



Glanc is a bi-monthly subtitled "society and lifestyle." Its uniqueness lies in the fact that it is neither a pure social or fashion magazine. It joins the best of both.

- For each issue, the team of Glanc prepares the most interesting news from local society and abroad, it elaborates on the latest trends in fashion and cosmetics, it prepares exclusive interviews and stories on interesting persons (not just) in show business and gathers advice and tips for health, beauty, design, travel...

- The magazine Glanc is created for a continuously growing group of women with numerous lives. For women who manage their family, household, job or everything all at once. For „thirty“ and „forty“ year olds who enjoy learning about new things and who are self-confident and content with their lives.



TECHNICAL SPECIFICATIONS

NUMBER OF COPIES

95 000 printed copies

SUBSCRIBERS

17 500

NUMBER OF READERS

268 000

CONTENT

96 pages at minimum
+ 4 cover pages

PERIODICITY

bi-monthly

SALES PRICE

CZK 29

FORMAT

215 x 275 mm

PAPER

170 g chalk glossy
inside – 70 g LWC

BINDING

V2, bonded

COLOUR

4/4 colours

DATE OF ISSUE

Thursday

DISTRIBUTION

PNS and private distribution
companies throughout the CR

REQUIREMENTS FOR COMPLETED SUBMISSIONS

CD-ROM, e-mail:
marova@astrosat.cz

DISCOUNTS FOR REPETITION

3 repetitions.....	3 %
6 repetitions.....	5 %
12 repetitions.....	8 %
26 repetitions.....	15 %

DISCOUNTS FOR NUMBER OF PAGES

5 pages and up.....	5 %
10 pages and up.....	10 %
15 pages and up.....	15 %
20 pages and up.....	20 %

DISCOUNT FOR PAYMENT IN ADVANCE

2% - for payment in advance is deemed a payment made in cash or the amount allocated to our account at least 14 days prior to the date the advertisement is published

ADDITIONAL FEES

15% For specific advertisement position
15% For advertisement position on the editorial page

CANCELLATION FEES

– 28 and more days prior to the date of publishing the advertisement can be cancelled without a fee
– 21 days or less prior to the publishing date – 50%
– 14 days or less prior to the publishing date – 100%
– cannot be cancelled less than 7 days prior to the publishing date

FILE FORMAT

InDesign (fonts included), QuarkXPress (fonts included), Photoshop 7 (EPS or TIFF, 300 dpi, 100% size), Illustrator 10 (fonts in curves, CMYK)

Composite PDF, Typesetter PDF

THE PDF DOCUMENT MUST CONTAIN cut and mount symbols at a distance of 12 p points from the clean format, a 5 mm trim

All objects not found on the trim, must be 6 mm from the clean format of the magazine, only CMYK colours, all images in 300 dpi resolution, all letters inserted in PDF, correctly set cover prints

THE PDF DOCUMENT MUST NOT CONTAIN composite fonts, RGB prime colours, LAB etc., negative lettering smaller than 9 p and lettering generally smaller than 5 p



OVERVIEW OF ADVERTISEMENT SOURCE DOCUMENTS FOR GLANC 2010

Advertisement format	Dimensions (mm)		Price for full-colour advertisement
	bleed	trim	
2/1	400 x 240	430 x 275 *	CZK 390 000
1/1	180 x 240	215 x 275 *	CZK 203 000
2nd cover page	180 x 240	215 x 275 *	CZK 250 000
3rd cover page	180 x 240	215 x 275 *	CZK 240 000
4th cover page	180 x 240	215 x 275 *	CZK 270 000
1/2	86 x 240	101 x 275 *	CZK 125 000
	180 x 116	215 x 131 *	CZK 125 000
1/3	55 x 240	70 x 275 *	CZK 110 000
	180 x 75	215 x 91 *	CZK 110 000
1/4	180 x 55	215 x 70 *	CZK 80 000

* In the case of trim format, a trim of 5 mm must be added for all cut sides.

2/1
400 x 240
trim 430 x 275
CZK 390 000

1/1
180 x 240
trim
215 x 275
CZK 203 000

INSERTED AND PASTED IN ADVERTISEMENTS

On demand

SPECIAL POSITIONS

1st double page spread advertisement CZK 480 000




1st full page advertisement CZK 240 000

2nd full page advertisement CZK 220 000

MOSAIC PRICELIST

Advertisement format	Dimensions (mm)	Price
1/2	86 x 240	CZK 65 000
	180 x 116	CZK 65 000
1/4	86 x 116	CZK 35 000
	180 x 55	CZK 35 000

MOSAIC FORMAT (GLANC TIPS)

	1/2 86 x 240 CZK 65 000		1/2 180 x 116 CZK 65 000
	1/4 86 x 116 CZK 35 000		1/4 180 x 55 CZK 35 000

1/2
86 x 240
trim
101 x 275
CZK 125 000

1/2
180 x 116
trim
215 x 131
CZK 125 000

GLANC 2010 DEADLINES

Issue	Glanc is issued	Deadline for orders	Deadline for source documents
1	7. 1. 2010	10. 12. 2009	17. 12. 2009
2	21. 1. 2010	31. 12. 2009	7. 1. 2010
3	4. 2. 2010	14. 1. 2010	21. 1. 2010
4	18. 2. 2010	28. 1. 2010	4. 2. 2010
5	4. 3. 2010	11. 2. 2010	18. 2. 2010
6	18. 3. 2010	25. 2. 2010	4. 3. 2010
7	1. 4. 2010	11. 3. 2010	18. 3. 2010
8	15. 4. 2010	25. 3. 2010	1. 4. 2010
9	29. 4. 2010	8. 4. 2010	15. 4. 2010
10	13. 5. 2010	22. 4. 2010	29. 4. 2010
11	27. 5. 2010	6. 5. 2010	13. 5. 2010
12	10. 6. 2010	20. 5. 2010	27. 5. 2010
13	24. 6. 2010	3. 6. 2010	10. 6. 2010
14	8. 7. 2010	17. 6. 2010	24. 6. 2010
15	22. 7. 2010	1. 7. 2010	8. 7. 2010
16	5. 8. 2010	15. 7. 2010	22. 7. 2010
17	19. 8. 2010	29. 7. 2010	5. 8. 2010
18	2. 9. 2010	12. 8. 2010	19. 8. 2010
19	16. 9. 2010	26. 8. 2010	2. 9. 2010
20	30. 9. 2010	9. 9. 2010	16. 9. 2010
21	14. 10. 2010	23. 9. 2010	30. 9. 2010
22	27. 10. 2010	7. 10. 2010	14. 10. 2010
23	11. 11. 2010	21. 10. 2010	27. 10. 2010
24	25. 11. 2010	4. 11. 2010	11. 11. 2010
25	9. 12. 2010	18. 11. 2010	25. 11. 2010
1	6. 1. 2011	9. 12. 2010	16. 12. 2010

All of the prices stated above do not include VAT

1/3
55 x 240
trim
70 x 275
CZK 110 000

1/3
180 x 75
trim
215 x 91
CZK 110 000

1/4
180 x 55
trim
215 x 70
CZK 80 000