

Basic information on the periodical LESNICKÁ PRÁCE 2016

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

Frequency: monthly
issues in the first week of every month

Definition: 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.
Zámek 1, PO Box 25
CZ-281 63 Kostelec nad Černými lesy

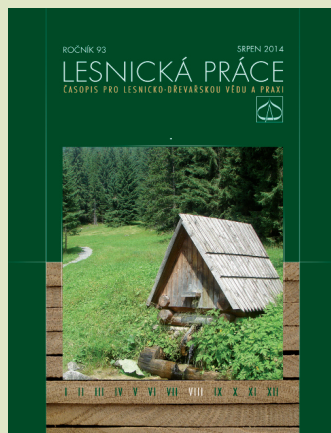
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TECHNICAL INFORMATION:

binding: V2	before edging: 234 x 289 mm
print: offset	after edging: 210 x 285 mm
paper: cover 135 g chalk coated paper, matt	mirror: 185 x 255 mm
inside 100 g chalk coated paper, matt (volume)	No. of pages: 64+4
screens: cover colour print - 150/60	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	1 600 EUR	2/1 opening	1 600 EUR
1/1	3rd full-page	1 600 EUR	1/1 full-page	1 200 EUR
1/1	4th full-page	2 000 EUR	1/2 page	600 EUR
			1/3 page (column)	500 EUR
			1/4 page	400 EUR
			1/8 page	240 EUR
Commercial presentation column:				
	- text (A4)	600 EUR	Additional charges:	
	- combination		- for a concrete location	
	1/3 advertisement, 2/3 text	680 EUR	based on client's wishes +10 %	
Inserted advertisement			- for a graphic design based on difficulty 5 - 15 %	
	(production A4 4/4)	1 000 EUR	Advertising agencies' commissions: 10 - 15 %	
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 2016

Issue	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Articles	9. 12.	15. 1.	17. 2.	17. 3.	15. 4.	16. 5.	17. 6.	18. 7.	17. 8.	16. 9.	17. 10.	14. 11.
Ads	10. 12.	18. 1.	19. 2.	1. 8. 3.	18. 4.	18. 5.	20. 6.	20. 7.	19. 8.	19. 9.	18. 10.	15. 11.

Distribution - first week of the month