



Glanc is a biweekly, 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, provides with the latest trends in fashion and cosmetics, brings exclusive interviews and stories with interesting people (not just) in showbusiness 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 woman who enjoy learning about new things and who are convinced their age is just the best.



#### TECHNICAL SPECIFICATIONS

#### NUMBER OF COPIES

85 000 printed copies

#### SUBSCRIBERS

15 000

#### NUMBER OF READERS

244 000

#### CONTENT

96 pages at minimum  
+ 4 cover pages

#### PERIODICITY

bi-monthly

#### SALES PRICE

CZK 29

#### FORMAT

215 x 275 mm

#### BINDING

V2, bonded

#### DATE OF ISSUE

Thursday

#### 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 %

#### 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

#### 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), 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

Advertisement on the 2nd and 3rd cover side is necessary to keep „protected area“ on the type page, 5mm around the page with no texts or logo, with only coloured background. In case of 1st double page advertisement, which passes from the cover page to book please deliver separate data for each page (including 5mm trim around, not as doublepage without the middle trim). In case of inside doublepage advertisement, please avoid the text paging over the middle of doublepage, especially tiny of negative fonts. Bigger fonts (Headline e.g.), being dividend, need to have 3mm shelfback margin also with back to back lines. Valid also by the text paging from cover to book.



## OVERVIEW OF ADVERTISEMENT SOURCE DOCUMENTS FOR GLANC 2011

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 95 000

\* 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

Junior page CZK 183 000

### 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

### 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**

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

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

## GLANC 2011 DEADLINES

Issue	Glanc is issued	Deadline for orders	Deadline for source documents
1	6. 1. 2011	9. 12. 2010	16. 12. 2010
2	20. 1. 2011	30. 12. 2010	6. 1. 2011
3	3. 2. 2011	13. 1. 2011	20. 1. 2011
4	17. 2. 2011	27. 1. 2011	3. 2. 2011
5	3. 3. 2011	10. 2. 2011	17. 2. 2011
6	17. 3. 2011	24. 2. 2011	3. 3. 2011
7	31. 3. 2011	10. 3. 2011	17. 3. 2011
8	14. 4. 2011	24. 3. 2011	31. 3. 2011
9	28. 4. 2011	7. 4. 2011	14. 4. 2011
10	12. 5. 2011	21. 4. 2011	28. 4. 2011
11	26. 5. 2011	5. 5. 2011	12. 5. 2011
12	9. 6. 2011	19. 5. 2011	26. 5. 2011
13	23. 6. 2011	2. 6. 2011	9. 6. 2011
14	7. 7. 2011	16. 6. 2011	23. 6. 2011
15	21. 7. 2011	30. 6. 2011	7. 7. 2011
16	4. 8. 2011	14. 7. 2011	21. 7. 2011
17	18. 8. 2011	28. 7. 2011	4. 8. 2011
18	1. 9. 2011	11. 8. 2011	18. 8. 2011
19	15. 9. 2011	25. 8. 2011	1. 9. 2011
20	29. 9. 2011	8. 9. 2011	15. 9. 2011
21	13. 10. 2011	22. 9. 2011	29. 9. 2011
22	27. 10. 2011	6. 10. 2011	13. 10. 2011
23	10. 11. 2011	20. 10. 2011	27. 10. 2011
24	24. 11. 2011	3. 11. 2011	10. 11. 2011
25	8. 12. 2011	16. 11. 2011	24. 11. 2011
1	5. 1. 2012	8. 12. 2011	15. 12. 2011

**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 95 000**

**Junior page**  
118 x 180  
trim  
133 x 195  
**CZK 183 000**