



The family periodical „Moje Rodina“ is inserted into 72 regional daily newspapers „Denik Ceska Republika“ every Saturday. It features interviews with popular figures on the topics of living, garden and hobbies. It includes interesting information for do-it-yourselfers, gardeners, animal breeders, as well as practical advice for the entire family concerning taking care of the home, flat, or cottage. Health and food are some of the more popular topics. The periodical also includes crossword puzzles, contests, and the “readers advise readers” column.



TECHNICAL SPECIFICATIONS

NUMBER OF PRINTS

260 000 copies

SUBSCRIBERS

150 000

READERSHIP

216 000

SIZE

16 pages

PERIODICITY

weekly

FORMAT

215 x 290 mm

COLOUR

Full-colour

REQUESTS FOR PREPARED

COPIES

CD-ROM

e-mail: marova@astrosat.cz

FILE FORMAT

InDesign (packaged with fonts), Photoshop 7 (EPS or TIFF, 300 dpi, 100% size), Illustrator 10 (graphic fonts, CMYK), illuminated PDF, composite PDF, the smallest font size is 5.5 pts. (respecting readability)

DISCOUNTS FOR REPETITION

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

Discounts for repetitions are offered only for repeated ads of the same size within one client order by agencies from one customer or agency. Accumulation of partial orders is not possible. The discount is offered following the first issue.

DISCOUNT FOR PRE-PAYMENT

2 % – pre-payment is considered payment in cash or payment credited to our account at least 14 days prior to publication

AGENCY COMMISSION

Offered only on the basis of previously contracted agreements

SURCHARGES

10 % for specific placement on advertised page
 20 % for placement of ad on editor's page (page with at least 50% editor material)
 40 % for exclusive advertisement on a page (only for advertisements covering at least ¼ page)

CANCELLATION FEES

– 14 days or more: no fee
 – 10 days before publication – 50 %
 – less than 10 days before publication – 100 %
 – less than 7 days before publication: no cancellation possible


OVERVIEW OF ADVERTISEMENT DOCUMENTS FOR MOJE RODINA 2011

Ad format	Dimensions		Price for full-colour advertisement
	bleed	trim	
1/1	200 x 265	215 x 290 *	CZK 165 000
2. page of the cover	200 x 265	215 x 290 *	CZK 180 000
3. page of the cover	200 x 265	215 x 290 *	CZK 172 000
4. page of the cover	200 x 265	215 x 290 *	CZK 200 000
1/2	98 x 265 200 x 130	108 x 290 * 215 x 141 *	CZK 96 000 CZK 96 000
1/3	200 x 86 75 x 265	215 x 97 * 80 x 290 *	CZK 68 000 CZK 68 000
1/4	98 x 130 200 x 64	108 x 141 * 215 x 75 *	CZK 55 000 CZK 55 000
1/6	200 x 40	215 x 51 *	CZK 37 000
1/8	98 x 64	108 x 75 *	CZK 30 000

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

INSERTIONS

Prices for inserted, bound, and glued supplements (1.80–2.50 CK) as per supplement character.






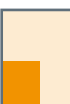
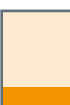
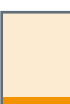
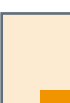



