



Television programme weekly provides a clear overview of the programmes for 44 television stations including complete programmes for Czech digital stations.

- TV magazin is distributed from Monday in the form of freely available sale at newspaper kiosks, on Fridays it is inserted as a regular supplement into all 72 regional dailies in the "Czech Republic Daily" network and into the weekly SIP plus on Thursdays.

- It offers readers tips from editorial staff, a selection of the most interesting programmes every day along with their rating. It familiarises readers with the life stories of our artists and stars abroad in up-to-date interviews. It brings hot current news from the world of celebrities, regular columns devoted to the youngest readers and puzzlers, and holds contests for prizes on a regular basis.

TECHNICAL SPECIFICATIONS

NUMBER OF COPIES

1 100 000 printed copies

SUBSCRIBERS

282 000

NUMBER OF READERS

1 753 000

PERIODICITY

weekly

SALES PRICE

CZK 8

FORMAT

210 x 260 mm

TRIM

-trim after cut (overhang for cut: 0 mm inside; 3.5 mm outside, at the top and bottom) 213.5 x 265 mm
- document (including overhang)

PAPER

52 g SC, white smooth

DAY OF ISSUE AND DISTRIBUTION

freely available sale on Mondays, insert into Sip plus weekly on Thursdays and insert into dailies of the "Czech Republic Daily" network on Friday

COLOUR

full-colour

PRINTING TECHNIQUE

rotating gravure

NUMBER OF COLUMNS

4, width 48 mm

REQUIREMENTS FOR COMPLETED SUBMISSIONS

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

FILE FORMAT

InDesign (fonts included), Photoshop (EPS or TIFF, 300 dpi, 100% size), Illustrator 10 (fonts in curves, CMYK)
Composite PDF, Typesetter PDF
Smallest thin lettering size is 5.5 p (with consideration to legibility)

DISCOUNTS FOR REPETITION

3 repetitions.....	3 %
6 repetitions.....	5 %
12 repetitions.....	10 %
24 repetitions.....	15 %
52 repetitions.....	20 %

Discounts for repetitions are provided only upon repeated advertisement of the same dimensions within the scope of one order of the respective client (in terms of agencies, this must concern an order for one client). Accumulation of partial orders is not possible. The discount is provided as of the first publication.

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 (not applicable for concluded contracts for one year)

DISCOUNTS FOR NUMBER OF PAGES

3 pages and up.....	5 %
6 pages and up.....	10 %
12 pages and up.....	15 %
18 pages and up.....	20 %
24 pages and up.....	22 %

AGENCY COMMISSION

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

ADDITIONAL FEES

- 10% For specific position on classifieds page
- 10% For position on first classifieds page (only for 1/1)
- 20% For advertisement position on editorial page (page with a 50% minimum share of editorial material)
- 40% exclusive placement of advertisement on a page (only for advertisements of a minimum 1/4 page in size)

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 - 100%
- cannot be cancelled less than 14 days prior to the publishing date



ORDERS FOR ADVERTISEMENTS ACCEPTED BY:

Astrosat, spol. s.r.o. – Sales Department, Pratelstvi 986, 104 24 Prague 10
 tel.: 272 015 213, 257 | fax: 272 015 259 | e-mail: inzerce@astrosat.cz | www.astrosat.cz



OVERVIEW OF ADVERTISEMENT FORMATS FOR TV MAGAZIN 2010

Advertisement format	Price
4th cover page	CZK 477 000
2nd cover page	CZK 403 000
3rd cover page	CZK 387 000
Junior page 150 x 188 mm	CZK 265 000

Advertisement on editorial page of Czech TV programmes
 (page of detailed CT1, CT2, NOVA and PRIMA programmes)

size	programme for Mon – Thurs	programme for Fri – Sun
47 x 25 mm	CZK 23 000	CZK 37 000
47 x 20 mm	CZK 20 000	CZK 30 000

Advertisement on editorial page of programme tips
 (page of extended information on programmes for the respective day)

size	programme for Mon – Thurs	programme for Fri – Sun
47 x 60 mm	CZK 33 000	CZK 59 000
96 x 60 mm	CZK 63 000	CZK 105 000
148 x 60 mm	CZK 97 000	CZK 162 000

