

Pricelist 2021/22

| Basic and cover formats | SNOW | NORDIC | SWISSmag |
|-------------------------|---------|---------|----------|
| 1/3 | 37 000 | 26 000 | 37 000 |
| 1/2 | 53 000 | 37 000 | 53 000 |
| 1/1 | 100 000 | 70 000 | 100 000 |
| PR 1/1 | 60 000 | 42 000 | 60 000 |
| 2/1 (double page) | 170 000 | 120 000 | 170 000 |
| 2nd page of the cover | 125 000 | 85 000 | 125 000 |
| 3rd page of the cover | 115 000 | 80 000 | 115 000 |
| 4th page of the cover | 135 000 | 92 000 | 135 000 |

| Formats on request | SNOW | NORDIC | SWISSmag |
|--------------------|------------|------------|------------|
| product tips | on request | on request | on request |
| inserts | on request | on request | on request |
| V-Gate | on request | on request | on request |

Prices are in CZK excl. VAT; including agency commission

SNOW

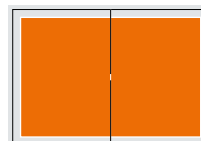
| | | space close | materials due | on sale |
|----------|---------------------------------|--------------|---------------|--------------|
| SNOW 131 | October | 22. 9. 2021 | 29. 9. 2021 | 14. 10. 2021 |
| SNOW 132 | Skis – buyer's guide | 6. 10. 2021 | 13. 10. 2021 | 28. 10. 2021 |
| SNOW 133 | November | 20. 10. 2021 | 27. 10. 2021 | 11. 11. 2021 |
| SNOW 134 | Let's go skiing! – where to ski | 3. 11. 2021 | 10. 11. 2021 | 25. 11. 2021 |
| SNOW 135 | December-January | 17. 11. 2021 | 24. 11. 2021 | 9. 12. 2021 |
| SNOW 136 | February | 29. 12. 2021 | 5. 1. 2022 | 20. 1. 2022 |
| SNOW 137 | March | 2. 2. 2022 | 9. 2. 2022 | 24. 2. 2022 |

NORDIC

| | | space close | materials due | on sale |
|-----------|------------------|--------------|---------------|-------------|
| NORDIC 57 | December-January | 10. 11. 2021 | 17. 11. 2021 | 2. 12. 2021 |
| NORDIC 58 | February | 5. 1. 2022 | 12. 1. 2022 | 27. 1. 2022 |

SWISSmag

| | | space close | materials due | on sale |
|-------------|---------------|-------------|---------------|-------------|
| SWISSmag 25 | autumn-winter | 18. 8. 2021 | 25. 8. 2021 | 9. 9. 2021 |
| SWISSmag 26 | spring-summer | 16. 2. 2022 | 23. 2. 2022 | 10. 3. 2022 |



2/1 page

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

live area:
418 x 242 mm



1/2 horizontal

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

live area:
197 x 119 mm



1/3 horizontal

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

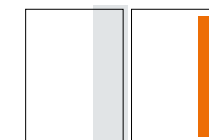
live area:
197 x 242 mm



1/2 vertical

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

live area:
97 x 242 mm



1/3 vertical

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.

