
1	1	2nd cover	142 000	CZK
1	1	Junior Page	105 000	CZK
1	2		85 000	CZK
1	3		70 000	CZK
1	4		58 000	CZK
1	6		43 000	CZK
1	8		35 000	CZK

Chvilka pro tebe

format			rate	currency
x	y	position		
1	1		215 000	CZK
2	1		299 000	CZK
1	1	4th cover	226 000	CZK
1	1	2nd cover	221 000	CZK
1	1	Junior Page	163 000	CZK
1	2		135 000	CZK
1	3		114 000	CZK
1	4		92 000	CZK
1	6		70 000	CZK
1	8		56 000	CZK

Žena a život

format			rate	currency
x	y	position		
1	1		299 000	CZK
2	1		599 000	CZK
2	1	1st double spread	635 000	CZK
1	1	4th cover	375 000	CZK
1	1	2nd cover	353 000	CZK
1	1	3rd cover	330 000	CZK
1	1	Junior Page	285 000	CZK
1	2		217 000	CZK
1	3		197 000	CZK
1	4		125 000	CZK
1	1	1st ad after TOC	347 000	CZK
1	1	2nd ad after TOC	330 000	CZK
Bonbon				
1	1		155 000	CZK
1	2		85 000	CZK
1	4		61 000	CZK
Žena a život live				
1	6		37 000	CZK
Specials (e.g. Chuťovka)				
1	1		199 000	CZK

Můj svět

format			rate	currency
x	y	position		
1	1		236 000	CZK
1	1	4th cover	294 000	CZK
1	1	2nd cover	273 000	CZK
1	1	3rd cover	252 000	CZK
1	2		152 000	CZK
1	3		126 000	CZK
1	4		99 000	CZK
1	1	Junior Page	210 000	CZK
1	6	Koktejl	47 000	CZK

Rytmus života

format			rate	currency
x	y	position		
1	1		254 000	CZK
1	1	4th cover	276 000	CZK
1	1	Junior Page	197 000	CZK
1	2		160 000	CZK
1	3		131 000	CZK
1	4		110 000	CZK
1	6		81 000	CZK
1	8		66 000	CZK

Pestrý svět

format			rate	currency
x	y	position		
1	1		147 000	CZK
1	1	4th cover	184 000	CZK
1	1	3rd cover	152 000	CZK
1	1	Junior Page	116 000	CZK
1	2		95 000	CZK
1	3		76 000	CZK
1	4		64 000	CZK
1	6		46 000	CZK
1	8		38 000	CZK

Čas pro hvězdy

format			rate	currency
x	y	position		
1	1		127 000	CZK
1	1	4th cover	149 000	CZK
1	1	3rd cover	139 000	CZK
1	1	Junior Page	98 000	CZK
1	2		75 000	CZK
1	3		64 000	CZK
1	4		52 000	CZK
1	6		40 000	CZK
1	8		29 000	CZK

RETRO

format			rate	currency
x	y	position		
1	1		95 000	CZK
1	1	4th cover	116 000	CZK
1	1	3rd cover	105 000	CZK
1	2		62 000	CZK
1	3		54 000	CZK
1	4		40 000	CZK

Nostalgie

format			rate	currency
x	y	position		
1	1		95 000	CZK
1	1	4th cover	104 000	CZK
1	1	2nd cover	99 000	CZK
1	1	3rd cover	95 000	CZK
1	2		53 000	CZK
1	3		37 000	CZK
1	4		30 000	CZK

Týdeník Televize

format		x	y	position	rate	currency
1	1				120 000	CZK
2	1				235 000	CZK
1	1			4th cover	180 000	CZK
1	1			2nd cover	165 000	CZK
1	1			3rd cover	155 000	CZK
1	2				80 500	CZK
1	3				69 500	CZK
1	4				60 500	CZK
1	1			Junior Page	110 000	CZK
1	6				37 000	CZK
				Frame in TV tips clas.	24 500	CZK
				Frame in TV tips hor.	42 000	CZK
				Frame in TV tips vert.	42 000	CZK
				Frame in TV programme	24 500	CZK

TV Revue

format		x	y	position	rate	currency
1	1				137 000	CZK
2	1				221 000	CZK
1	1			4th cover	179 000	CZK
1	1			2nd cover	158 000	CZK
1	1			3rd cover	147 000	CZK
1	2				79 000	CZK
1	3				56 000	CZK
1	4				46 000	CZK
1	1			Junior Page	110 000	CZK
1	6				30 000	CZK
				Frame in TV tips small	28 000	CZK
				Frame in TV tips large	33 000	CZK
				Frame in TV programme	23 000	CZK

