

TV OKO magazine belongs among the TOP 3 best-selling and most-read weekly titles in Slovakia.



The new magazine of the daily SME is published on Thursdays with 64 to 72 pages. Apart from traditional interviews with interesting public figures, it offers attractive reading in new columns titled as Topic, Style, Phenomenon, Retrooko and Tips for the Weekend. The "Style" column includes articles on travel, fashion, design, health and lifestyle. The "Tips for the Weekend" column includes hints and tips for weekends as well as a review of the weekend's events and tips for weekend trips. TV fans may choose from 48 TV programmes. With a range of 32 to 48 pages, TV OKO magazine is distributed as part of the daily Korzár (THU) and of the regional weekly magazines of the MY network (Mondays and Tuesdays).

Average print run:	235 051 copies*
Average sold circulation:	185 155*
Frequency:	weekly
Inserting:	27 titles
Last issue of TV OKO read by:	419 349 readers (9,3% of population) **

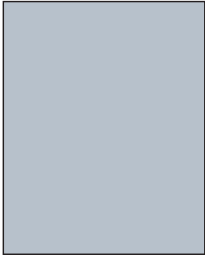
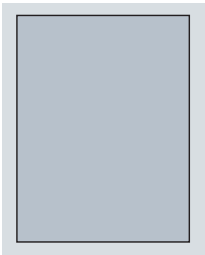

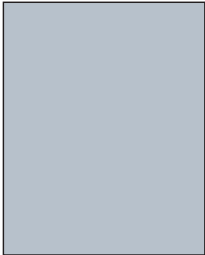
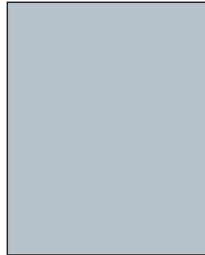
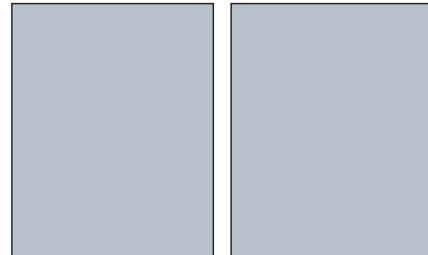
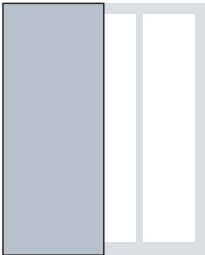
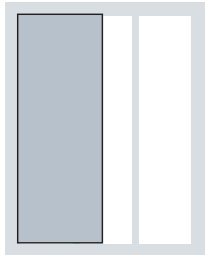
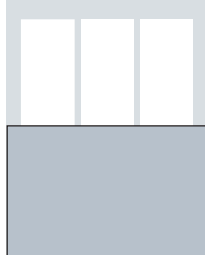
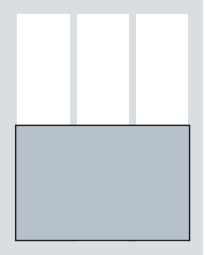
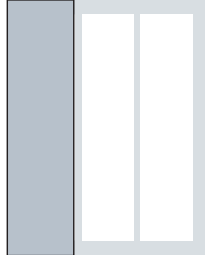
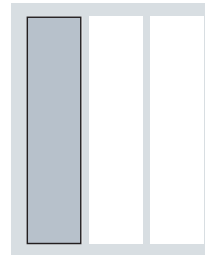
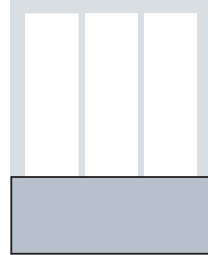
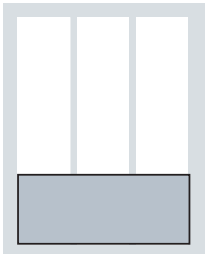
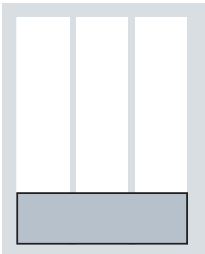
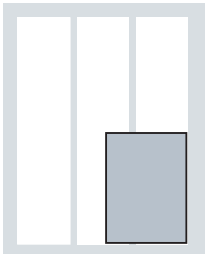
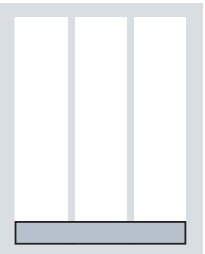
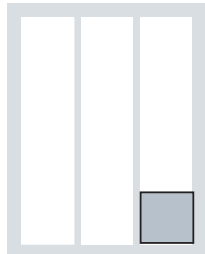
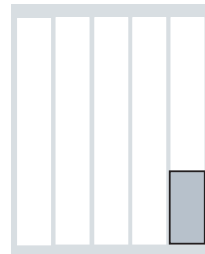
* According to ABC SR, 1-8/2010

