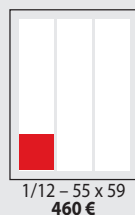
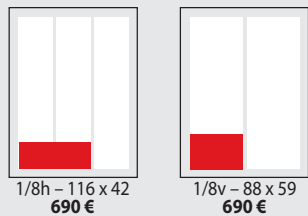
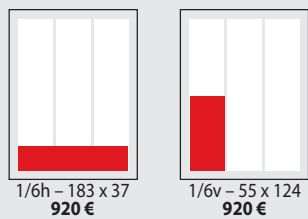
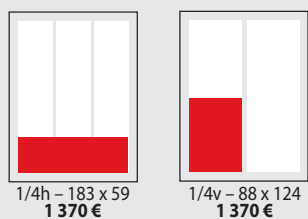
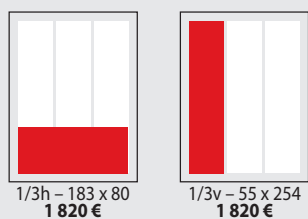
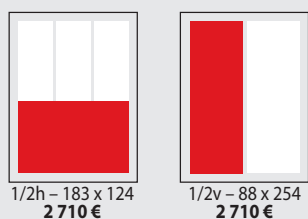
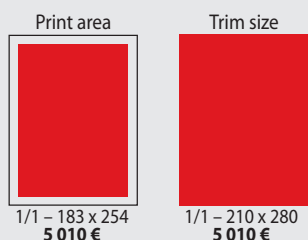


## Advertising rate card

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 %

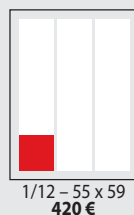
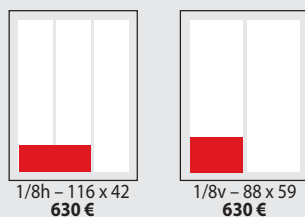
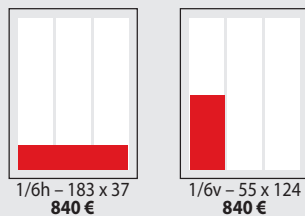
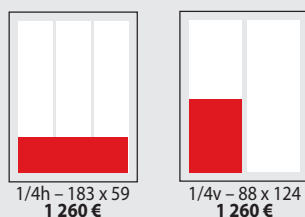
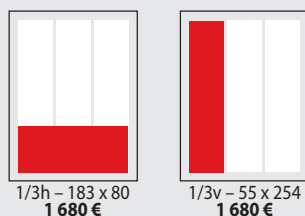
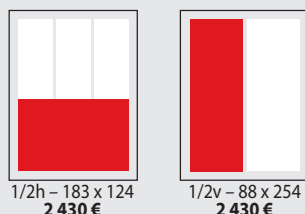
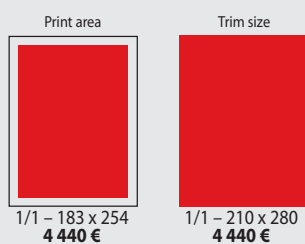
TECHNICAL REQUIREMENTS	
Bleed format	220 x 290 mm
Trim format	210 x 280 mm
Print area	183 x 254 mm
Printing	offset
Paper	• cover 115 g/m <sup>2</sup> • inside 57 g/m <sup>2</sup>
Binding	V1
Graphic copy	PDF format
4C	PDF format, CMYK, 300 DPI, convert text to curves + proofs-digital

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

## Advertising rate card A

(January 1, 2012)



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

TREND TOP	TREND SPECIAL
AUTO-MOTO TREND TOP	Financial Services
IT TREND TOP	Logistics and Transport
Construction & Reality TREND TOP	
Slovakia and the World 2012	

BONUS POSITIONING	€	BLEED FORMAT
4 <sup>th</sup> page of cover	11 100	210 x 280
2 <sup>nd</sup> and 3 <sup>rd</sup> page of cover	7 548	210 x 280
1 <sup>st</sup> and 2 <sup>nd</sup> page inside	7 548	210 x 280
1 <sup>st</sup> right page (in editorial part)	6 660	210 x 280

PRICES FOR DIFFERENT SIZES	€	BLEED FORMAT
2/1	7 100	420 x 280
2/1 inside unfold 1. cover	9 700	408 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 %
Reduction for event advertising with TREND participation	50 %

