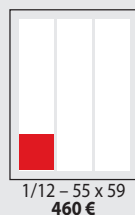
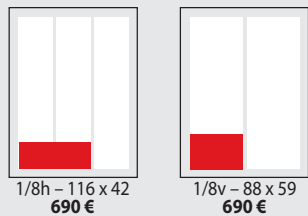
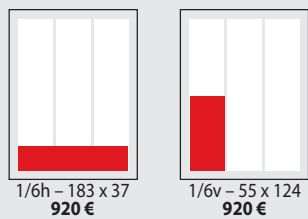
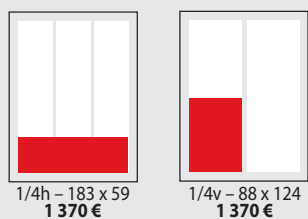
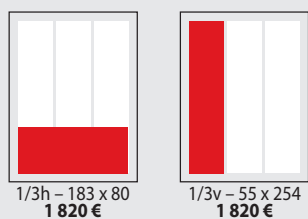
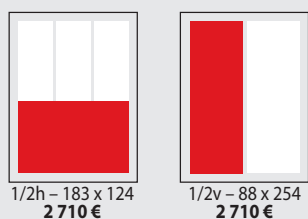
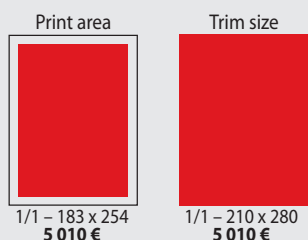


## Advertising rate card

TREND – Economy & Business Weekly  
 (January 1, 2012)



Excluding VAT, v – vertical, h – horizontal  
**Payment is required in advance**

SIZE	€	(mm)
1/1	5 010	(bleed format) 210 x 280
1/1	5 010	183 x 254
1/2h	2 710	183 x 124
1/2v	2 710	88 x 254
1/3h	1 820	183 x 80
1/3v	1 820	55 x 254
1/4h	1 370	183 x 59
1/4v	1 370	88 x 124
1/6h	920	183 x 37
1/6v	920	55 x 124
1/8h	690	116 x 42
1/8v	690	88 x 59
1/12	460	55 x 59

BONUS POSITIONING	€	BLEED FORMAT
4 <sup>th</sup> page of cover	12 525	210 x 280
2 <sup>nd</sup> and 3 <sup>rd</sup> page of cover	8 517	210 x 280
1 <sup>st</sup> and 2 <sup>nd</sup> page inside	8 517	210 x 280
1 <sup>st</sup> right page (in editorial part)	7 515	210 x 280

PRICES FOR DIFFERENT SIZES	€	BLEED FORMAT
2/1 inside unfold 1. cover	10 750	408 x 280
2/1 (2. cover + 1st page of inside)	10 450	420 x 280
2/1	7 980	420 x 280
1 cm <sup>2</sup>	15	

For different sizes please consult us beforehand

REDUCTIONS FOR REPEATED PUBLICATION	
4 to 8	5 %
9 to 15	8 %
16 to 25	11 %
26 or more	15 %

REDUCTIONS FOR FINANCIAL VOLUME	
22 500 to 59 000 €	5 %
59 001 to 111 000 €	10 %
111 001 € or more	15 %

(reductions cannot be applied together)

EXTRA CHARGES (PLEASE CONSULT US BEFOREHAND)	
Required position	50 %
Advertising article	10 %

Graphical layout of advertising article must be distinctly different from editorial layout.  
 We recommend min. 9 pt font size.

CANCELLATION FEE	
6 and more days after the deadline of orders	100 %
1 – 5 days after the deadline of orders	50 %

TECHNICAL REQUIREMENTS	
Bleed format	220 x 290 mm
Trim format	210 x 280 mm
Print area	183 x 254 mm
Printing	offset
Paper	• cover 115 g/m <sup>2</sup> • inside 57 g/m <sup>2</sup>
Binding	V1
Graphic copy	PDF format
4C	PDF format, CMYK, 300 DPI, convert text to curves + proofs-digital

You are required to send a proof print, otherwise no complaints will be accepted.

ADDRESS
TREND Representative, s.r.o., Tomášikova 23, 821 01 Bratislava 2, Slovak Republic
Telephone: +421 2 2082 2350, fax: +421 2 2082 2246
e-mail: inzercia@trend.sk, www.etrend.sk