

## Quality weekend reading for active women.



SME ženy (SME Women) published on Fridays as a magazine supplement of the daily SME.

The magazine offers interviews with public figures, interesting and topical reading from the area of society, and regular columns on fashion, beauty and health. Readers learn what publicly known men think of women and how to cook with imagination. It also presents what technology looks like from the female consumer's point of view, as well as various interesting tourist destinations.

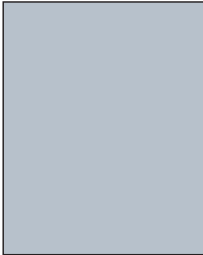
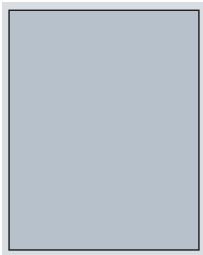
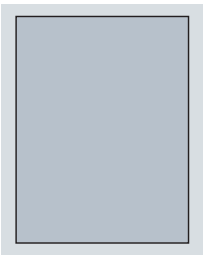
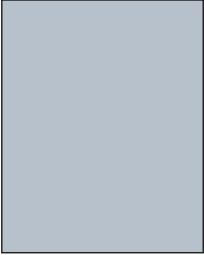

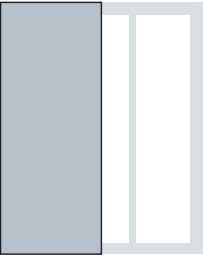
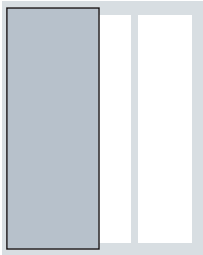
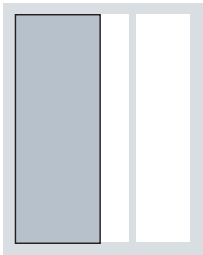
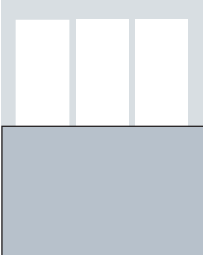
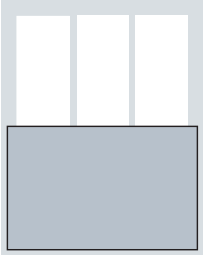
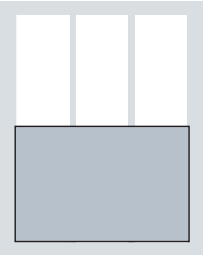
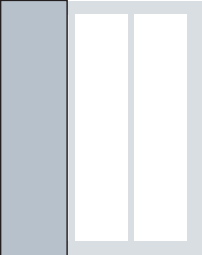
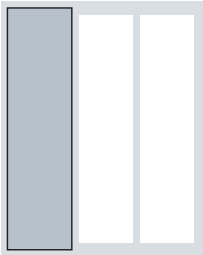
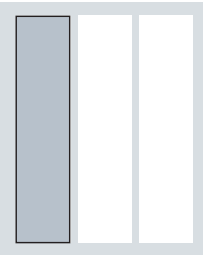
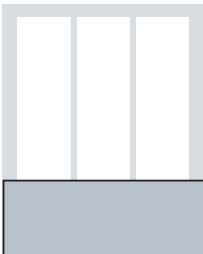
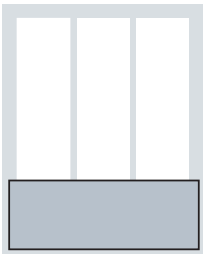
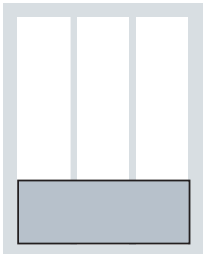
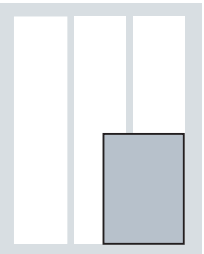
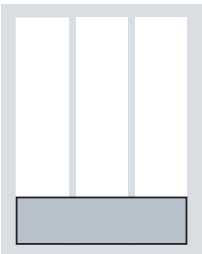
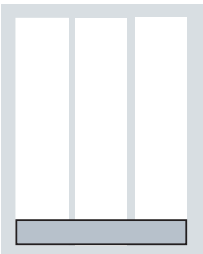
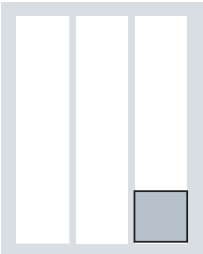
<b>Average print run:</b>	68 117 copies*
<b>Average sold circulation:</b>	51 184 copies*
<b>Volume:</b>	40 pages
<b>Size:</b>	A4 (200x260)
<b>Frequency:</b>	weekly
<b>Type of paper:</b>	60g LWC uno web white