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 %

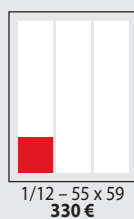
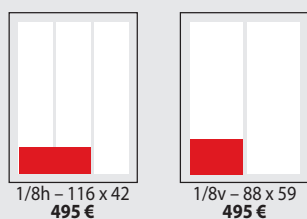
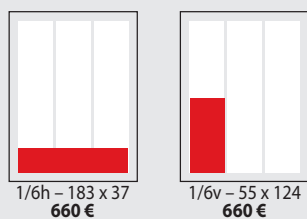
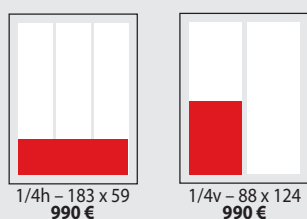
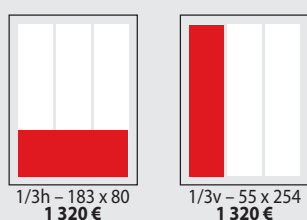
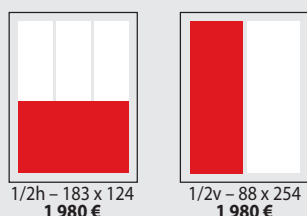
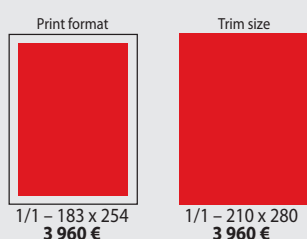
TECHNICAL REQUIREMENTS	
Bleed format	220 x 290 mm
Trim format	210 x 280 mm
Print area	183 x 254 mm
Print	offset
Paper	<ul style="list-style-type: none"> <li>cover TREND TOP 115 g/m<sup>2</sup></li> <li>cover TREND SPECIAL 90 g/m<sup>2</sup></li> <li>inside 57 g/m<sup>2</sup></li> </ul>
Binding	V1
Graphic 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	

## Advertising rate card B

(January 1, 2012)



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

TREND TOP	TREND SPECIAL
Tourist Industry TREND TOP	Exhibitions 2012
Advertising TREND TOP	China
Industry TREND TOP	

BONUS POSITIONING	€	BLEED FORMAT
4 <sup>th</sup> page of cover	9 900	210 x 280
2 <sup>nd</sup> and 3 <sup>rd</sup> page of cover	6 732	210 x 280
1 <sup>st</sup> and 2 <sup>nd</sup> page inside	6 732	210 x 280
1 <sup>st</sup> right page (in editorial part)	5 940	210 x 280

PRICES FOR DIFFERENT SIZES	€	BLEED FORMAT
2/1	6 340	420 x 280
2/1 inside unfold 1 <sup>st</sup> cover	9 700	408 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 %
Reduction for event advertising with TREND participation	50 %

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 %

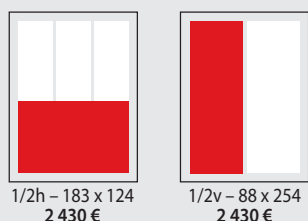
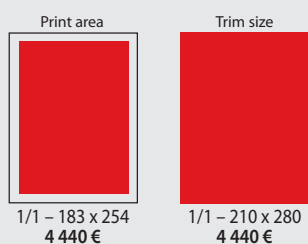
TECHNICAL REQUIREMENTS	
Bleed format	220 x 290 mm
Trim format	210 x 280 mm
Print area	183 x 254 mm
Print	offset
Paper	<ul style="list-style-type: none"> <li>cover TREND TOP 115 g/m<sup>2</sup></li> <li>cover TREND SPECIAL 90 g/m<sup>2</sup></li> <li>inside 57 g/m<sup>2</sup></li> </ul>
Binding	V1
Graphic 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.

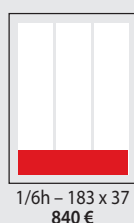
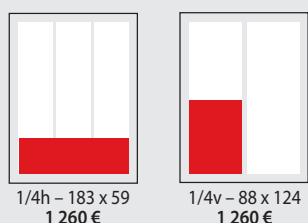
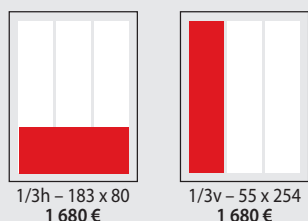
ADDRESS	
TREND Representative, s.r.o., Tomášikova 23, 821 01 Bratislava 2, Slovak Republic	
Telephone: +421 2 2082 2350, fax: +421 2 2082 2246	
e-mail: inzercia@trend.sk, www.etrend.sk	

## Advertising rate card C

(January 1, 2012)



For sizes 1/3, 1/4 and 1/6h  
please consult us beforehand.



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

TREND TOP	TREND SPECIAL
Finance TREND TOP	TOP 200
TREND TOP 2011	Financial Business

BONUS POSITIONING	€	BLEED FORMAT
4 <sup>th</sup> page of cover	11 100	210 x 280
2 <sup>nd</sup> and 3 <sup>rd</sup> page of cover	7 548	210 x 280
1 <sup>st</sup> and 2 <sup>nd</sup> page inside	7 548	210 x 280
The right pages at the charts Company of the Year, The Bank of the Year, The Insurance Company of the Year (in the editorial content of TREND TOP 2011)	6 660	210 x 280

PRICES FOR DIFFERENT SIZES	€	BLEED FORMAT
2/1	7 100	420 x 280
2/1 inside unfold 1 <sup>st</sup> cover	9 700	408 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 %
Reduction for event advertising with TREND participation	50 %
Reductions cannot be applied together	

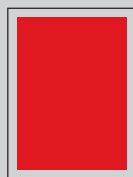
EXTRA CHARGES (PLEASE CONSULT US BEFOREHAND)	
Required position	50 %
Advertising article	10 %
Graphical layout of Advertising article must be distinctly different from editorial layout. We recommend min. 9 pt font size.	

