



Bi-monthly television programme for modern, active readers, primarily younger target groups.

- TV star is issued every other Monday and offers readers a quality and comprehensive TV programme for 73 television stations including a complete programme for Czech digital stations for 14 days starting from the subsequent Friday.

- Among others, it offers interviews and portraits of television stars, coverage from shooting and various social events in culture. It also contains regular columns – gossip and clips, world and domestic film and television premieres, news from the world of film, video, DVD, CD, books, technical news from the spheres of local entertainment, travel, crosswords, contests and horoscope.



TECHNICAL SPECIFICATIONS

NUMBER OF COPIES

205 000 printed copies

SUBSCRIBERS

22 500

NUMBER OF READERS

196 000

CONTENTS

116 pages (112 + 4)

PERIODICITY

bi-monthly

SALES PRICE

CZK 20

FORMAT

215 x 280 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

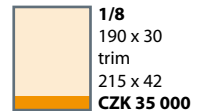
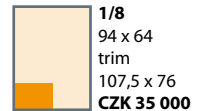
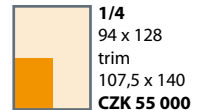
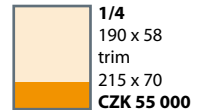
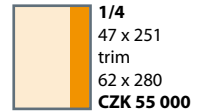
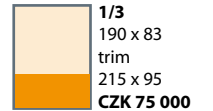
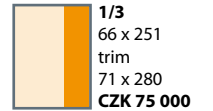
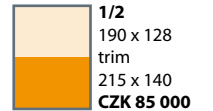
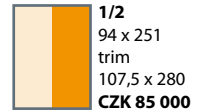
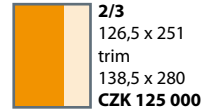
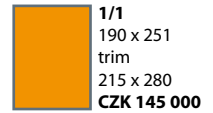
10% For specific position on classifieds page
20% For advertisement position on editorial page (page with a 50% minimum share of editorial material)
40% exclusive placement of advertisement on a page (only for advertisements of a minimum 1/4 page in size)

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


OVERVIEW OF ADVERTISEMENT FORMATS FOR TV STAR 2010

Advertisement format	Dimensions (mm)		Price for full-colour advertisement
	bleed	trim	
1/1	190 x 251	215 x 280	CZK 145 000
2nd cover page	190 x 251	215 x 280	CZK 190 000
3rd cover page	190 x 251	215 x 280	CZK 175 000
4th cover page	190 x 251	215 x 280	CZK 215 000
Junior page	153 x 203		CZK 115 000
2/3	126,5 x 251	138,5 x 280	CZK 125 000
1/2	190 x 128	215 x 140	CZK 85 000
	94 x 251	107,5 x 280	CZK 85 000
1/3	190 x 83	215 x 95	CZK 75 000
	66 x 251	71 x 280	CZK 75 000
1/4	94 x 128	107,5 x 140	CZK 55 000
	190 x 58	215 x 70	CZK 55 000
	47 x 251	62 x 280	CZK 55 000
1/8	190 x 30	215 x 42	CZK 35 000
	94 x 64	107,5 x 76	CZK 35 000
Advertisement on the editorial page of programme tips	142 x 107		CZK 70 000
	70 x 107		CZK 50 000
	49 x 92		CZK 30 000
	49 x 50		CZK 20 000
Advertisement on the editorial page of the TV programme	45,5 x 32 (Mon – Thurs)		CZK 19 000
	45,5 x 32 (Fri – Sun)		CZK 27 000


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 Severotisk. Price of insertion for subscribers CZK 3.50.

TV STAR 2010 DEADLINES

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

All of the prices stated above do not include VAT