

EDITION PLAN 18/19

valid from 1st May 2018

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 on inzerce@snow.cz and telephone +420 222 780 286.

SNOW

SNOW – edition plan 2018/19

issue	order deadline	data deadline	on sale
110 SNOW October	7.9.2018	17.9.2018	4.10.2018
111 SNOW Market – October	21.9.2018	1.10.2018	18.10.2018
112 SNOW November	5.10.2018	15.10.2018	1.11.2018
113 SNOW Time – November	19.10.2018	29.10.2018	15.11.2018
114 SNOW December-January	9.11.2018	19.11.2018	6.12.2018
115 SNOW February	28.12.2018	7.1.2019	24.1.2019
116 SNOW Active – March	1.2.2019	11.2.2019	28.2.2019

NORDIC

NORDIC – edition plan 2018/19

issue	order deadline	data deadline	on sale
47 NORDIC Market – November	28.9.2018	8.10.2018	25.10.2018
48 NORDIC December	2.11.2018	12.11.2018	29.11.2018
49 NORDIC January-February	21.12.2018	31.12.2018	17.1.2019
50 NORDIC Active – March	1.2.2019	11.2.2019	28.2.2019

SWISSmag

SWISSmag – edition plan 2018/19

issue	order deadline	data deadline	on sale
19 SWISSmag autumn/winter	17.8.2018	27.8.2018	13.9.2018
20 SWISSmag spring/summer	15.2.2019	25.2.2019	14.3.2019



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 25 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



V-Gate (cover)

420 x 263 mm (po ořezu) + 3 mm bleed on each side
(special cover format – double page located on the front cover)



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 1 500 and maximum 6 000 CZK.