Tina Bydline

format		x	y	position	rate	currency
1	1				104 000	CZK
1	1			4th cover	135 000	CZK
1	1			2nd cover	114 000	CZK
1	1			3rd cover	110 000	CZK
1	2				67 000	CZK
1	3				44 000	CZK
1	4				34 000	CZK
1	6				27 000	CZK

Chvilka v kuchyni

format		x	y	position	rate	currency
1	1				95 000	CZK
2	1				168 000	CZK
1	1			4th cover	104 000	CZK
1	1			2nd cover	100 000	CZK
1	1			3rd cover	99 000	CZK
1	2				56 000	CZK
1	3				39 000	CZK
1	4				23 000	CZK
1	8				15 000	CZK

RETRO Kuchařka

format		x	y	position	rate	currency
1	1				95 000	CZK
1	1			4th cover	104 000	CZK
1	1			2nd cover	99 000	CZK
1	1			3rd cover	95 000	CZK
1	2				53 000	CZK
1	3				37 000	CZK
1	4				30 000	CZK

TV Max

format		x	y	position	rate	currency
1	1				226 000	CZK
2	1				371 000	CZK
1	1			4th cover	244 000	CZK
1	1			2nd cover	231 000	CZK
1	1			3rd cover	226 000	CZK
1	2				124 000	CZK
1	3				98 000	CZK
1	4				88 000	CZK
1	1			Junior Page	199 000	CZK
1	6				57 000	CZK
				Frame in TV tips	47 000	CZK
				Frame in TV programme	47 000	CZK

TV Plus14

format		x	y	position	rate	currency
1	1				101 000	CZK
2	1				182 000	CZK
1	1			4th cover	123 000	CZK
1	1			2nd cover	107 000	CZK
1	1			3rd cover	101 000	CZK
1	2				63 000	CZK
1	3				45 000	CZK
1	4				34 000	CZK
1	1			Junior Page	80 000	CZK
1	6				24 000	CZK
				Frame in TV tips small	19 500	CZK
				Frame in TV tips large	26 000	CZK
				Frame in TV programme	14 500	CZK

Claudia Recepty&křížovky

format		x	y	position	rate	currency
1	1				42 000	CZK
1	1			4th cover	63 000	CZK
1	1			2nd cover	47 000	CZK
1	2				23 000	CZK
1	3				17 000	CZK
1	4				12 000	CZK

Vaříme krok za krokem

format		x	y	position	rate	currency
1	1				74 000	CZK
1	1			4th cover	95 000	CZK
1	1			2nd cover	84 000	CZK
1	1			3rd cover	79 000	CZK
1	2				49 000	CZK
1	3				33 000	CZK
1	8				20 000	CZK

Prima vychytávky

format		x	y	position	rate	currency
1	1				126 000	CZK
2	1				236 000	CZK
1	1			4th cover	179 000	CZK
1	1			2nd cover	163 000	CZK
1	1			3rd cover	152 000	CZK
1	2				74 000	CZK
1	3				53 000	CZK
1	4				42 000	CZK
1	6				29 000	CZK

Luštění pro děti

format				
x	y	position	rate	currency
1	1		37 000	CZK
1	1	4th cover	53 000	CZK
1	1	2nd cover	47 000	CZK
1	2		28 000	CZK

PUZZLES (e.g. RŽ Číselné křížovky, ChVK Číselné křížovky)

format				
x	y	position	rate	currency
1	1		49 000	CZK
1	1	4th cover	73 000	CZK
1	1	2nd cover	55 000	CZK
1	1	3rd cover	55 000	CZK
1	2		26 000	CZK

Chvilka pro luštění Křížovky

format				
x	y	position	rate	currency
1	1		49 000	CZK
1	1	4th cover	73 000	CZK
1	1	2nd cover	55 000	CZK
1	1	3rd cover	55 000	CZK
1	2		26 000	CZK

Chvilka pro relax

format				
x	y	position	rate	currency
1	1		49 000	CZK
1	1	4th cover	73 000	CZK
1	1	2nd cover	55 000	CZK
1	2		26 000	CZK

Čas na lásku

format				
x	y	position	rate	currency
1	1		40 000	CZK
1	1	4th cover	63 000	CZK
1	1	2nd cover	51 000	CZK
1	1	3rd cover	51 000	CZK
1	1	Junior Page	29 000	CZK
1	2		25 000	CZK
1	3		18 000	CZK
1	4		13 000	CZK

Příběhy plné života

format				
x	y	position	rate	currency
1	1		40 000	CZK
1	1	4th cover	63 000	CZK
1	1	2nd cover	51 000	CZK
1	1	3rd cover	51 000	CZK
1	2		25 000	CZK
1	3		18 000	CZK
1	4		13 000	CZK

