

Basic information on the periodical LESNICKÁ PRÁCE 2014

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

Frequency: monthly
issues in the first week of every month

Definition: the periodical is designed for forest science and practice

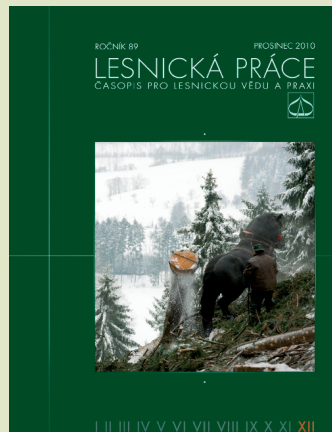
No. of copies: 3 500 pcs (for subscribers only)

No. of readers: 15 000

Publisher: Lesnická práce, s. r. o.
Zámek 1, PO Box 25
CZ-281 63 Kostelec nad Černými lesy

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

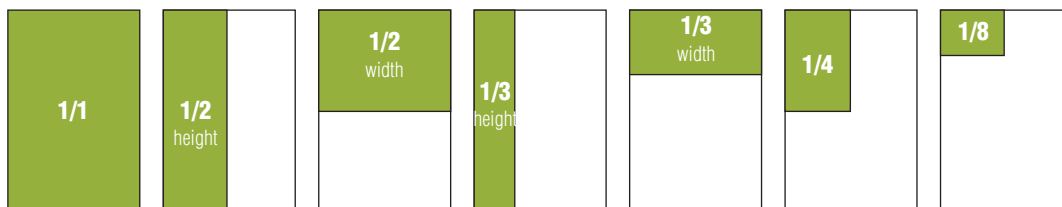
Editor in chief: Mr. Jan Příhoda
+ 420 604 211 167, prihoda@lesprace.cz

PR and advertising: Mrs. Natalie Lasáková Raeva
+ 420 604 211 175, raeva@lesprace.cz

TECHNICAL INFORMATION:

binding:	V2	before edging:	234 x 289 mm
print:	offset	after edging:	210 x 285 mm
paper:	cover 135 g chalk coated paper, matt inside 100 g chalk coated paper, matt (volume)	mirror:	185 x 255 mm
screens:	cover colour print - 150/60	No. of pages:	64+4
		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 (+ 5 mm overlap to all sides)	mirror 90 x 255 mm
1/2 width	additional cutting margin 210 x 140 mm (+ 5 mm overlap to all sides)	mirror 185 x 125 mm
1/3 height	additional cutting margin 72 x 285 mm (+ 5 mm overlap to all sides)	mirror 58 x 255 mm
1/3 width	additional cutting margin 210 x 93 mm (+ 5 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. 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	1 600 EUR	2/1 opening	1 600 EUR
1/1	3rd full-page	1 600 EUR	1/1 full-page	1 200 EUR
1/1	4th full-page	2 000 EUR	1/2 page	600 EUR
			1/3 page (column)	500 EUR
			1/4 page	400 EUR
			1/8 page	240 EUR
Commercial presentation column:			Additional charges:	
- text (A4)	600 EUR		- for a concrete location	
- combination			based on client's wishes	+10 %
1/3 advertisement, 2/3 text	680 EUR		- for a graphic design based on difficulty	5 - 15 %
Inserted advertisement			Advertising agencies' commissions:	
(production A4 4/4)	1 000 EUR			10 - 15 %
Inserted advertisement				
without production	800 EUR			

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 2014

Issue	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Articles	9. 12.	17. 1.	17. 2.	19. 3.	17. 4.	19. 5.	19. 6.	19. 7.	19. 8.	18. 9.	21. 10.	17. 11.
Ads	11. 12.	20. 1.	18. 2.	20. 3.	18. 4.	22. 5.	20. 6.	22. 7.	21. 8.	29. 9.	22. 10.	19. 11.

Printing - last week of the month, distribution the following week