

# Edition plan 20/21

Advertisemets formats and specifications

## SNOW

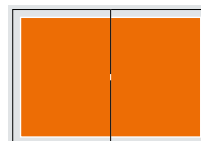
|          |                                 | space close  | materials due | on sale      |
|----------|---------------------------------|--------------|---------------|--------------|
| SNOW 124 | October                         | 4. 9. 2020   | 14. 9. 2020   | 1. 10. 2020  |
| SNOW 125 | Skis – buyer's guide            | 18. 9. 2020  | 28. 9. 2020   | 15. 10. 2020 |
| SNOW 126 | November                        | 2. 10. 2020  | 12. 10. 2020  | 29. 10. 2020 |
| SNOW 127 | Let's go skiing! – where to ski | 16. 10. 2020 | 26. 10. 2020  | 12. 11. 2020 |
| SNOW 128 | December-January                | 6. 11. 2020  | 16. 11. 2020  | 3. 12. 2020  |
| SNOW 129 | February                        | 26. 12. 2020 | 5. 1. 2021    | 22. 1. 2021  |
| SNOW 130 | March                           | 29. 1. 2021  | 8. 2. 2021    | 25. 2. 2021  |

## NORDIC

|           |                  | space close  | materials due | on sale      |
|-----------|------------------|--------------|---------------|--------------|
| NORDIC 55 | December         | 13. 11. 2020 | 23. 11. 2020  | 10. 12. 2020 |
| NORDIC 56 | January-February | 2. 1. 2021   | 12. 1. 2021   | 29. 1. 2021  |

## SWISSmag

|             |               | space close | materials due | on sale     |
|-------------|---------------|-------------|---------------|-------------|
| SWISSmag 23 | autumn-winter | 14. 8. 2020 | 24. 8. 2020   | 10. 9. 2020 |
| SWISSmag 24 | spring-summer | 12. 2. 2021 | 22. 2. 2021   | 11. 3. 2021 |



### 2/1 page

**trim size:**  
440 x 263 mm +  
3 mm bleed  
on each side

**live area:**  
418 x 242 mm



### 1/2 šířka

**trim size:**  
220 x 130 mm  
+ 3 mm bleed on  
each side

**live area:**  
197 x 119 mm



### 1/3 šířka

**trim size:**  
220 x 89 mm  
+ 3 mm bleed on  
each side

**live area:**  
197 x 78 mm



### 1/1

**trim size:**  
220 x 263 mm  
+ 3 mm bleed on  
each side

**live area:**  
197 x 242 mm



### 1/2 výška

**trim size:**  
108 x 263 mm  
+ 3 mm bleed on  
each side

**live area:**  
97 x 242 mm



### 1/3 výška

**trim size:**  
74 x 263 mm  
+ 3 mm bleed on  
each side

**live area:**  
63 x 242 mm

**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.

