Basic information on the periodical LESNICKÁ PRÁCE 2019

More information: www.lesnickaprace.cz or www.silvarium.cz

Frequency: monthly
Definition: the periodical is designed for forest and wood science and practice
No. of copies: 3 500 pcs (for subscribers only)
No. of readers: 15 000
Publisher: Lesnická práce, s. r. o.
Zámecká 1, PO Box 25
CZ-281 63 Kostelec nad Černými lesy
Tel. and fax: + 420 321 679 413, + 420 321 621 387
Internet: www.lesnickaprace.cz or www.silvarium.cz

Managing director: Mr. Oto Lasák
+ 420 604 211 166, lasak@lesprace.cz
Editor in chief: Mr. Jan Příhoda
+ 420 604 211 167, prihoda@lesprace.cz
PR and advertising: Mrs. Natalie Lasáková Raeva
+ 420 604 211 175, raeva@lesprace.cz


Technical Information:

Binding: V2
Print: offset
Paper: cover 135 g chalk coated paper, matt
inside 100 g chalk coated paper, matt (volume)
Screens: cover colour print - 150/60

Sizes of advertising surfaces:

<table>
<thead>
<tr>
<th>1/1</th>
<th>1/2 width</th>
<th>1/3 width</th>
<th>1/4</th>
<th>1/8</th>
</tr>
</thead>
</table>

Before edging: 234 x 289 mm
After edging: 210 x 285 mm
Mirror: 185 x 255 mm

No. of pages: 64+4
Inks: 4/4 full-coloured

Types of documents:
1. printed original + CD with texts and logos
3. in films - CMYK (every ink (colour) separately)

Types of media:
FDD 3.5, ZIP 100, JAZ 1GB, CD-ROM, external HDD, by e-mail in PDF quality Print or Press.

Price List of Ads. (rear part - light green and brown columns): (exclusive of VAT)

Cover - Colour Print 4/4:
1/1 2nd full-page 1 900 EUR
1/1 3rd full-page 1 900 EUR
1/1 4th full-page 2 200 EUR

Commercial Presentation Column:
- Text (A4) 700 EUR
- Combination
1/3 advertisement, 2/3 text 800 EUR

Inserted Advertisement:
- Production A4 4/4 1 000 EUR
- Without production 800 EUR

Additional Charges:
- For a concrete location +10 %
- For a graphic design based on difficulty 5 - 15 %

Discounts – can be enforced within one calendar year only:
- On repeated advertisements 2x - 5 %
3 - 4x - 10 %
5 - 6x - 20 %
7 - 11x - 25 %
12x - 30 %

Advertising agencies' commissions: 10 - 15 %

Deadline Lesnická Práce 2019

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Articles | 10.12 | 14.1 | 15.2 | 15.3 | 16.4 | 17.5 | 14.6 | 15.7 | 16.8 | 16.9 | 17.10 | 15.11 |
Ads | 12.12 | 18.1 | 18.2 | 19.3 | 18.4 | 21.5 | 18.6 | 18.7 | 19.8 | 18.9 | 21.10 | 18.11 |
Distribution - first week of the month

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