MODERNÍ OBEC - ADVERTISING RATES 2011

Moderní obec (Modern Municipalty) is a professional monthly for public administration. It deals with matters regarding the management, administration and financing of towns and municipalities, international cooperation, support for business, the environment, housing construction, tourism, municipal services. It interprets laws and standards for the municipal sphere. It also includes a fortnightly newsletter.
Readership: public administrations, ministries and other state bodies, non-profit-making and non-governmental organisations, research departments, municipal companies
Average circulation in 2010: 5 600 copies
Price per copy (stand sale): 98 CZK
Annual subscription: 1176 CZK

ADVERTISING RATES - MAGAZINE

Format in mm (w. x h.)	2/1 394 x 254 (420 x 297)	1/1 185 x 254 (210 x 297)	2/3 122 x 254 (135 x 297)	1/2 185 x 125 (210 x 147)	1/3 59 x 254 (72 x 297)	1/3 185 x 82 (210 x 104)
Rates in EUR (excl. VAT)	4 120	2 380	1 500	1 190	730	730

Bleed formats are given in the net format after trimming.All bleed sizes originals must allow for a 5 mm trim all around!

Frequency discounts

4 - 5 x	10 %
6 - 8 x	20 %

Surcharges

2nd and 4th cover	30 %
positioning guarantee	20 %
typographical processing surcharge	10 %

Ad deadlines

Finished materials – 15 working days before publication

Materials to be produced – 20 working days before publication

Advertising rates - Newsletter

Format in mm (w. x h.)	2 columns 128 x 30	3 columns 193 x 30	3 columns 193 x 40	1 column 58 x 60	2 columns 120 x 60
Rates in EUR (excl. VAT)					
1st page	180	260	–	120	242
2nd, 3rd page		175	242	79	156
4th page	120	197	260	88	176

– on-line distribution (pdf)
– weekly (published on Wednesdays)
– subscription benefit of the magazine

Ad deadlines

Finished materials – 9 working days before publication

Materials to be produced – 10 working days before publication

SUBJECTS AND ISSUE SCHEDULE

THEME		AD DEADLINE	ISSUE DATE
January	Modern school and children's playground	10. 12. 2010	5. 1.
February	Recollection of electrical waste. Regional operation programs	14. 1.	2. 2.
March	Financial products for the municipal sector. Information systems and telecommunications	11. 2.	2. 3.
April	Reconstruction of urban conservation areas and zones. Municipal mobiliary.	11. 3.	1. 4.
May	Technical infrastructure (water mains, sewage systems…). Public greenery and public areas	13. 4.	4. 5.
June	Municipalities and waste. Public buildings (development, reconstruction)	10. 5.	1. 6.
July	City movables and concoursr. Bicycle lane	8. 6.	1. 7.
August	Legal inset for the current topic. Flood routing.	12. 7.	3. 8.
September	Municipal energy management.	10. 8.	1. 9.
October	Municipal waste and its liquidation. Municipalities and forests	9. 9.	5. 10.
November	Financing of municipal projects. Crisis management	14. 10.	2. 11.
December	Modern office, modern authority	11. 11.	1. 12.

Publisher: ECONOMIA a.s., Dobrovského 25, 170 55 Prague 7, Czech Republic, www.economia.cz
Contact: Petr Pfleger, tel.: 233 071 403, gsm: 603 198 873, fax: 233 072 012, e-mail: petr.pfleger@economia.cz