An advertisement with a trim is also possible for the above stated formats (height 45, or 85 mm, overhang for trim on bottom + 10 mm)

Price and format for page header

Advertisement in page header	110 x 12 mm	CZK 25 000
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INSERTION

The price for insertion, sewn-in and pasted in supplements (CZK 1.80 – 2.50) depending on the character of the supplement. Place for submitting supplements – printing house Dresden, Germany. Price of insertion for subscribers CZK 3.50. Place of delivery – Czech Republic.

TV MAGAZIN 2010 DEADLINES

Issue	TV Magazin is issued	Programme week		Deadline for orders	Deadline for source documents
		from	to		
1	28. 12. 2009	2. 1. 2010	8. 1. 2010	7. 12. 2009	9. 12. 2009
2	4. 1. 2010	9. 1. 2010	15. 1. 2010	14. 12. 2009	16. 12. 2009
3	11. 1. 2010	16. 1. 2010	22. 1. 2010	21. 12. 2009	28. 12. 2009
4	18. 1. 2010	23. 1. 2010	29. 1. 2010	28. 12. 2009	8. 1. 2010
5	25. 1. 2010	30. 1. 2010	5. 2. 2010	4. 1. 2010	15. 1. 2010
6	1. 2. 2010	6. 2. 2010	12. 2. 2010	11. 1. 2010	22. 1. 2010
7	8. 2. 2010	13. 2. 2010	19. 2. 2010	18. 1. 2010	29. 1. 2010
8	15. 2. 2010	20. 2. 2010	26. 2. 2010	25. 1. 2010	5. 2. 2010
9	22. 2. 2010	27. 2. 2010	5. 3. 2010	1. 2. 2010	12. 2. 2010
10	1. 3. 2010	6. 3. 2010	12. 3. 2010	8. 2. 2010	19. 2. 2010
11	8. 3. 2010	13. 3. 2010	19. 3. 2010	15. 2. 2010	26. 2. 2010
12	15. 3. 2010	20. 3. 2010	26. 3. 2010	22. 2. 2010	5. 3. 2010
13	22. 3. 2010	27. 3. 2010	2. 4. 2010	1. 3. 2010	12. 3. 2010
14	29. 3. 2010	3. 4. 2010	9. 4. 2010	8. 3. 2010	19. 3. 2010
15	6. 4. 2010	10. 4. 2010	16. 4. 2010	15. 3. 2010	26. 3. 2010
16	12. 4. 2010	17. 4. 2010	23. 4. 2010	22. 3. 2010	2. 4. 2010
17	19. 4. 2010	24. 4. 2010	30. 4. 2010	29. 3. 2010	9. 4. 2010
18	26. 4. 2010	1. 5. 2010	7. 5. 2010	2. 4. 2010	16. 4. 2010
19	3. 5. 2010	8. 5. 2010	14. 5. 2010	12. 4. 2010	23. 4. 2010
20	10. 5. 2010	15. 5. 2010	21. 5. 2010	19. 4. 2010	30. 4. 2010
21	17. 5. 2010	22. 5. 2010	28. 5. 2010	26. 4. 2010	7. 5. 2010
22	24. 5. 2010	29. 5. 2010	4. 6. 2010	3. 5. 2010	14. 5. 2010
23	31. 5. 2010	5. 6. 2010	11. 6. 2010	10. 5. 2010	21. 5. 2010
24	7. 6. 2010	12. 6. 2010	18. 6. 2010	17. 5. 2010	28. 5. 2010
25	14. 6. 2010	19. 6. 2010	25. 6. 2010	24. 5. 2010	4. 6. 2010
26	21. 6. 2010	26. 6. 2010	2. 7. 2010	31. 5. 2010	11. 6. 2010
27	28. 6. 2010	3. 7. 2010	9. 7. 2010	7. 6. 2010	18. 6. 2010
