

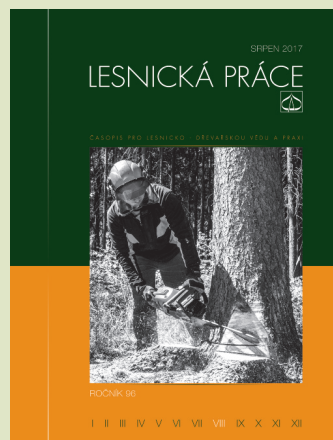
Basic information on the periodical LESNICKÁ PRÁCE 2018

more information: www.lesnickaprace.cz or www.silvarium.cz

Frequency: monthly
Definition: issues in the first week of every month
the periodical is designed for forest and wood science and practice
No. of copies: 3 500 pcs (for subscribers only)
No. of readers: 15 000

Publisher: Lesnická práce, s. r. o.
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 or www.silvarium.cz

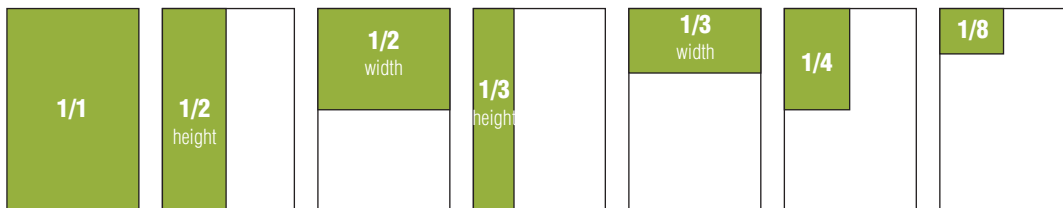
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TECHNICAL INFORMATION:

binding: V2	before edging: 234 x 289 mm
print: offset	after edging: 210 x 285 mm
paper: cover 135 g chalk coated paper, matt inside 100 g chalk coated paper, matt (volume)	mirror: 185 x 255 mm
screens: cover colour print - 150/60	No. of pages: 64+4
	inks: 4/4 full-coloured

Sizes of advertising surfaces:



1/1	additional cutting margin 210 x 285 mm (+ 3 mm overlap to all sides):	mirror 185 x 255 mm
1/2 height	additional cutting margin 103 x 285 mm (+ 5 mm overlap to all sides):	mirror 90 x 255 mm
1/2 width	additional cutting margin 210 x 140 mm (+ 5 mm overlap to all sides):	mirror 185 x 125 mm
1/3 height	additional cutting margin 72 x 285 mm (+ 5 mm overlap to all sides):	mirror 58 x 255 mm
1/3 width	additional cutting margin 210 x 93 mm (+ 5 mm overlap to all sides):	mirror 185 x 83 mm
1/4		mirror 90 x 125 mm
1/8		mirror 90 x 60 mm

Type of documents:

1. printed original + CD with texts and logos
2. document created in programs: QuarkXpress 4.11, Adobe Illustrator 9.0, Adobe Photoshop, Corel Draw 9.0, Adobe Acrobat (PDF)
3. in films - CMYK (every ink (colour) separately)

Type of media:

FDD 3,5, ZIP 100, JAZ 1GB, CD-ROM, external HDD, by e-mail in PDF quality Print or Press.

PRICE LIST OF ADS. (rear part - light green and brown columns): (exclusive of VAT)

cover - colour print 4/4:			inside advertisements – colour print 4/4:	
1/1	2nd full-page	1 900 EUR	2/1 opening	1 900 EUR
1/1	3rd full-page	1 900 EUR	1/1 full-page	1 300 EUR
1/1	4th full-page	2 200 EUR	1/2 page	700 EUR
			1/3 page (column)	550 EUR
			1/4 page	450 EUR
			1/8 page	280 EUR
Commercial presentation column:			Additional charges:	
- text (A4)		700 EUR	- for a concrete location	
- combination			based on client's wishes	+10 %
1/3 advertisement, 2/3 text		800 EUR	- for a graphic design based on difficulty	5 - 15 %
Inserted advertisement			Advertising agencies' commissions:	10 - 15 %
(production A4 4/4)		1 000 EUR		
Inserted advertisement				
without production		800 EUR		

DISCOUNTS – can be enforced within one calendar year only :

- on repeated advertisements	2x - 5 %
	3 - 4x - 10 %
	5 - 6x - 20 %
	7 - 11x - 25 %
	12x - 30 %
- on advance payment	- 3 %
quantity discounts + combined advertisement in the periodical Svět myslivosti as per agreement	

DEADLINE LESNICKÁ PRÁCE 2018

Issue	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Articles	8. 12.	15. 1.	16. 2.	16. 3.	16. 4.	17. 5.	15. 6.	16. 7.	17. 8.	15. 9.	17. 10.	15. 11.
Ads	11. 12.	19. 1.	19. 2.	19. 3.	20. 4.	21. 5.	19. 6.	19. 7.	20. 8.	18. 9.	19. 10.	19. 11.

Distribution - first week of the month