



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 28,000 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...

TOTAL PRINTED AMOUNT:	28 000 copies*
PRINTED AMOUNT OF SME LIFESTYLE INSERT:	22 000 copies*
PRINTED AMOUNT OF SEPARATE MERCHANTABLE TITLE:	6 000 copies*
RANGE:	64 + 4 cover pages
FREQUENCY:	monthly
PAPER COVER:	170 g ONL
PAPER INSIDE:	60 g LWC uno web white
GRAPHICS:	composite PDF, 300 DPI, text in

* SOURCE: Data Petit Press 2023

ADVERTISEMENT FORMATS

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

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