

Bi-weekly TV programme magazine designed for modern, active and primarily younger target groups



TV SVET is issued every second Tuesday and offers quality and comprehensive TV programmes of 41 TV stations for 14 days from the following Friday.

Apart from TV programmes, the magazine offers interviews and portraits of TV and film stars, reports from shoots and various social events. It also includes regular columns regarding health and beauty, world and national film and TV premieres, news from the area of film, video, DVDs, CDs and books, as well as technical news from the area of home entertainment, travel, crosswords, competitions and horoscopes. A page of cookery and recipes also forms an indispensable part of a family magazine and is closely related to culinary-oriented TV programmes.

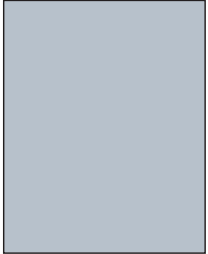
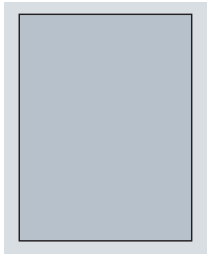
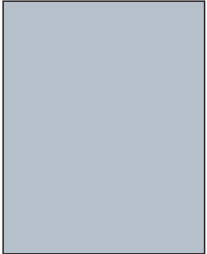
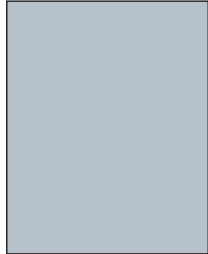
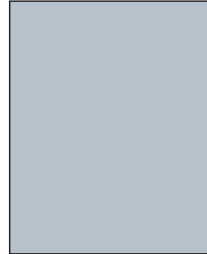

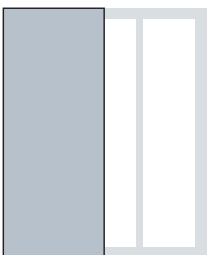
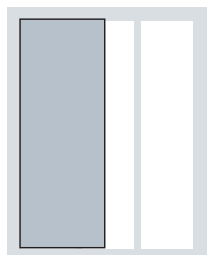
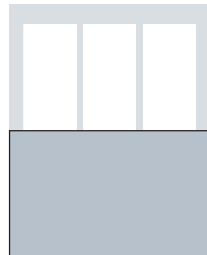
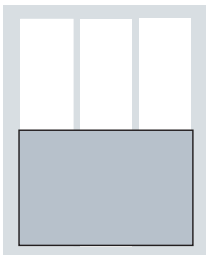
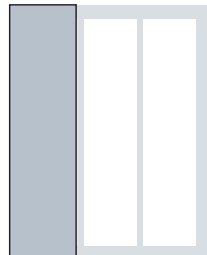
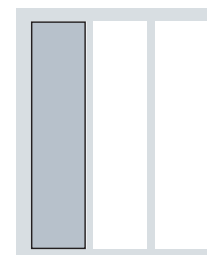
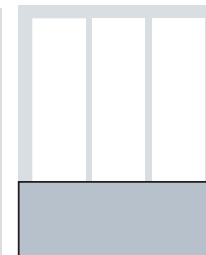
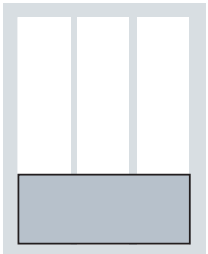
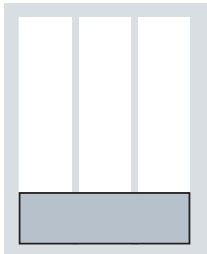
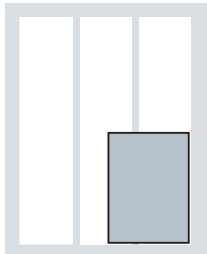

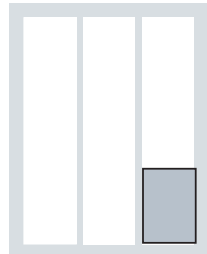
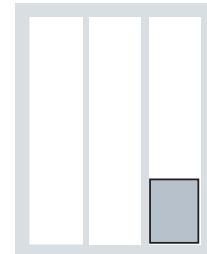
Average print run:	73 356 copies*
Average circulation (sold):	48 885*
Volume:	minimum 68 pages
Frequency:	bi-weekly

* According to ABC SR, 1-8/2010

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 SVET

valid from November the 11-th 2010

1/1 bleed mark* 200 x 260 mm  1 900 EUR	1/1 with border 175 x 230 mm  1 900 EUR	2. cover page 200 x 260 mm  2 600 EUR	3. cover page 200 x 260 mm  2 350 EUR	4. cover page 200 x 260 mm  2 850 EUR	opening 2/1 400 x 260 mm + spad.*, 366 x 230 mm  3 200 EUR	
1/2 height bleed mark* 102 x 260 mm  1 200 EUR	1/2 height with border* 85 x 230 mm  1 200 EUR	1/2 width bleed mark* 200 x 125 mm  1 200 EUR	1/2 width with border* 175 x 113 mm  1 200 EUR	1/3 height bleed mark* 72 x 260 mm  940 EUR	1/3 height with border 55 x 230 mm  940 EUR	1/3 width bleed mark* 200 x 85 mm  940 EUR
1/3 width with border 175 x 75 mm  940 EUR	1/4 width with border 175 x 55 mm  700 EUR	1/4 height with border 85 x 113 mm  700 EUR	1/8 width with border 175 x 30 mm  450 EUR	1/8 height with border  450 EUR	program module 45 x 76 mm  520 EUR	

* bleed mark + 5 mm



Repetition discounts:

3 - 5 times	3 %
6 - 10 times	5 %
11 - 19 times	10 %
20 times and more	15 %

Bulk discounts:

Informations available from the advertisement office

Atypical forms of advertisement:

Inserted advertisement	from 0,07 EUR/1 unit
Manually pasted-in advertisement	from 0,10 EUR/1 unit
Sewing info a title	from 0,07 EUR/1 unit
Jacket (film)	from 0,10 EUR/1 unit

Additional charges:

Required location	20 %
Advertisement production	5 %

Cancellation charges:

10 - 6 days before publication	50 %
5 days before publication	100 %

Technical:

size	200 mm x 260 mm
type of paper (inside)	56 g SC
type of paper (cover)	112 g SC
colors	CMYK
number of columns	3

Technical conditions:

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

Format: Press PDF, EPS Photoshop - 300 dpi, Illustrator EPS (text in curved lines)

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.

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