



# LESNICKÁ PRÁCE

## Basic information on the periodical LESNICKÁ PRÁCE 2021

more information: [www.lesnickaprace.cz](http://www.lesnickaprace.cz) or [www.silvarium.cz](http://www.silvarium.cz)

**Frequency:** monthly  
 issues in the first week of every month

**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.  
 Zámek 1, PO Box 25  
 CZ-281 63 Kostelec nad Černými lesy  
 + 420 321 679 413, + 420 321 621 387

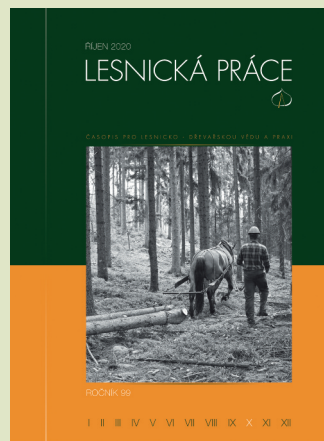
**Tel. and fax:** + 420 321 679 413, + 420 321 621 387

**Internet:** [www.lesnickaprace.cz](http://www.lesnickaprace.cz)  
 or [www.silvarium.cz](http://www.silvarium.cz)

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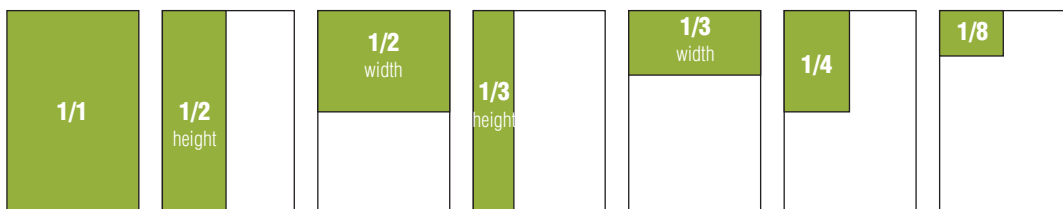
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### TECHNICAL INFORMATION:

<b>binding:</b>	V2	<b>before edging:</b>	234 x 289 mm
<b>print:</b>	offset	<b>after edging:</b>	210 x 285 mm
<b>paper:</b>	cover 135 g chalk coated paper, matt inside 100 g chalk coated paper, matt (volume)	<b>mirror:</b>	185 x 255 mm
<b>screens:</b>	cover colour print - 150/60	<b>No. of pages:</b>	64+4
		<b>inks:</b>	4/4 full-coloured

### Sizes of advertising surfaces:



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

### Type of documents:

1. printed original + CD with texts and logos
2. document created in programs: QuarkXpress  
4.11, Adobe Illustrator 9.0, Adobe Photoshop,  
Corel Draw 9.0, Adobe Acrobat (PDF)
3. in films - CMYK (every ink (colour) separately)

### Type 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:		inside advertisements - colour print 4/4:			
1/1	2nd full-page	1 900 EUR	2/1 opening	1 900 EUR	
1/1	3rd full-page	1 900 EUR	1/1 full-page	1 300 EUR	
1/1	4th full-page	2 200 EUR	1/2 page	700 EUR	
			1/3 page (column)	550 EUR	
			1/4 page	450 EUR	
			1/8 page	280 EUR	
<b>Commercial presentation column:</b>					
- text (A4)		700 EUR	<b>Additional charges:</b>		
- combination			- for a concrete location		
1/3 advertisement, 2/3 text		800 EUR	based on client's wishes		+10 %
<b>Inserted advertisement</b>					
(production A4 4/4)		1 000 EUR	- for a graphic design based on difficulty		5 - 15 %
<b>Inserted advertisement</b>					
without production		800 EUR	<b>Advertising agencies' commissions:</b> 10 - 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 %
- on advance payment	- 3 %
quantity discounts + combined advertisement in the periodical Svět myslivosti as per agreement	

### DEADLINE LESNICKÁ PRÁCE 2021

Issue	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<b>Articles</b>	11. 12.	15. 1.	17. 2.	17. 3.	16. 4.	17. 5.	17. 6.	16. 7.	16. 8.	17. 9.	18. 10.	16. 11.
<b>Ads</b>	11. 12.	18. 1.	19. 2.	19. 3.	19. 4.	19. 5.	19. 6.	19. 7.	17. 8.	20. 9.	19. 10.	18. 11.

**Distribution** - first week of the month