Specials of Čas na lásku (e.g. ČNL Letní romance, ČNL Nejlepší příběhy)

format				
x	y	position	rate	currency
1	1		40 000	CZK
1	1	4th cover	63 000	CZK
1	1	2nd cover	51 000	CZK
1	1	3rd cover	51 000	CZK
1	1	Junior Page	29 000	CZK
1	2		25 000	CZK
1	3		18 000	CZK
1	4		13 000	CZK

Specials of Chvilka pro tebe (e.g. Velikonoce, Vánoce, Zdraví, Horoskopy)

format				
x	y	position	rate	currency
1	1		95 000	CZK
1	1	4th cover	104 000	CZK
1	1	2nd cover	99 000	CZK
1	1	3rd cover	95 000	CZK
1	2		53 000	CZK
1	3		37 000	CZK
1	4		30 000	CZK

Omálovánky Moudré Sovy

format				
x	y	position	rate	currency
1	1		37 000	CZK
1	1	4th cover	53 000	CZK
1	2		28 000	CZK

Chvilka pro luštění Osmisměrky

format				
x	y	position	rate	currency
1	1		49 000	CZK
1	1	4th cover	73 000	CZK
1	1	2nd cover	55 000	CZK
1	1	3rd cover	55 000	CZK
1	2		26 000	CZK

Chvilka Napětí

format				
x	y	position	rate	currency
1	1		49 000	CZK
1	1	4th cover	73 000	CZK
1	1	2nd cover	55 000	CZK
1	2		26 000	CZK
1	3		20 000	CZK
1	4		14 000	CZK

Napsáno životem

format				
x	y	position	rate	currency
1	1		59 000	CZK
1	1	4th cover	88 000	CZK
1	1	2nd cover	66 000	CZK
1	1	3rd cover	66 000	CZK
1	1	Junior Page	37 000	CZK
1	2		32 000	CZK
1	3		24 000	CZK
1	4		16 000	CZK

Specials of Napsáno životem (e.g. NŽ Krimi příběhy, NŽ Pestré osudy, NŽ Pravdivé příběhy, NŽ Tajemné příběhy, NŽ Nejlepší příběhy, NŽ Letní příběhy)

format				
x	y	position	rate	currency
1	1		59 000	CZK
1	1	4th cover	88 000	CZK
1	1	2nd cover	66 000	CZK
1	1	3rd cover	66 000	CZK
1	2		32 000	CZK
1	3		24 000	CZK
1	4		16 000	CZK

Specials of RETRO (e.g. monothematic)

format				
x	y	position	rate	currency
1	1		95 000	CZK
1	1	4th cover	104 000	CZK
1	1	2nd cover	99 000	CZK
1	1	3rd cover	95 000	CZK
1	2		53 000	CZK
1	3		37 000	CZK
1	4		30 000	CZK

Specials of Rytmus života (e.g. Čtení na léto, Kuchařka RŽ)

format				
x	y	position	rate	currency
1	1		95 000	CZK
1	1	4th cover	104 000	CZK
1	1	2nd cover	99 000	CZK
1	1	3rd cover	95 000	CZK
1	2		53 000	CZK
1	3		37 000	CZK
1	4		30 000	CZK

Specials of Pestrý svět (e.g. PS Hvězdy jako na dlani, Kuchařka PS)

format				
x	y	position	rate	currency
1	1		95 000	CZK
1	1	4th cover	104 000	CZK
1	1	2nd cover	99 000	CZK
1	1	3rd cover	95 000	CZK
1	2		53 000	CZK
1	3		37 000	CZK
1	4		30 000	CZK

Specials of Tina (e.g. To nejlepší ze sbírky, Štíhla a Fit, Rádce)

format				
x	y	position	rate	currency
1	1		95 000	CZK
1	1	4th cover	104 000	CZK
1	1	2nd cover	99 000	CZK
1	1	3rd cover	95 000	CZK
1	2		53 000	CZK
1	3		37 000	CZK
1	4		30 000	CZK

Cosmopolitan

format				
x	y	position	rate	currency
1	1		285 000	CZK
1	1	4th cover	415 000	CZK
1	1	3rd cover	345 000	CZK
1	1	1st right	330 000	CZK
2	1	1st double spread	635 000	CZK
2	1	2nd double spread	610 000	CZK
2	1	3rd double spread	590 000	CZK
1	2		215 000	CZK
1	3		155 000	CZK
1	4		95 000	CZK
1	6	Kaleidoscope	25 000	CZK

Dolce Vita

format				
x	y	position	rate	currency
1	1		215 000	CZK
1	1	4th cover	315 000	CZK
1	1	2nd cover	280 000	CZK
1	1	3rd cover	260 000	CZK
2	1	1st double spread	485 000	CZK
2	1	2nd double spread	460 000	CZK
2	1	3rd double spread	440 000	CZK
1	2		160 000	CZK
1	3		115 000	CZK
1	4		70 000	CZK
1	5	Dolce Promo	25 000	CZK

