Reports

A3 format – Hospodářské noviny – formats (mm) and ad rates (EUR)

Daily format	1/1 295 x 425	1/2 145 x 425	1/2 295 x 210	Junior page 195 x 270	1/3 295 x 139	1/4 145 x 210	1/4 295 x 103	1/6 145 x 139	1/8 145 x 103	1/12 95 x 103	1/18 95 x 66
Mono	11 220	5 610	5 544	4 752	3 670	2 772	2 719	1 835	1 360	906	581
Colour	15 147	7 574	7 484	6 415	4 954	3 742	3 671	2 477	1 835	1 224	784

- Other formats to be agreed upon with the editorial staff (e.g.. 1/12 - 145 x 66 mm, 1/18 - 45 x 139 mm, 1/36 - 45 x 66 mm).

Printing specifications

- **See ad rates of the Hospodářské noviny daily – page 3**

A4 format combined Hospodářské noviny + EKONOM – formats (mm) and colour ad rates (EUR)

Magazine format	1/1 186 x 256 210 x 280	2/3 121 x 256 133 x 280	Junior page 121 x 191	1/2 186 x 126 210 x 138	1/2 91 x 256 103 x 280	1/3 59 x 256 71 x 280	1/3 186 x 83 210 x 95	1/3 121 x 126	1/4 186 x 61 210 x 73	1/4 91 x 126	1/6 121 x 61 59 x 126	1/12 59 x 61
HN	8 720	6 104	5 232	4 796	4 796	3 314	3 314	3 314	3 616	2 616	1 744	872
HN + EK	10 720	7 504	6 432	5 896	5 896	4 074	4 074	4 074	3 216	3 216	2 144	1 072

- Other formats to be agreed upon with the editorial staff. The „BLEED" formats are shown net after trimming. All „BLEED" sizes deduct a 5 mm trim from the edges. Ads can be placed on odd or even pages.

Prices of advertisements, surcharges

Specific placement (1/4 and above) 20 %

Business Terms and Conditions, Discounts

- **See General Terms and Conditions, Economia, pp. 21-27.**
- **All prices excl. VAT.**

Reports

Publication timetable for thematic commercial supplements for 2010

PUBLICATION DATE	PERIODICAL/FORMAT	TOPIC	ORDERS	COPY DEADLINE
20. 01.	HN A4	Kariéra Speciál	06. 01.	08. 01.
09. 03.	HN A4	ICT Revue	17. 02.	25. 02.
17. 03.	HN A4	Kariéra Speciál	25. 02.	05. 03.
29. 03.	HN A3	Energetika	09. 03.	17. 03.
23. + 25. 03.	HN + EK A4	Finance	03. 03.	11. 03.
06. 04.	HN A4	ICT Revue	17. 03.	25. 03.
21. + 22. 04.	EK + HN	Kariéra Speciál	01. 04.	09. 04.
27. 04.	HN A4	Finance	07. 04.	15. 04.
04. 05.	HN A4	ICT Revue	14. 04.	22. 04.
31. 05.	HN A3	Energetika	11. 05.	19. 05.
16. 06.	HN A4	Kariéra Speciál	27. 05.	04. 06.
21. 09.	HN A4	ICT Revue	01. 09.	09. 09.
23. 09.	HN + EK A4	Finance	02. 09.	10. 09.
29. + 30. 09.	EK + HN	Kariéra Speciál	09. 09.	17. 09.
05. 10.	HN A3	Energetika	15. 09.	23. 09.
12. + 14. 10.	HN + EK A4	ICT Revue	22. 09.	30. 09.
19. 10.	HN A4	Automobily a financování	29. 09.	08. 10.
27. 10.	HN A4	Kariéra Speciál	07. 10.	15. 10.
02. 11.	HN A3	Energetika	13. 10.	21. 10.
09. 11.	HN A4	ICT Revue	20. 10.	28. 10.
16. 11.	HN A3	Finance	27. 10.	04. 11.
24. 11.	HN A4	Kariéra Speciál	03. 11.	12. 11.
07. 12.	HN A4	ICT Revue	17. 11.	25. 11.

ICT REVUE

A supplement of Hospodářské noviny (Economic News daily) delivering the latest IT news and commentaries. Published 8 times a year.

