



The **SME daily** is published five times a week. From Monday to Thursday in the page range of 20 to 24 pages. In the east region, the total page range is **32 to 36 pages, as a joint edition with the daily KORZAR**.

Each of the dailies is published in its characteristic graphic design with its own front page. The daily SME news are set after the news pages of the daily KORZAR. In regular supplements the daily SME brings interesting reading and entertainment from various areas of social life. Variability of advertising options are extended by specialized supplements focusing on selected topics.

The weekend edition of the daily SME is usually published in a total page range of 40 to 44 pages, inclusive seven news pages of the KORZAR daily in the east version, located within the scope of the daily SME. Weekend edition always includes one of the magazine titles **SME ŽENY, INDEX, HISTORICAL REVUE** or **LISIAK**. In addition to the regular sections - Auto moto, Lifestyle and Forum, readers will also find crosswords in it and a children's page called Bublina. It is on sale from **Friday to Sunday**.

<b>TOTAL PRINTED AMOUNT:</b>	28,490 - 40,000 pcs*
<b>RANGE:</b>	20 - 48
<b>FREQUENCY:</b>	daily
<b>PAPER:</b>	42.5 g newspaper
<b>GRAPHIC DOCUMENTATION:</b>	composite PDF, 300 DPI, text in curves

\* SOURCE: Petit Press, September 2023

	PAGE 3*	PAGE 5	LAST PAGE
1/1	14 500 €	11 500 €	10 500 €
1/2	12 500 €	9 500 €	-
1/3	10 500 €	8 500 €	-
1/4	-	7 500 €**	-

\* valid from Monday to Thursday

\*\* the only possible format is 258 x 84 mm

	ADVERTISING PAGE	EDITORIAL PAGE*	1 REGION	2 REGIONS
1/1	7 100 €	7 800 €	3 500 €	4 700 €
JP	-	5 900 €	2 600 €	3 500 €
1/2	4 100 €	4 500 €	2 000 €	2 700 €
1/3	2 900 €	3 200 €	1 400 €	1 850 €
1/4	2 400 €	2 800 €	1 200 €	1 600 €
1/6	1 700 €	2 000 €	900 €	1 150 €
1/8	1 200 €	1 500 €	700 €	900 €
1/12	850 €	1 100 €	450 €	600 €
1/18	600 €	800 €	-	-
1/24	450 €	600 €	-	-

\* Editorial page is page with minimum one editorial material determined by publisher

FRONT PAGE*		
A module	70 x 42 mm	3 000 €
B module	84 x 88 mm	4 500 €

\* valid from Monday to Thursday

OTHER FORMATS*	
1 mm column (minimum format 40.5 x 80 mm)	7.00 €**
inserted advertisement up to 20 g	0.08 €/pc.
inserted advertisement 21g - 50 g	0.10 €/pc.
sticker advertisement	0.13 €/pc.
tape advertisement	0.18 €/pc.
wrap	based on agreement

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

\*\* valid only for whole Slovak edition

In the case of text advertising, the form of wrapping as well as the font used must be different from the form of wrapping of the editorial materials of the SME dailies, respectively Korzar.

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

\*\* consulting required in advance

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](mailto:prijem.inzercia@petitpress.sk), [www.petitpress.sk](http://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](http://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](mailto:prijem.inzercia@petitpress.sk).