

Magazines SNOW, NORDIC, SWISSmag are published by:

SLIM media s.r.o., Husitská 344/63, 130 00 Praha 3, tel: 222 780 286, inzerce@snow.cz

Technical parameters SNOW and SWISSmag

format: 220 x 263 mm

live area format: 197 x 242 mm

binding: V2

paper: 100g coated glossy paper

cover: 200g coated glossy paper + glossy lamination

type of print: plochý ofset

screen/frequency: 150 lpi



Technical parameters NORDIC

format: 220 x 263 mm

live area format: 197 x 242 mm

binding: V1

paper: 90g coated glossy paper

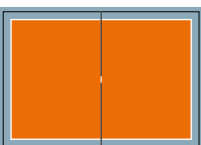
cover: 130g coated glossy paper + glossy lamination

screen/frequency: 150 lpi



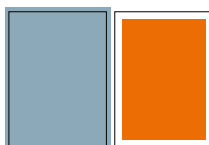
Reductions from pricelist prices depend on the amount of ordered advertisements.

Contact our sales representatives or the redaction on inzerce@snow.cz and telephone +420 222 780 286.



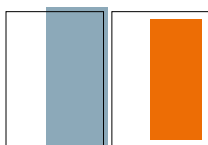
2/1 page

trim size: 440 x 263 mm + 3 mm bleed on each side
live area: 418 x 242 mm



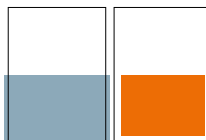
1/1

trim size: 220 x 263 mm + 3 mm bleed on each side
live area: 197 x 242 mm



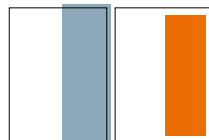
2/3 vertical

trim size: 141 x 263 mm + 3 mm bleed on each side
live area: 130 x 242 mm



1/2 horizontal

trim size: 220 x 130 mm + 3 mm bleed on each side
live area: 197 x 119 mm



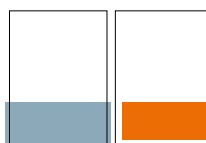
1/2 vertical

trim size: 108 x 263 mm + 3 mm bleed on each side
live area: 97 x 242 mm



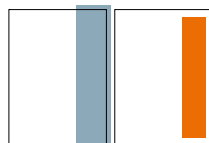
banner

179 x 18 mm



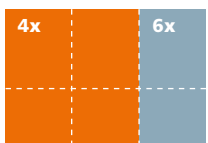
1/3 horizontal

trim size: 220 x 89 mm + 3 mm bleed on each side
live area: 197 x 78 mm



1/3 vertical

trim size: 74 x 263 mm + 3 mm bleed on each side
live area: 63 x 242 mm



Superposter 4x, 6x

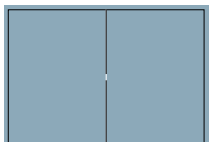
Format of the poster 4x: 500 x 420 mm + 5 mm bleed on each side

Format of the poster 6x: 630 x 500 mm + 5 mm bleed on each side
(folded poster – price includes the printing and insertion in the magazine)



poster 2/1

210 x 254 mm
(Double-sided inserted photo poster, the 2 photographs are selected by the advertiser. The poster includes the logotype of the advertiser and optionally the logotype of SNOW magazine.)



V-Gate (cover)

420 x 263 mm (po ořezu) + 3 mm na všechny strany
(special cover format – double page located on the front cover)



SNOW – edition plan 2016/17

SNOW

issue	order deadline	data deadline	expedition
96 SNOW October	9.9.2016	19.9.2016	6.10.2016
97 SNOW Market – October	23.9.2016	3.10.2016	20.10.2016
98 SNOW November	7.10.2016	17.10.2016	3.11.2016
99 SNOW Time – November	21.10.2016	31.10.2016	17.11.2016
100 SNOW December-January	11.11.2016	21.11.2016	8.12.2016
101 SNOW February	30.12.2016	9.1.2017	26.1.2017
102 SNOW March	3.2.2017	13.2.2017	2.3.2017

NORDIC – edition plan 2016/17

NORDIC

issue	order deadline	data deadline	expedition
39 NORDIC Market – November	30.9.2016	10.10.2016	27.10.2016
40 NORDIC December	4.11.2016	14.11.2016	1.12.2016
41 NORDIC January-February	23.12.2016	2.1.2017	19.1.2017
42 NORDIC March	27.1.2017	6.2.2017	23.2.2017

SWISSmag – edition plan 2016/17

SWISSmag

issue	order deadline	data deadline	expedition
15 SWISSmag autumn/winter	19.8.2016	29.8.2016	15.9.2016
16 SWISSmag spring/summer	17.2.2017	27.2.2017	16.3.2017



Digital Ad Specifications: We accept advertisements only in digital form, best as PDF file in print quality (images of at least 300 dpi resolution (600 dpi for B/W line art), CMYK color space).

Graphic preparation of the advertisement: When we prepare the graphic design of the advertisement we charge a fee of minimum 1 000 and maximum 5 000 CZK.