



# Basic information on the periodical SVĚT MYSLIVOSTI 2021

more information: [www.svetmyslivosti.cz](http://www.svetmyslivosti.cz) or [www.silvarium.cz](http://www.silvarium.cz)

**Frequency:** monthly  
issues in the first week of every month

**Definition:** Professional Magazine  
for hunters and nature's friends

**No. of copies:** 12 000 pcs

**No. of readers:** 25 000

**Publisher:** Lesnická práce, s. r. o.  
Zámek 1, P. O. Box 25  
CZ-281 63 Kostelec nad Černými lesy  
**Tel. and fax:** + 420 321 679 413, + 420 321 621 387  
**Internet:** [www.svetmyslivosti.cz](http://www.svetmyslivosti.cz)  
or [www.silvarium.cz](http://www.silvarium.cz)



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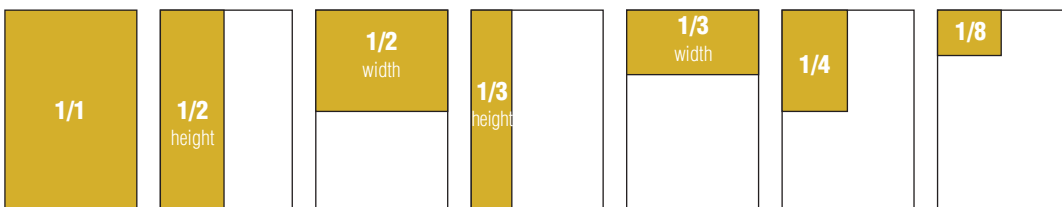
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## TECHNICAL INFORMATION:

<b>binding:</b>	V2	<b>before edging:</b>	234 x 289 mm
<b>print:</b>	offset	<b>after edging:</b>	210 x 285 mm
<b>paper:</b>	cover 135 g glazed paper inside 100 g glazed paper	<b>mirror:</b>	185 x 255 mm
<b>screens:</b>	inside – colour print - 150/60 cover – colour print - 150/60	<b>No. of pages:</b>	72
		<b>inks:</b>	4/4 full-coloured

## Sizes of advertising surfaces:



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

## Type of documents:

1. print version + CD texts and logos
2. document in the programs:  
QuarkXpress 6.0, Adobe Illustrator 9.0,  
Adobe Photoshop 7.0, Corel Draw 9.0, PDF

## Type of media:

FDD 3,5, ZIP 100, JAZ 1GB, CD-ROM,  
extern. 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	1 500 EUR	2/1 opening double page	1 800 EUR
1/1	3rd full-page	1 500 EUR	1/1 full-page	1 200 EUR
1/1	4th full-page	2 000 EUR	1/2 page	700 EUR
			1/3 page (column)	550 EUR
			1/4 page	350 EUR
			1/8 page	280 EUR
Commercial presentation column:				
	- text (A4)	700 EUR		
	- 1/3 advertisement, 2/3 text	800 EUR		
Inserted advertisement				
	production A4 4/4	1 200 EUR		
Inserted advertisement				
	without production	1 000 EUR		
Additional charges:				
	- for a concrete location			
	based on client's wishes			+10 %
	- for a graphic design based on difficulty			5 - 15 %

## DISCOUNTS – can be enforced within one calendar year only :

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

## DEADLINE SVĚT MYSLIVOSTI 2021

Issue	Jan.	Feb.	March	April	May	June	July	August	Sep.	Oct.	Nov.	Dec.
<b>Ads</b>	7. 12. 2020	13. 1.	10. 2.	10. 3.	14. 4.	12. 5.	16. 6.	14. 7.	11. 8.	15. 9.	13. 10.	10. 11.
<b>Distrib</b>	4. 1. 2021	5. 2.	5. 3.	2. 4.	7. 5.	4. 6.	2. 7.	6. 8.	3. 9.	1. 10.	5. 11.	3. 12.