



## Lifestyle reading for active women

SME ŽENY Magazine - a new lifestyle magazine for women with 64 pages. It is published every month as a separate merchantable title and at the same time as a lifestyle insert to the SME daily paper which in total amounts 42,500 copies.

The content structure is primarily focused on a target group of active women aged 35 + with secondary and university education. It features interviews with interesting personalities from various areas of social life - from the world of art, culture, sports, economics, science, and charitable and civic activities.

**PERMANENT SECTIONS:** FROM THE WORLD ✨ FASHION ✨ PROFILE INTERVIEW ✨ HEALTH AND BEAUTY ✨ RELATIONSHIPS ✨ RELAXATION (CULTURAL NEWS) ✨ RECIPES ✨ TRAVELING-SLOVAKIA + THE WORLD ✨ HOROSCOPE ✨ WELLNESS...

<b>TOTAL PRINTED AMOUNT:</b>	42 500 copies*
<b>PRINTED AMOUNT OF SME LIFESTYLE INSERT:</b>	37 100 copies*
<b>PRINTED AMOUNT OF SEPARATE MERCHANTABLE TITLE:</b>	5 400 copies*
<b>RANGE:</b>	64 + 4 cover pages
<b>FREQUENCY:</b>	monthly
<b>PAPER COVER:</b>	130 g ONL
<b>PAPER INSIDE:</b>	60 g LWC uno web white
<b>GRAPHICS:</b>	composite PDF, 300 DPI, text in

\* SOURCE: Data Petit Press 2020

## ADVERTISEMENT FORMATS

<b>1/1</b> 190 x 260 mm 5 900 €	<b>1/1</b> 210 x 280 mm * 5 900 €	<b>2/3 height</b> 127 x 260 mm 5 300 €	<b>2/3 height</b> 137 x 280 mm * 5 300 €	<b>1/2 výška</b> 93 x 260 mm 3 800 €	<b>1/2 height</b> 103 x 280 mm * 3 800 €
<b>1/2 width</b> 190 x 125 mm 3 800 €	<b>1/2 width</b> 210 x 135 mm * 3 800 €	<b>1/3 height</b> 61,5 x 260 mm 2 600 €	<b>1/3 height</b> 71,5 x 280 mm * 2 600 €	<b>1/3 width</b> 190 x 85 mm 2 600 €	<b>1/3 width</b> 210 x 95 mm * 2 600 €
<b>1/4 height</b> 93 x 125 mm 2 100 €	<b>1/4 height</b> 103 x 135 mm * 2 100 €	<b>1/4 width</b> 190 x 60 mm 2 100 €	<b>PRODUCT MODULE</b> 61,5 x 85, 93 x 55 mm 650 €	<b>PANORAMA 2/1</b> 400 x 260 mm, 420 x 280 mm * 9 000 €	

\* Add +5 mm to the drop

Prices are without VAT.

### Optional placements and non-standard formats:

4. side of the envelope	8 900 €
2. side of the envelope	7 900 €
3. side of the envelope	6 900 €

**First right advertising page:** 7 500 €

**Advertising in the first third of the magazine:** 6 500 €

**Inserted advertisement:** to 50 g 0,09 €/unit  
over 50 g negotiated price

**Magazine Foiling:** 0,12 €/unit

### Cancellation charges:

7 days after the deadline for advertising orders	50%
more than 7 days after the deadline for advertising orders	100%

### Bulk discounts:

2 500 € until 5 000 €	5%
5 001 € until 10 000 €	10%
10 001 € until 20 000 €	15%
more than 20 001 €	20%

**COMMENTS:** 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.



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

**NOTICE:** By ordering an advertisement, the customer accepts the General Terms and Conditions for the publication of an 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).