

PRICE LIST

valid from 1st May 2019

19/20

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 NORDIC

format: 220 x 263 mm

live area format: 197 x 242 mm

binding: perfect bound (V2)

paper: 100 g coated glossy paper

cover: 200 g coated glossy paper+ glossy lamination

type of print: plochý ofset



Technical parameters: SWISSmag

format: 220 x 263 mm

live area format: 197 x 242 mm

binding: perfect bound (V2)

paper: 130 g coated glossy paper

cover: 200 g coated glossy paper+ glossy lamination



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 2019/20

issue	order deadline	data deadline	on sale
117 SNOW October	6.9.2019	16.9.2019	3.10.2019
118 SNOW Market – October	20.9.2019	30.9.2019	17.10.2019
119 SNOW November	4.10.2019	14.10.2019	31.10.2019
120 SNOW Time – November	18.10.2019	28.10.2019	14.11.2019
121 SNOW December-January	8.11.2019	18.11.2019	5.12.2019
122 SNOW February	27.12.2019	6.1.2020	23.1.2020
123 SNOW Active – March	31.1.2020	10.2.2020	27.2.2020

NORDIC

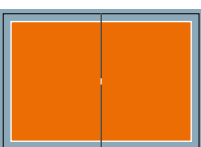
NORDIC – edition plan 2019/20

issue	order deadline	data deadline	on sale
51 NORDIC Market – November	27.9.2019	7.10.2019	24.10.2019
52 NORDIC December	1.11.2019	11.11.2019	28.11.2019
53 NORDIC January-February	20.12.2019	30.12.2019	16.1.2020
54 NORDIC Active – March	31.1.2020	10.2.2020	27.2.2020

SWISSmag

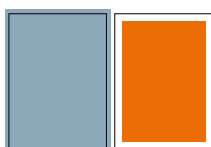
SWISSmag – edition plan 2019/20

issue	order deadline	data deadline	on sale
21 SWISSmag autumn/winter	16.8.2019	26.8.2019	12.9.2019
22 SWISSmag spring/summer	14.2.2020	24.2.2020	12.3.2020



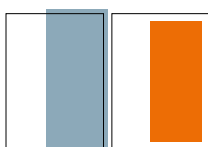
2/1 page

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



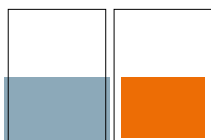
1/1

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



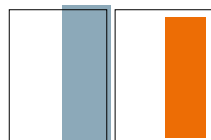
2/3 vertical

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



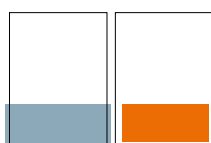
1/2 vertical

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



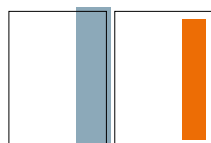
banner

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)



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).

Text and graphic preparation of advertisements and PR articles: We can offer our own copywriters and graphic studio on request according to individual calculation.