** According to MML-TGI SR 2010, 2. + 3. quarter, read the latest edition

More information about the characteristics and potential of the title are available on tel. No.: +421 2 59 233 240, email:prijem.inzercia@petitpress.sk

Price list of advertisement of magazine TV OKO

valid from January the 1-st 2011

1/1 bleed mark* 200 x 260 mm  5 800 EUR	1/1 with border 175 x 230 mm  5 800 EUR	2. cover page 200 x 260 mm  6 300 EUR	3. cover page 200 x 260 mm  6 300 EUR	4. cover page 200 x 260 mm  6 700 EUR	opening 2/1 400 x 260 mm + bleed mark.*, 366 x 230 mm  9 500 EUR	
1/2 height bleed mark* 102 x 260 mm  3 250 EUR	1/2 height with border 85 x 230 mm  3 250 EUR	1/2 width bleed mark* 200 x 125 mm  3 250 EUR	1/2 width with border 175 x 113 mm  3 250 EUR	1/3 height bleed mark* 72 x 260 mm  2 300 EUR	1/3 height with border 55 x 230 mm  2 300 EUR	1/3 width bleed mark* 200 x 85 mm  2 300 EUR
1/3 width with border 175 x 75 mm  2 300 EUR	1/4 width 175 x 55 mm  1 900 EUR	1/4 height 85 x 113 mm  1 900 EUR	1/8 width 175 x 30 mm  1 150 EUR	1/8 width, module 55 x 80 mm  1 150 EUR	program module 45 x 76 mm  800 EUR	

* bleed mark +5 mm

MAGAZIN S TV PROGRAMOM
tv oko

Repetition discounts:

3 - 6 times	3 %
7 - 11 times	5 %
12 times and more	10 %

Bulk discounts:

From 16 500 - 33 000 EUR	4 %
From 33 000 - 66 000 EUR	7 %
Over 66 000 EUR	10 %

Package discounts:

Information available from the advertisement office

Additional charges:

Required location	20 %
Advertisement production	5 %

Atypical forms of advertisement:

Inserted advertisement up to 50 g	0,04 EUR/1 unit
Inserted advertisement over 50 g	by agreement
Manually pasted-in advertisement	0,10 EUR/1 unit
Band	0,17 EUR/1 unit

Cancellation charges:

15 - 11 days before publication	50 %
10 days before publication	100 %

Technical conditions:

Carrier: CD-ROM, USB key, e-mail

Format: Press PDF, EPS Photoshop - 300dpi, EPS

Illustrator (text in curved lines), CMYK

COMMENTS: Agency discounts: are only granted to contracted partners. Discounts cannot be combined, while they only refer to the current order regardless of the previous quantity and number of repetitions. Bulk, repetition, package or client discounts cannot apply to atypical forms of advertisement.

According to the Law on Advertising the advertising texts must be distinguished from editorial content through different type of font, must be marked as "advertisement (inzercia)" and must contain a specific number of advertisement. The publisher also reserves the right to place an ad article in a frame.

Notice: Advanced booking of advertisement according to this pricelist the Client accepts current General Commercial Conditions valid to periodicals published by the publishing joint-stock company Petit Press, a.s. ("The Publisher"). General Commercial Conditions are accessible on web page of The Publisher www.petitpress.sk/inzercia, at Advertising office of The Publisher (Lazaretská 12, 811 01 Bratislava - Slovakia) or by e-mail address of The Publisher prijem.inzercia@petitpress.sk