28	7. 7. 2010	10. 7. 2010	16. 7. 2010	14. 6. 2010	25. 6. 2010
29	12. 7. 2010	17. 7. 2010	23. 7. 2010	21. 6. 2010	2. 7. 2010
30	19. 7. 2010	24. 7. 2010	30. 7. 2010	28. 6. 2010	9. 7. 2010
31	26. 7. 2010	31. 7. 2010	6. 8. 2010	2. 7. 2010	16. 7. 2010
32	2. 8. 2010	7. 8. 2010	13. 8. 2010	12. 7. 2010	23. 7. 2010
33	9. 8. 2010	14. 8. 2010	20. 8. 2010	19. 7. 2010	30. 7. 2010
34	16. 8. 2010	21. 8. 2010	27. 8. 2010	26. 7. 2010	6. 8. 2010
35	23. 8. 2010	28. 8. 2010	3. 9. 2010	2. 8. 2010	13. 8. 2010
36	30. 8. 2010	4. 9. 2010	10. 9. 2010	9. 8. 2010	20. 8. 2010
37	6. 9. 2010	11. 9. 2009	17. 9. 2010	16. 8. 2010	27. 8. 2010
38	13. 9. 2010	18. 9. 2010	24. 9. 2010	23. 8. 2010	3. 9. 2010
39	20. 9. 2010	25. 9. 2010	1. 10. 2010	30. 8. 2010	10. 9. 2010
40	27. 9. 2010	2. 10. 2010	8. 10. 2010	6. 9. 2010	17. 9. 2010
41	4. 10. 2010	9. 10. 2010	15. 10. 2010	13. 9. 2010	24. 9. 2010
42	11. 10. 2010	16. 10. 2010	22. 10. 2010	20. 9. 2010	1. 10. 2010
43	18. 10. 2010	23. 10. 2010	29. 10. 2010	27. 9. 2010	8. 10. 2010
44	25. 10. 2010	30. 10. 2010	5. 11. 2010	4. 10. 2010	15. 10. 2010
45	1. 11. 2010	6. 11. 2010	12. 11. 2010	11. 10. 2010	22. 10. 2010
46	8. 11. 2010	13. 11. 2010	19. 11. 2010	18. 10. 2010	29. 10. 2010
47	15. 11. 2010	20. 11. 2010	26. 11. 2010	25. 10. 2010	5. 11. 2010
48	22. 11. 2010	27. 11. 2010	3. 12. 2010	1. 11. 2010	12. 11. 2010
49	29. 11. 2010	4. 12. 2010	10. 12. 2010	8. 11. 2010	19. 11. 2010
50	6. 12. 2010	11. 12. 2010	17. 12. 2010	15. 11. 2010	26. 11. 2010
51	13. 12. 2010	18. 12. 2010	24. 12. 2010	22. 11. 2010	29. 11. 2010
52	20. 12. 2010	25. 12. 2010	31. 12. 2010	29. 11. 2010	7. 12. 2010
1	27. 12. 2010	1. 1. 2011	7. 1. 2011	6. 12. 2010	13. 12. 2010

All of the prices stated above do not include VAT

	1/1 210 x 260 trim after cut CZK 350 000		1/1 202 x 252 bleed CZK 350 000
	3/4 202 x 187 CZK 265 000		3/4 150 x 252 CZK 265 000
	1/2 202 x 123 trim 210 x 126 CZK 175 000		1/2 99 x 252 trim 102 x 260 CZK 175 000
	3/8 150 x 123 CZK 135 000		3/8 99 x 187 CZK 135 000
	1/3 65 x 252 trim 70 x 260 CZK 150 000		1/3 202 x 80 trim 210 x 85 CZK 150 000
	1/4 202 x 59 CZK 90 000		1/4 99 x 123 CZK 90 000
	1/4 48 x 252 CZK 90 000		3/16 150 x 59 CZK 70 000
	3/16 48 x 187 CZK 70 000		1/8 99 x 59 CZK 46 000
	1/8 48 x 123 CZK 46 000		1/16 48 x 59 CZK 25 000
	Cover page 210 x 30 CZK 150 000		Cover page 50 x 50 CZK 95 000