



The magazine Chef Gurman brings superb recipes, information, advice and tips each month, from which everyone is bound to find something to choose from. It provides gastronomy lovers a truly high quality cooking school, as each recipe is original, comprehensive and tried and tested!

• In Chef Gurman, readers will not only discover chefs' recipes, from which a meal can be made just as delicious as in an exquisite restaurant, but readers will also learn to cook fast and easy from modern and traditional ingredients and particularly according to the latest trends in gastronomy. Chef Gurman is an irresistible Czech original!



TECHNICAL SPECIFICATIONS

NUMBER OF COPIES

50 000 printed copies

SUBSCRIBERS

5 000

NUMBER OF READERS

42 000

CONTENT

96 pages + 4 cover pages

PERIODICITY

monthly

SALES PRICE

CZK 34

FORMAT

215 x 275 mm

PAPER

170 g chalk glossy
inside – 70 g LWC

BINDING

V2, bonded

COLOUR

4/4 colours

DATE OF ISSUE

Wednesday

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.....	10 %
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

AGENCY COMMISSION

Provided only on the basis of an agency contract concluded in advance

ADDITIONAL FEES

15% For specific advertisement position

10% For advertisement position on the editorial page

CANCELLATION FEES

– 22 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 4 (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 b and lettering generally smaller than 5 p



OVERVIEW OF ADVERTISEMENT SOURCE DOCUMENTS FOR CHEF GURMAN 2010

Advertisement format	Dimensions (mm)		Price for full-colour advertisement
	bleed	trim	
2/1	400 x 240	430 x 275 *	CZK 270 000
1/1	180 x 240	215 x 275 *	CZK 150 000
2nd cover page	180 x 240	215 x 275 *	CZK 195 000
3rd cover page	180 x 240	215 x 275 *	CZK 186 000
4th cover page	180 x 240	215 x 275 *	CZK 205 000
1/2	86 x 240	101 x 275 *	CZK 105 000
	180 x 116	215 x 131 *	CZK 105 000
1/3	55 x 240	70 x 275 *	CZK 73 500
	180 x 75	215 x 91 *	CZK 73 500
1/4	86 x 116 **	101 x 134 *	CZK 51 500
	180 x 55	215 x 73 *	CZK 51 500

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

** Only within the scope of module advertisements – cannot be placed on the editorial page.

2/1
400 x 240
trim 430 x 275
CZK 270 000

1/1
180 x 240
trim
215 x 275
CZK 150 000

1/2
86 x 240
trim
101 x 275
CZK 105 000

1/2
180 x 116
trim
215 x 131
CZK 105 000

1/3
55 x 240
trim
70 x 275
CZK 73 500

1/3
180 x 75
trim
215 x 91
CZK 73 500

1/4**
86 x 116
trim
101 x 134
CZK 51 500

1/4
180 x 55
trim
215 x 73
CZK 51 500

INSERTED AND PASTED IN ADVERTISEMENTS

On demand

SPECIAL POSITIONS

1st double page spread advertisement CZK 340 000

MOSAIC FORMAT

1/2
86 x 240
CZK 48 500

1/2
180 x 116
CZK 48 500

1/4
86 x 116
CZK 15 000

1/4
180 x 55
CZK 15 000

1/8
39 x 116
CZK 7 500

1/8
86 x 55
CZK 7 500

1/16
40 x 55
CZK 4 000

MOSAIC PRICELIST

Advertisement format	Dimensions (mm)	Price
1/2	86 x 240	CZK 48 500
	180 x 116	CZK 48 500
1/4	86 x 116	CZK 15 000
	180 x 55	CZK 15 000
1/8	39 x 116	CZK 7 500
	86 x 55	CZK 7 500
1/16	40 x 55	CZK 4 000

CHEF GURMAN 2010 DEADLINES

Issue	Chef Gurmán is issued	Deadline for orders	Deadline for source documents
1	16. 12. 2009	18. 11. 2009	2. 12. 2009
2	20. 1. 2010	23. 12. 2009	6. 1. 2010
3	24. 2. 2010	27. 1. 2010	10. 2. 2010
4	24. 3. 2010	24. 2. 2010	10. 3. 2010
5	21. 4. 2010	24. 3. 2010	7. 4. 2010
6	19. 5. 2010	21. 4. 2010	5. 5. 2010
7	23. 6. 2010	26. 5. 2010	9. 6. 2010
8	21. 7. 2010	23. 6. 2010	7. 7. 2010
9	18. 8. 2010	21. 7. 2010	4. 8. 2010
10	22. 9. 2010	25. 8. 2010	8. 9. 2010
11	20. 10. 2010	22. 9. 2010	6. 10. 2010
12	16. 11. 2010	20. 10. 2010	3. 11. 2010
1	15. 12. 2010	16. 11. 2010	1. 12. 2010

All of the prices stated above do not include VAT