



Basic information on the periodical SVĚT MYSLIVOSTI 2016

more information: www.svetmyslivosti.cz or www.silvarium.cz

Frequency: monthly
issues in the first week of every month

Definition: Professional Magazine
for hunters and nature's friends

No. of copies: 12 000 pcs

No. of readers: 25 000

Publisher: Lesnická práce, s. r. o.
Zámek 1, P. O. Box 25
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Internet: www.svetmyslivosti.cz
or www.silvarium.cz



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TECHNICAL INFORMATION:

binding:	V2	before edging:	234 x 289 mm
print:	offset	after edging:	210 x 285 mm
paper:	cover 135 g glazed paper inside 100 g glazed paper	mirror:	185 x 255 mm
screens:	inside – colour print - 150/60 cover – colour print - 150/60	No. of pages:	72
		inks:	4/4 full-coloured

Sizes of advertising surfaces:



1/1	additional cutting margin 210 x 285 mm (+ 3 mm overlap to all sides)	mirror 185 x 255 mm
1/2 height	additional cutting margin 103 x 285 mm (+ 3 mm overlap to all sides)	mirror 90 x 255 mm
1/2 width	additional cutting margin 210 x 140 mm (+ 3 mm overlap to all sides)	mirror 185 x 125 mm
1/3 height	additional cutting margin 72 x 285 mm (+ 3 mm overlap to all sides)	mirror 58 x 255 mm
1/3 width	additional cutting margin 210 x 93 mm (+ 3 mm overlap to all sides)	mirror 185 x 83 mm
1/4		mirror 90 x 125 mm
1/8		mirror 90 x 60 mm

Type of documents:

- print version + CD texts and logos
- document in the programs:
QuarkXpress 6.0, Adobe Illustrator 9.0,
Adobe Photoshop 7.0, Corel Draw 9.0, PDF

Type of media:

FDD 3,5, ZIP 100, JAZ 1GB, CD-ROM,
extern. 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	1 400 EUR
1/1	3rd full-page	1 400 EUR
1/1	4th full-page	1 800 EUR

inside advertisements – colour print 4/4:

2/1	opening double page	1 600 EUR
1/1	full-page	1 100 EUR
1/2	page	600 EUR
1/3	page (column)	480 EUR
1/4	page	320 EUR
1/8	page	220 EUR

Commercial presentation column:

- text (A4)	600 EUR
- 1/3 advertisement, 2/3 text	680 EUR

Inserted advertisement

(production A4 4/4)	1 200 EUR
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Inserted advertisement

without production	1 000 EUR
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Additional charges:

- for a concrete location	
based on client's wishes	+10 %
- for a graphic design based on difficulty	5 - 15 %

DISCOUNTS – can be enforced within one calendar year only :

- on repeated advertisements	2 x	5 %
	3-4 x	10 %
	5-6 x	20 %
	7-11 x	25 %
	12 x	30 %
- on advance payment		3 %
quantity discounts + combined advertisement in the periodical Lesnická práce as per agreement		

DEADLINE SVĚT MYSLIVOSTI 2016

Issue	Jan.	Feb.	March	April	May	June	July	August	Sep.	Oct.	Nov.	Dec.
Ads	11. 12.	13. 1.	10. 2.	9. 3.	13. 4.	11. 5.	15. 6.	13. 7.	10. 8.	14. 9.	12. 10.	9. 11.
Distrib.	4. 1.	1. 2.	29. 2.	28. 3.	2. 5.	1. 6.	4. 7.	1. 8.	29. 8.	3. 10.	31. 10.	28. 11.