\* According to data from Petit Press, a.s., 1-10/2010

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](mailto:prijem.inzercia@petitpress.sk)

# Price list of advertisement of magazine SME ŽENY

valid from January the 1-st 2010

<b>1/1 bleed mark*</b> 200 x 260 mm  4 300 EUR	<b>1/1 with border</b> 190 x 250 mm  4 300 EUR	<b>1/1 composition</b> 175 x 230 mm  4 300 EUR	<b>2. a 3. cover page</b> 200 x 260 mm  4 550 EUR	<b>4. str. cover page</b> 200 x 260 mm  5 000 EUR	<b>1/2 height bleed mark*</b> 98 x 260 mm  2 250 EUR	<b>1/2 height with border</b> 93 x 250 mm  2 250 EUR
<b>1/2 height composition</b> 85 x 230 mm  2 250 EUR	<b>1/2 widht bleed mark*</b> 200 x 125 mm  2 250 EUR	<b>1/2 widht with border</b> 190 x 120 mm  2 250 EUR	<b>1/2 widht composition</b> 175 x 113 mm  2 250 EUR	<b>1/3 height bleed mark*</b> 68 x 260 mm  1 550 EUR	<b>1/3 height with border</b> 63 x 250 mm  1 550 EUR	<b>1/3 height composition</b> 55 x 230 mm  1 550 EUR
<b>1/3 widht bleed mark*</b> 200 x 85 mm  1 550 EUR	<b>1/3 widht with border</b> 190 x 80 mm  1 550 EUR	<b>1/3 widht composition</b> 175 x 75 mm  1 550 EUR	<b>1/4 height</b> 85 x 113 mm  1 150 EUR	<b>1/4 widht</b> 175 x 55 mm  1 150 EUR	<b>1/8 widht</b> 175 x 30 mm  620 EUR	<b>1/8 module</b> 55 x 80 mm  620 EUR

\* bleed mark + 5mm

## Repetition discounts:

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

## Bulk discounts:

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

## Package discounts:

Informations available from the advertisement office

## Atypical forms of advertisement:

Inserted advertisement up to 50 g	0,07 EUR/1 unit
Inserted advertisement over 50 g	by agreement
Manually pasted-in advertisement	0,12 EUR/1 unit
Band	0,17 EUR/1 unit

## Additional charges:

Required location	20 %
Advertisement production	5 %

## Cancellation charges:

21 - 15 days before publication	50 %
14 - 8 days before publication	100 %

## Technical:

size	200 mm x 260 mm
type of paper	60 g LWC
colors	CMYK
number of columns	3

## Technical conditions:

**Carrier:** CD-ROM, USB key, e-mail  
**Format:** PDF, Photoshop, Illustrator EPS 300 dpi, CDR 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 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 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](http://www.petitpress.sk/inzercia), at Advertising office of The Publisher (Lazaretská 12, 811 01 Bratislava - Slovakia) or by e-mail adress of The Publisher [prijem.inzercia@petitpress.sk](mailto:prijem.inzercia@petitpress.sk)