



Biweekly 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 of 82 TV stations including complete programme of Czech digital stations for 14 days starting from the subsequent Friday.

- Among others, it offers interviews and portraits of film and TV stars, coverage from shooting and various social events in culture. It also contains regular columns – gossip and buzz, world and local film TV 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

190 000 printed copies

SUBSCRIBERS

22 000

NUMBER OF READERS

174 000

CONTENTS

128 pages (124 + 4)

PERIODICITY

bi-monthly

SALES PRICE

CZK 20

FORMAT

215 x 264 mm

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

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 2011

Advertisement format	Dimensions (mm)		Price for full-colour advertisement
	bleed	trim	
1/1	195 x 240	215 x 264 *	CZK 130 000
2nd cover page	195 x 240	215 x 264 *	CZK 170 000
3rd cover page	195 x 240	215 x 264 *	CZK 155 000
4th cover page	195 x 240	215 x 264 *	CZK 195 000
Junior page	145 x 187	158 x 195 *	CZK 110 000
2/3	130 x 240	143 x 264 *	CZK 112 000
1/2	195 x 120	215 x 132 *	CZK 75 000
	97,5 x 240	107,5 x 264 *	CZK 75 000
1/3	195 x 80	215 x 88 *	CZK 67 000
	65 x 240	71,5 x 264 *	CZK 67 000
1/4	97,5 x 120	107,5 x 132 *	CZK 50 000
	195 x 60	215 x 66 *	CZK 50 000
	48,5 x 240	53,5 x 264 *	CZK 50 000
1/8	195 x 30	215 x 33 *	CZK 32 000
	97,5 x 60	107,5 x 66 *	CZK 32 000
	Advertisement on the editorial page of programme tips	146 x 78 96 x 78 47 x 78	CZK 70 000 CZK 50 000 CZK 30 000
Advertisement on the editorial page of the TV programme	46,5 x 27 (Mon – Thurs) 46,5 x 27 (Fri – Sun)	CZK 19 000 CZK 27 000	

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

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 2011 DEADLINES

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

All of the prices stated above do not include VAT.

General Conditions for Advertisemnets is a part of valid price list.

