



Bi-monthly television programme in an untraditional format, intended for modern, active readers, primarily for younger target groups.

- Tv mini is issued every other Monday and offers readers a quality and comprehensive TV programme for 51 television stations including a complete programme for Czech digital stations for 14 days starting from the subsequent Saturday.
- Among others, it offers interviews and portraits of television stars, coverage from shooting and various social events in culture. It also contains regular columns – coverage from trips, adrenaline trips, tips on how to resolve complex situations in life, clips about stars, horoscopes, contests and other interesting topics.



TECHNICAL SPECIFICATIONS

NUMBER OF COPIES

270 000 printed copies

SUBSCRIBERS

7 000

NUMBER OF READERS

327 000

CONTENTS

100 pages

PERIODICITY

bi-monthly

SALES PRICE

CZK 11

FORMAT

190 x 225 mm

PAPER

cover – 115 g KL
inside – 52 g SC

COLOUR

Full-colour

REQUIREMENTS FOR COMPLETED SUBMISSIONS

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

FILE FORMAT

InDesign (fonts included),
Photoshop 7 (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 %
15 repetitions.....	15 %
24 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

DISCOUNTS FOR NUMBER OF PAGES

3 pages and up.....	5 %
6 pages and up.....	10 %
12 pages and up.....	15 %
15 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
- 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

- 14 and more days prior to the date of publishing the advertisement can be cancelled without a fee
- 10 days or less prior to the publishing date – 50%
- less than 10 days prior to the publishing date – 100%
- cannot be cancelled less than 7 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 MINI 2010

Advertisement format	Dimensions (mm)		Price for full-colour advertisement
	bleed	trim	
1/1	173 x 215	190 x 225	CZK 110 000
2nd cover page	173 x 215	190 x 225	CZK 127 000
3rd cover page	173 x 215	190 x 225	CZK 122 000
4th cover page	173 x 215	190 x 225	CZK 137 000
Junior page	128 x 151		CZK 90 000
1/2	173 x 107	190 x 112	CZK 66 000
	85 x 215	95 x 225	CZK 66 000
1/3	173 x 70	190 x 75	CZK 45 000
	58 x 215	63 x 225	CZK 45 000
1/4	85 x 107	95 x 112	CZK 35 000
	173 x 51	190 x 56	CZK 35 000
	42 x 215	47 x 225	CZK 35 000

1/1
190 x 225
trim
CZK 110 000

1/1
173 x 215
bleed
CZK 110 000

1/2
173 x 107
trim
190 x 112
CZK 66 000

1/2
85 x 215
trim
95 x 225
CZK 66 000

Advertisement on editorial page of programme tips

size	programme for Mon – Sun
128 x 116 mm	CZK 68 000
62 x 200 mm	CZK 66 000
128 x 80 mm	CZK 53 000
62 x 80 mm	CZK 28 000
45 x 103 mm	CZK 26 000
128 x 35 mm	CZK 25 000
62 x 35 mm	CZK 16 000

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

size	programme for Mon - Sun	programme for Fri - Sun
42 x 26 mm	CZK 15 000	CZK 30 000

Advertisement on editorial page for other TV programme tips

size		programme for Mon-Sun
105 x 215 mm	trim 110 x 225 mm	CZK 69 000

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 Neografia, Slovak Republic. Price of insertion for subscribers CZK 3.50.

TV MINI 2010 DEADLINES

Issue	TV mini is issued	Programme week		Deadline for orders	Deadline for source documents
		from	to		
1	28. 12. 2009	2. 1. 2010	15. 1. 2010	7. 12. 2009	18. 12. 2009
2	11. 1. 2010	16. 1. 2010	29. 1. 2010	21. 12. 2009	30. 12. 2009
3	25. 1. 2010	30. 1. 2010	12. 2. 2010	4. 1. 2010	15. 1. 2010
4	08. 2. 2010	13. 2. 2010	26. 2. 2010	18. 1. 2010	29. 1. 2010
5	22. 2. 2010	27. 2. 2010	12. 3. 2010	1. 2. 2010	12. 2. 2010
6	08. 3. 2010	13. 3. 2010	26. 3. 2010	15. 2. 2010	26. 2. 2010
7	22. 3. 2010	27. 3. 2010	9. 4. 2010	1. 3. 2010	12. 3. 2010
8	06. 4. 2010	10. 4. 2010	23. 4. 2010	15. 3. 2010	26. 3. 2010
9	19. 4. 2010	24. 4. 2010	7. 5. 2010	29. 3. 2010	9. 4. 2010
10	03. 5. 2010	8. 5. 2010	21. 5. 2010	12. 4. 2010	23. 4. 2010
11	17. 5. 2010	22. 5. 2010	4. 6. 2010	26. 4. 2010	7. 5. 2010
12	31. 5. 2010	5. 6. 2010	18. 6. 2010	10. 5. 2010	21. 5. 2010
13	14. 6. 2010	19. 6. 2010	2. 7. 2010	24. 5. 2010	4. 6. 2010
14	28. 6. 2010	3. 7. 2010	16. 7. 2010	7. 6. 2010	18. 6. 2010
15	12. 7. 2010	17. 7. 2010	30. 7. 2010	21. 6. 2010	2. 7. 2010
16	26. 7. 2010	31. 7. 2010	13. 8. 2010	2. 7. 2010	16. 7. 2010
17	09. 8. 2010	14. 8. 2010	27. 8. 2010	19. 7. 2010	30. 7. 2010
18	23. 8. 2010	28. 8. 2010	10. 9. 2010	2. 8. 2010	13. 8. 2010
19	6. 9. 2010	11. 9. 2010	24. 9. 2010	16. 8. 2010	27. 8. 2010
20	20. 9. 2010	25. 9. 2010	08. 10. 2010	30. 8. 2010	10. 9. 2010
21	4. 10. 2010	9. 10. 2010	22. 10. 2010	13. 9. 2010	24. 9. 2010
22	18. 10. 2010	23. 10. 2010	5. 11. 2010	27. 9. 2010	08. 10. 2010
23	1. 11. 2010	6. 11. 2010	19. 11. 2010	11. 10. 2010	22. 10. 2010
24	15. 11. 2010	20. 11. 2010	3. 12. 2010	25. 10. 2010	5. 11. 2010
25	29. 11. 2010	4. 12. 2010	17. 12. 2010	8. 11. 2010	19. 11. 2010
26	13. 12. 2010	18. 12. 2010	31. 12. 2010	22. 11. 2010	3. 12. 2010
1	27. 12. 2010	1. 1. 2011	14. 1. 2011	6. 12. 2010	17. 12. 2010

1/3
173 x 70
trim
190 x 75
CZK 45 000

1/3
58 x 215
trim
63 x 225
CZK 45 000

1/4
85 x 107
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CZK 35 000

1/4
173 x 51
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190 x 56
CZK 35 000

1/4
42 x 215
trim
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All of the prices stated above do not include VAT