



# Basic information on the periodical SVĚT MYSLIVOSTI 2014

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



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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 glazed paper	<b>mirror:</b>	185 x 255 mm
	inside 100 g glazed paper	<b>No. of pages:</b>	72
<b>screens:</b>	inside – colour print - 150/60	<b>inks:</b>	4/4 full-coloured
	cover – colour print - 150/60		

## Sizes of advertising surfaces:

1/1	1/2 height	1/2 width	1/3 height	1/3 width	1/4	1/8
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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:

1. print version + CD texts and logos
2. 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	1 080 EUR
1/2 page	600 EUR
1/3 page (column)	480 EUR
1/4 page	320 EUR
1/8 page	200 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 2014

Issue	Jan.	Feb.	March	April	May	June	July	August	Sep.	Oct.	Nov.	Dec.
Ads	10. 12.	10. 1.	11. 2.	8. 3.	12. 4.	10. 5.	7. 6.	12. 7.	9. 8.	9. 9.	10. 10.	11. 11.
Distrib.	2. 1.	30. 1.	27. 2.	26. 3.	30. 4.	28. 5.	25. 6.	30. 7.	29. 8.	24. 9.	29. 10.	26. 11.