



## Weekly full color magazine with television programs

Magazine TV OKO TV SVET resp. TV SVET TV OKO is a full color magazine with a television programs, published under two names with identical content. It is published every week in the range of 40 pages on high quality smoothed whitening paper with hardened cover with the total circulation of 64 740\* copies - on Tuesdays as a separately sold title called TV SVET TV OKO with a circulation of 11 440\* pieces, and on Thursdays as a supplement of dailies SME and Korzár called TV OKO TV SVET with a circulation of 53 340\* copies.

The magazine in modern graphics brings unconventional interviews with interesting personalities, attractive reading in sections Interviews, Topic, Star, TV tip and Photo eye. There are also crosswords and amusement section for kids. TV fans can choose from more than 50 television programs - exceptional films and programs highlighted by film publicists.

<b>AVERAGE PRINT RUN:</b>	64 740 copies*
<b>AVERAGE SOLD CIRCULATION:</b>	41 252 copies*
<b>VOLUME TV SVET TV OKO:</b>	40 pages + 4 pages cover
<b>VOLUME TV OKO TV SVET:</b>	40 pages
<b>FREQUENCY:</b>	weekly
<b>TYPE OF PAPER - COVER:</b>	100 g ONL paper
<b>TYPE OF PAPER - INSIDE:</b>	52 g bleached newsprint
<b>TECHNICAL CONDITIONS:</b>	press PDF, 300 DPI, text in curved, CMYK

\*ZDROJ: ABC SR, I. Q 2020

## ADVERTISING FORMATS

1/1 185 x 263 mm *	1/1 border 164 x 238 mm	1/1 2. cover page	1/1 3. cover page	1/1 4. cover page	opening 2/1 (panorama) 2/1 370 x 263 mm*, 328 x 238 mm border	
5 900 €	5 900 €	7 900 €	3 500 € TV Svet TV oko	8 900 €	9 000 €	
1/2 height 93 x 263 mm *	1/2 height 80 x 238 mm	1/2 width 185 x 130 mm *	1/2 width border 164 x 117 mm	1/3 height 65 x 263 mm *	1/3 height border 52 x 238 mm	1/3 width 185 x 85 mm *
3 800 €	3 800 €	3 800 €	3 800 €	2 600 €	2 600 €	2 600 €
1/3 width border 164 x 75 mm *	1/4 width border 164 x 55 mm	1/4 height 93 x 130 mm*	1/4 border 80 x 117 mm	1/8 module 52 x 80 mm	program module 42,5 x 77,5 mm	program module 33,5 x 22,5 mm
2 600 €	2 100 €	2 100 €	2 100 €	650 €	950 €	650 €

\* Bleed mark +5 mm

The prices are exclusive of 20 % 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 (TV Svet TV oko)	3 500 €

**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.