Speed

format				
x	y	position	rate	currency
1	1		200 000	CZK
1	1	4th cover	290 000	CZK
1	1	2nd cover	260 000	CZK
1	1	3rd cover	240 000	CZK
2	1	1st double spread	430 000	CZK
2	1	2nd double spread	420 000	CZK
2	1	3rd double spread	400 000	CZK
1	2		150 000	CZK
1	3		105 000	CZK
1	4		65 000	CZK
1	6	Fast Tips	18 000	CZK

Harper's Bazaar

format				
x	y	position	rate	currency
1	1		285 000	CZK
1	1	4th cover	415 000	CZK
1	1	3rd cover	345 000	CZK
1	1	1st right opposite TOC	330 000	CZK
1	1	2nd right opposite TOC	315 000	CZK
		placement guarantee	+10%	CZK
2	1	1st double spread	635 000	CZK
2	1	2nd double spread	610 000	CZK
2	1	3rd double spread	590 000	CZK
1	2		215 000	CZK
1	3		155 000	CZK
1	4		95 000	CZK
1	6	Calendar	25 000	CZK
		ad product tip	12 000	CZK

Esquire

format				
x	y	position	rate	currency
1	1		245 000	CZK
1	1	4th cover	355 000	CZK
1	1	2nd cover	320 000	CZK
1	1	3rd cover	295 000	CZK
2	1	1st double spread	545 000	CZK
2	1	2nd double spread	520 000	CZK
2	1	3rd double spread	495 000	CZK
1	2		185 000	CZK
1	3		130 000	CZK
1	4		80 000	CZK
1	6	Esquire Promo	22 000	CZK
		Big Black Book		
1	1		245 000	CZK
1	1	4th cover	355 000	CZK
1	1	2nd cover	320 000	CZK
1	1	3rd cover	295 000	CZK
1	1	1st right opposite TOC	285 000	CZK
1	1	2nd right opposite TOC	270 000	CZK
		placement guarantee	+10%	CZK

Top Gear

format				
x	y	position	rate	currency
1	1		200 000	CZK
1	1	4th cover	290 000	CZK
1	1	2nd cover	260 000	CZK
1	1	3rd cover	240 000	CZK
2	1	1st double spread	430 000	CZK
2	1	2nd double spread	420 000	CZK
2	1	3rd double spread	400 000	CZK
1	2		150 000	CZK
1	3		105 000	CZK
1	4		65 000	CZK
1	6	Fast Tips	18 000	CZK

Motor

format				
x	y	position	rate	currency
1	1		180 000	CZK
1	1	4th cover	240 000	CZK
1	1	2nd cover	210 000	CZK
1	1	3rd cover	190 000	CZK
1	2		95 000	CZK
1	3		75 000	CZK
1	4		65 000	CZK

Be FEMME FATALE

Claudia, Chvilka pro tebe, Tina, Rytmus života, Pestrý svět

format				
x	y	position	rate	currency
1	1		540 000	CZK
1	2		349 000	CZK
1	3		286 000	CZK
1	4		235 000	CZK

Be PARTY

Pestrý svět, Rytmus života

format				
x	y	position	rate	currency
1	1		349 000	CZK
1	2		221 000	CZK
1	3		180 000	CZK
1	4		152 000	CZK

Be HVĚZDNÁ PARTY

Pestrý svět, Rytmus života, Čas pro hvězdy

format				
x	y	position	rate	currency
1	1		375 000	CZK
1	2		238 000	CZK
1	3		199 000	CZK
1	4		163 000	CZK

Be TV KOMBI

Týdeník Televize, TV Revue, TV Plus14

format				
x	y	position	rate	currency
1	1		275 000	CZK
1	2		185 000	CZK
1	3		145 000	CZK
1	4		121 000	CZK

Be MIX

Claudia, Chvilka pro tebe, Tina

format				
x	y	position	rate	currency
1	1		350 000	CZK
1	2		229 000	CZK
1	3		189 000	CZK
1	4		157 000	CZK

Be RETRO PARTY

Pestrý svět, Rytmus života, Retro

format				
x	y	position	rate	currency
1	1		375 000	CZK
1	2		238 000	CZK
1	3		199 000	CZK
1	4		163 000	CZK

Be TV SUPER TIP

Týdeník Televize, TV Revue, TV Plus14, TV Max

format				
x	y	position	rate	currency
2	1	advertorial	550 000	CZK

Be TV KOMBI MAX

Týdeník Televize, TV Revue, TV Plus14, TV Max

format				
x	y	position	rate	currency
1	1		399 000	CZK
1	2		272 000	CZK
1	3		212 000	CZK
1	4		175 000	CZK

Publisher preserves the right to additional change.

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