A4 format combined Hospodářské noviny + EKONOM – formats (mm) and colour ad rates (EUR)

Magazine format	1/1	2/3	Junior page	1/2	1/2	1/3	1/3	1/3	1/4	1/4	1/6	1/12
	186 x 256	121 x 256	121 x 191	186 x 126	91 x 256	59 x 256	186 x 83	121 x 126	186 x 61	91 x 126	121 x 61	59 x 61
	210 x 280	133 x 280		210 x 138	103 x 280	71 x 280	210 x 95		210 x 73		59 x 126	
HN	8 720	6 104	5 232	4 796	4 796	3 314	3 314	3 314	2 616	2 616	1 744	872
HN + EK	10 720	7 504	6 432	6 976	5 896	4 074	4 074	4 074	3 216	3 216	2 144	1 072

- Other formats to be agreed upon with the editorial staff. The **„BLEED“** formats are shown net after trimming. All **„BLEED“** sizes deduct a 5 mm trim from the edges. Ads can be placed on odd or even pages.

Rates, surcharges

Back cover	7 880 EUR
Ear piece – front page (62x29 mm)	1 252 EUR
Bottom strip ad – front page (210x47 mm -full bleed)	2 496 EUR

SURCHARGES

Specific placement	20 %
Adjustments of the delivered ad above author's corrections	36 EUR for 1/1 page

Printing a typographic specifications

FULL BLEED (before trimming)	220 x 290 mm
BLEED (after trimming)	210 x 280 mm
PRINTABLE AREA	186 x 256 mm
NUMBER OF COLUMNS	3/4
COLUMN WIDTH	59/43 mm
COLOUR	4/4 CMYK
PAPER	60 g/m² SC
SCREEN	140 lines/in.
PRINTING METHOD	rotary offset
BINDING METHOD	V1

Business terms and conditions and discounts

- **See General Terms and Conditions, Economia, pp. 21-27.**
- **All prices excl. VAT.**

Publication dates of ICT REVUE magazine

MONTH	TITLE/FORMAT	PUBL. DATE	ORDERS	COPY DEADLINE
March	HN A4	09. 03.	17. 02.	25.02
April	HN A4	06. 04.	17. 03.	25. 03.
May	HN A4	04. 05.	14. 04.	22. 04.
September	HN A4	21. 09.	01. 09.	09. 09.
October	HN + EK A4	12. + 14. 10.	22. 09.	30. 09.
November	HN A4	09. 11.	20. 10.	28. 10.
December	HN A4	07. 12.	17. 11.	25. 11.

Advertising department:

inzerce@economia.cz

ENERGETIKA (ENERGY)

A supplement focusing on energy industry and associated sectors, published as a supplement of Hospodářské noviny (Economic News daily) or a combined supplement of Hospodářské noviny and the Ekonom weekly.

A3 format – Hospodářské noviny – formats (mm) and ad rates (EUR)

Daily format	1/1 295 x 425	1/2 145 x 425	1/2 295 x 210	Junior page 195 x 270	1/3 295 x 139	1/4 145 x 210	1/4 295 x 103	1/6 145 x 139	1/8 145 x 103	1/12 95 x 103	1/18 95 x 66
Mono	11 220	5 610	5 554	4 752	3 670	2 772	2 719	1 835	1 360	906	581
Colour	15 147	7 574	7 484	6 415	4 954	3 742	3 671	2 477	1 835	1 224	784

- Other formats to be agreed upon with the editorial staff (e.g. 1/12 – 145 x 66 mm, 1/18 – 45 x 139 mm, 1/36 – 45 x 66 mm).

Surcharges

Specific placement	20 %
Adjustments of the delivered ad above author's corrections	36 EUR for 1/1 page

Business Terms and Conditions

- **See General Terms and Conditions, Economia, pp. 21-27.**
- **All prices excl. VAT.**

Printing specifications

- **See ad rates of Hospodářské noviny – page 3**

PUBLICATION DATES of the ENERGETIKA magazine

MONTH	TITLE/FORMAT	PUBL. DATE	ORDERS	ADVERT. MATERIALS
March	HN A3	29. 03.	09. 03.	17. 03.
May	HN A3	31. 05.	11. 05.	19. 05.
October	HN A3	05. 10.	15. 09.	23. 09.
November	HN A3	02. 11.	13. 10.	21. 10.

Advertising department:

inzerce@economia.cz

KARIÉRA SPECIÁL

Magazine KARIÉRA SPECIÁL in Hospodářské noviny – formats (mm) and ad rates (EUR)

Magazine format	1/1 186 x 256	1/2 91 x 256	1/2 186 x 126	1/3 186 x 83	1/4 91 x 126	1/4 186 x 61	1/6 91 x 83	1/8 91 x 61	1/12 43 x 83	1/16 43 x 61	1/24 43 x 39
Recruitment ads	4 506	2 253	2 218	1 461	1 109	1 074	730	537	365	268	172
Education	2 703	1 352	1 331	876	665	644	438	322	219	161	103

- Other formats upon requests.