PUBLICATION TIMETABLE FOR MOJE RODINA 2011

Issue	Date of issue	Last date of order	Last date to submit materials
1	*		
2	8. 1. 2011	27. 12. 2010	30. 12. 2010
3	15. 1. 2011	3. 1. 2011	7. 1. 2011
4	22. 1. 2011	10. 1. 2011	14. 1. 2011
5	29. 1. 2011	17. 1. 2011	21. 1. 2011
6	5. 2. 2011	14. 1. 2011	28. 1. 2011
7	12. 2. 2011	31. 1. 2011	4. 2. 2011
8	19. 2. 2011	7. 2. 2011	11. 2. 2011
9	26. 2. 2011	14. 2. 2011	18. 2. 2011
10	5. 3. 2011	21. 2. 2011	25. 2. 2011
11	12. 3. 2011	28. 2. 2011	4. 3. 2011
12	19. 3. 2011	7. 3. 2011	11. 3. 2011
13	26. 3. 2011	14. 3. 2011	18. 3. 2011
14	2. 4. 2011	21. 3. 2011	25. 3. 2011
15	9. 4. 2011	28. 3. 2011	1. 4. 2011
16	16. 4. 2011	4. 4. 2011	8. 4. 2011
17	23. 4. 2011	11. 4. 2011	15. 4. 2011
18	30. 4. 2011	18. 4. 2011	22. 4. 2011
19	7. 5. 2011	26. 4. 2011	29. 4. 2011
20	14. 5. 2011	2. 5. 2011	6. 5. 2011
21	21. 5. 2011	9. 5. 2011	13. 5. 2011
22	28. 5. 2011	16. 5. 2011	20. 5. 2011
23	4. 6. 2011	23. 5. 2011	27. 5. 2011
24	11. 6. 2011	30. 5. 2011	3. 6. 2011
25	18. 6. 2011	6. 6. 2011	10. 6. 2011
26	25. 6. 2011	13. 6. 2011	17. 6. 2011
27	2. 7. 2011	20. 6. 2011	24. 6. 2011
28	9. 7. 2011	27. 6. 2011	1. 7. 2011
29	16. 7. 2011	4. 7. 2011	8. 7. 2011
30	23. 7. 2011	11. 7. 2011	15. 7. 2011
31	30. 7. 2011	18. 7. 2011	22. 7. 2011
32	6. 8. 2011	25. 7. 2011	29. 7. 2011
33	13. 8. 2011	1. 8. 2011	5. 8. 2011
34	20. 8. 2011	8. 8. 2011	12. 8. 2011
35	27. 8. 2011	15. 8. 2011	19. 8. 2011
36	3. 9. 2011	22. 8. 2011	26. 8. 2011
37	10. 9. 2011	29. 8. 2011	2. 9. 2011
38	17. 9. 2011	5. 9. 2011	9. 9. 2011
39	24. 9. 2011	12. 9. 2011	16. 9. 2011
40	1. 10. 2011	19. 9. 2011	23. 9. 2011
41	8. 10. 2011	26. 9. 2011	30. 9. 2011
42	15. 10. 2011	3. 10. 2011	7. 10. 2011
43	22. 10. 2011	10. 10. 2011	14. 10. 2011
44	29. 10. 2011	17. 10. 2011	21. 10. 2011
45	5. 11. 2011	24. 10. 2011	27. 10. 2011
46	12. 11. 2011	31. 10. 2011	4. 11. 2011
47	19. 11. 2011	7. 11. 2011	11. 11. 2011
48	26. 11. 2011	14. 11. 2011	18. 11. 2011
49	3. 12. 2011	21. 11. 2011	25. 11. 2011
50	10. 12. 2011	28. 11. 2011	2. 12. 2011
51	17. 12. 2011	5. 12. 2011	9. 12. 2011
52	*		
53	31. 12. 2011	19. 12. 2011	22. 12. 2011

All of the prices stated above do not include VAT.

* Not issued General

Conditions for Advertisements is a part of valid price list.

	1/1 200 x 265 trim 215 x 290 CZK 165 000
	1/2 98 x 265 trim 108 x 290 CZK 96 000
	1/2 200 x 130 trim 215 x 141 CZK 96 000
	1/3 200 x 86 trim 215 x 97 CZK 68 000
	1/3 75 x 265 trim 80 x 290 CZK 68 000
	1/4 98 x 130 trim 108 x 141 CZK 55 000
	1/4 200 x 64 trim 215 x 75 CZK 55 000
	1/6 200 x 40 trim 215 x 51 CZK 37 000
	1/8 98 x 64 trim 108 x 75 CZK 30 000
	II. coverage 200 x 265 trim 215 x 290 CZK 180 000
	III. coverage 200 x 265 trim 215 x 290 CZK 172 000
	IV. coverage 200 x 265 trim 215 x 290 CZK 200 000