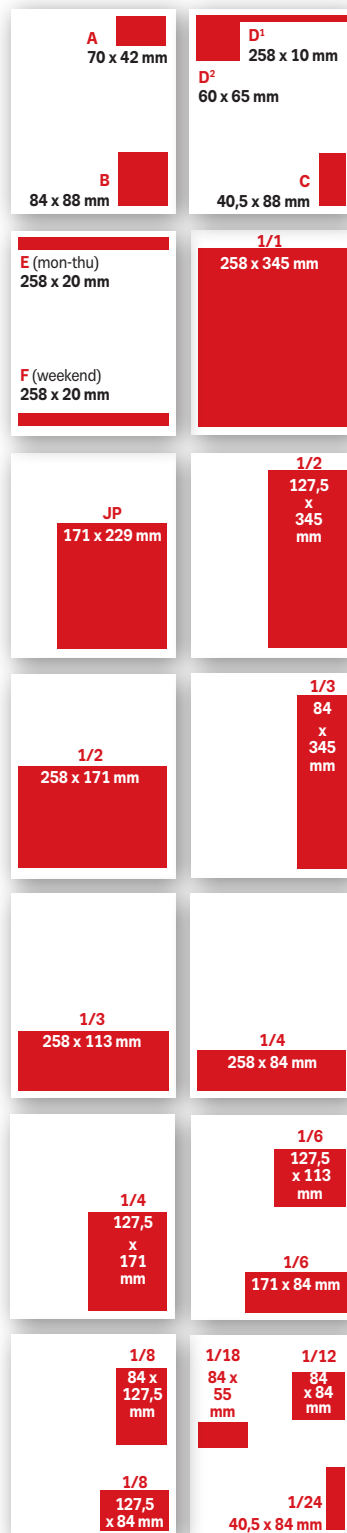




The SME Daily is published five times a week and contains anywhere from 24 - 48 pages. In the regular supplements, it brings interesting reading and entertainment from various areas of social life and provides advertisers with more targeted messages. The variability of advertising opportunities is expanded by specialized supplements with a focus on selected topics. **The weekend issue**, in which **the SME Daily is published together with the Korzár daily**, is on sale **from Friday to Sunday**, and it always includes one of the magazine titles SME ŽENY, INDEX, HISTORICKÁ REVUE or LIŠIAK. In addition to the regular sections - Auto moto, Lifestyle and Forum, readers can also find there crossword puzzles and a children's page called Bublina.

TOTAL PRINTED AMOUNT:	29,490 (Mon-Thu), 54,000 (weekend) pcs*
RANGE:	20 - 48
FREQUENCY:	daily
PAPER:	42.5 g newspaper
GRAPHIC DOCUMENTATION:	composite PDF, 300 DPI, text in curves

*SOURCE: ABC SR 2021/Petit Press 2022



	PAGE 3		PAGE 5		PAGE 7		LAST PAGE	
	Mon-Thu	weekend	Mon-Thu	weekend	Mon-Thu	weekend	Mon-Thu	weekend
1/1	14,900 €	16,900 €	9,900 €	11,900 €	8,500 €	-	6,900 €	8,900 €
JP	-	-	9,000 €	-	8,000 €	-	-	-
1/2	10,000 €	-	8,000 €	-	6,000 €	-	-	-
1/3	7,000 €	8,000 €	6,000 €	7,000 €	5,000 €	-	-	-
1/4	-	-	5,500 €	6,000 €*	4,200 €	-	-	-

* the only possible format is 258 x 84 mm

	ADVERTISING PAGE		EDITORIAL PAGE*		1 REGION		2 REGIONS	
	Mon-Thu	weekend	Mon-Thu	weekend	Mon-Thu	weekend	Mon-Thu	weekend
1/1	5,900 €	7,900 €	6,500 €	8,500 €	3,500 €	4,700 €	4,400 €	5,900 €
JP	4,500 €	6,500 €	5,000 €	7,000 €	2,600 €	3,500 €	2,950 €	4,500 €
1/2	3,800 €	4,900 €	4,200 €	5,300 €	2,000 €	2,700 €	2,500 €	3,350 €
1/3	2,600 €	3,500 €	3,000 €	3,900 €	1,300 €	1,750 €	1,650 €	2,200 €
1/4	2,100 €	2,800 €	2,500 €	3,200 €	1,200 €	1,600 €	1,400 €	1,900 €
1/6	1,350 €	1,800 €	1,700 €	2,100 €	800 €	1,100 €	900 €	1,200 €
1/8	1,000 €	1,350 €	1,500 €	1,900 €	620 €	850 €	680 €	900 €
1/12	700 €	950 €	1,050 €	1,300 €	420 €	550 €	470 €	650 €
1/18	490 €	650 €	750 €	900 €	-	-	-	-
1/24	360 €	450 €	550 €	650 €	-	-	-	-

* The editorial page is a page designated by the publisher on which there is at least one editorial material.

FRONT PAGE	MON-THU	weekend
A 70 x 42 mm	2,000 €	-
B 84 x 88 mm	3,500 €	-
C 40,5 x 88 mm	1,500 €	2,000 €
D 60 x 65 mm, 258 x 10 mm	7,000 €	-
E 258 x 20 mm	5,000 €	-
F 258 x 20 mm	3,800 €	5,000 €

OTHER FORMATS*	MON-THU	weekend
1 mm column (minimum format 40.5 x 80 mm)	5.00 €	7.00 €
inserted advertisement up to 20 g	0.07 €/pc.	0.09 €/pc.
inserted advertisement 21g - 50 g	0.09 €/pc.	0.12 €/pc.
sticker advertisement	0.12 €/pc.	0.15 €/pc.
tape advertisement	0.15 €/pc.	0.18 €/pc.
wrap	based on agreement	

* consultation required in advance, min. load for inserted advertisements/ sticking / tapes 5,000 pcs/per issue

The wrap format as well as the font used in text advertising must be different from the wrap format of the editorial materials.

COLUMN WIDTH						
number of columns	1	2	3	4	5	6
width in mm	40,5	84	127,5	171	214,5	258

EXTRA FEES	
advertisement production	+ 10 %
political advertisement*	+ 20 %
chosen position	+ 50 %

* political advertising is governed by the Petit Press a.s. for the publication of political advertising

CANCELLATION FEES	
2 working days before publication	100 %

TECHNICAL CONDITIONS	
The technical conditions are set out in a separate document for publishing an advertisement in the SME Daily.	



More information at email: prijem.inzercia@petitpress.sk, www.petitpress.sk

CAUTION: By ordering the advertisement, the customer accepts the General Terms and Conditions for the publication of the advertisement by Petit Press, a.s., (hereinafter referred to as the „GTC“). The current version of the GTC is published on the website www.petitpress.sk/inzercia and is available on request at the advertising office Petit Press, a.s., Lazaretská 12, 811 01 Bratislava, or at the email address prijem.inzercia@petitpress.sk.