Advertising rates, surcharges

Eae piece – front page (62x29 mm)	600 EUR
Bottom strip ad – Front page (210x47 mm full bleed)	1 200 EUR
Recruitment ads	4 EUR/column mm
Education (courses, workshops, training)	3 EUR/column mm

SURCHARGES

Colour ..... 10 %

Four-column spread

number of columns	1	2	3	4
size mm	43	91	139	186

Business Terms and Conditions, Discounts

- **See General Terms and Conditions, Economia, pp. 21-27.**
- **All prices excl. VAT.**

Advertising department:

inzerce@economia.cz

Printing and typographical information

FULL BLEED (before trimming)	220 x 290 mm
BLEED (after trimming)	210 x 280 mm
PRINTABLE AREA	186 x 256 mm
NUMBER OF COLUMNS	4
COLUMN WIDTH	43 mm
COLOUR	4/4 CMYK
PAPER	56 g/m² SC
SCREEN	140 lins/in.
PRINTING METHOD	rotary offset

PUBLICATION DATES of the KARIÉRA SPECIÁL magazine

MONTH	TITLE/FORMAT	PUBL. DATE	ORDERS	COPY DEADLINE
January	HN A4	20.01.	06. 01.	08. 01.
March	HN A4	17. 03.	25. 02.	05. 03.
April	HN + EK	21. + 22. 04.	01. 04.	09. 04.
June	HN A4	16. 06.	27. 05.	04. 06.
September	HN + EK	29. + 30. 09.	09. 09.	17. 09
October	HN A4	27. 10.	07. 10.	15. 10.
November	HN A4	24. 11.	03. 11.	12. 11.

FINANCE

A magazine focusing on the financial sector. Published as a supplement of Hospodářské noviny (Economic News daily) or a combined supplement of Hospodářské noviny and the Ekonom weekly.

A3 format – Hospodářské noviny – formats (mm) and ad rates (EUR)

Daily format	1/1 295 x 425	1/2 145 x 425	1/2 295 x 210	Junior page 195 x 270	1/3 295 x 139	1/4 145 x 210	1/4 295 x 103	1/6 145 x 139	1/8 145 x 103	1/12 95 x 103	1/18 95 x 66
Mono	11 220	5 610	5 554	4 752	3 670	2 772	2 719	1 835	1 360	906	581
Colour	15 147	7 573	7 484	6 415	4 954	3 742	3 671	2 477	1 835	1 223	784

- Other formats to be agreed upon with the editorial staff (e.g. 1/12 – 145 x 66 mm, 1/18 – 45 x 139 mm, 1/36 – 45 x 66 mm).

Printing information

- **See ad rates of Hospodářské noviny – page 3**

A4 format combined Hospodářské noviny + EKONOM – formats (mm) and colour ad rates (EUR)

Magazine format	1/1 186 x 256 210 x 280	2/3 121 x 256 133 x 280	Junior page 121 x 191	1/2 186 x 126 210 x 138	1/2 91 x 256 103 x 280	1/3 59 x 256 71 x 280	1/3 186 x 83 210 x 95	1/3 121 x 126	1/4 186 x 61 210 x 73	1/4 91 x 126	1/6 121 x 61 59 x 126	1/12 59 x 61
HN	8 720	6 104	5 232	4 796	4 796	3 314	3 314	3 314	2 616	2 616	1 744	872
HN + EK	10 720	7 504	6 432	5 896	5 896	4 074	4 074	4 074	3 216	3 216	2 144	1 072

- Other formats to be agreed upon with the editorial staff. The „BLEED" formats are shown net after trimming. All „BLEED" sizes deduct a 5 mm trim from the edges. Ads can be placed on odd or even pages.

Surcharges

Specific placement	20 %
Adjustments of the delivered ad above author's corrections	36 EUR for 1/1 page

Business Terms and Conditions, Discounts

- **See General Terms and Conditions, Economia, pp. 21-27.**
- **All prices excl. VAT.**

Publication dates of the FINANCE magazine

MONTH	TITLE/FORMAT	PUBL. DATE	ORDERS	COPY DEADLINE
March	HN + EK A4	23. + 25. 03.	03. 03.	11. 03.
April	HN A4	27. 04.	07. 04.	15. 04.
September	HN + EK A4	23. 09.	02. 09.	10. 09.
Octobers cars	HN A4	19. 10.	29. 09.	08. 10.
November	HN A3	16. 11.	27. 10.	04. 11.

Advertising department:

inzerce@economia.cz