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

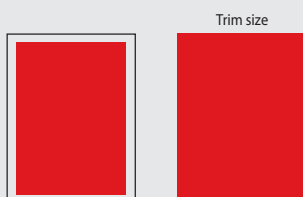
TECHNICAL REQUIREMENTS	
Bleed format	220 x 290 mm
Trim format	210 x 280 mm
Print area	183 x 254 mm
Print	offset
Paper / Binding	<ul style="list-style-type: none"> <li>cover TREND TOP 2011 115 g/m<sup>2</sup> / V1</li> <li>cover TREND TOP 115 g/m<sup>2</sup> / V1</li> <li>cover TREND SPECIAL 90 g/m<sup>2</sup> / V1</li> <li>inside 57 g/m<sup>2</sup></li> </ul>
Graphic copy	PDF format
4C	PDF format, CMYK, 300 DPI, convert text to curves + proofs-digital

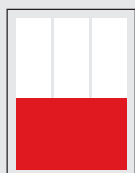
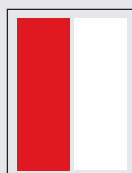
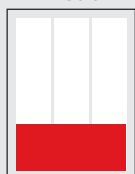
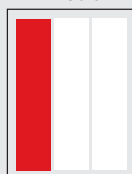
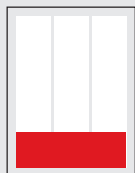
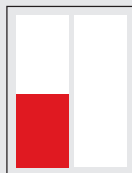
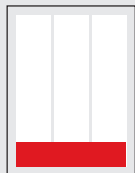
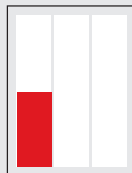
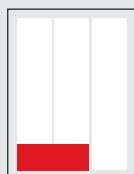
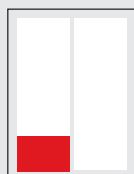
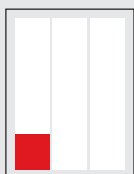
You are required to send a proof print, otherwise no complaints will be accepted.

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

**Standard advertisement for real estate projects**

 1/1 – 183 x 254  
 1 290 €

Volume discounts don't apply to standard advertising price.


 1/1 – 183 x 254  
 4 440 €

 1/1 – 210 x 280  
 4 440 €

 1/2h – 183 x 124  
 2 430 €

 1/2v – 88 x 254  
 2 430 €

 1/3h – 183 x 80  
 1 680 €

 1/3v – 55 x 254  
 1 680 €

 1/4h – 183 x 59  
 1 260 €

 1/4v – 88 x 124  
 1 260 €

 1/6h – 183 x 37  
 840 €

 1/6v – 55 x 124  
 840 €

 1/8h – 116 x 42  
 630 €

 1/8v – 88 x 59  
 630 €

 1/12 – 55 x 59  
 420 €

 Excluding VAT, v – vertical, h – horizontal  
**Payment is required in advance**
**Advertising rate card E  
 eXtra real estate**

(January 1, 2012)

**STANDARD ADVERTISEMENT FOR REAL ESTATE PROJECTS**

SIZE	€	(mm)
1/1	1 290	183 x 254

SIZE	€	(mm)
1/1	4 440	(bleed format) 210 x 280
1/1	4 440	183 x 254
1/2h	2 430	183 x 124
1/2v	2 430	88 x 254
1/3h	1 680	183 x 80
1/3v	1 680	55 x 254
1/4h	1 260	183 x 59
1/4v	1 260	88 x 124
1/6h	840	183 x 37
1/6v	840	55 x 124
1/8h	630	116 x 42
1/8v	630	88 x 59
1/12	420	55 x 59

BONUS POSITIONING	€	BLEED FORMAT
4 <sup>th</sup> page of cover	11 100	210 x 280
2 <sup>nd</sup> and 3 <sup>rd</sup> page of cover	7 548	210 x 280
1 <sup>st</sup> and 2 <sup>nd</sup> page inside	7 548	210 x 280
1 <sup>st</sup> right page (in editorial part)	6 660	210 x 280

**REDUCTIONS FOR REPEATED PUBLICATION**

2 to 4	5 %
5 to 9	8 %
10 to 14	11 %
15 or more	15 %
Reduction for event advertising with TREND participation	50 %

**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	215 x 280 mm
Trim format	205 x 270 mm
Print area	177 x 242 mm
Printing	offset
Paper	• cover 90 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

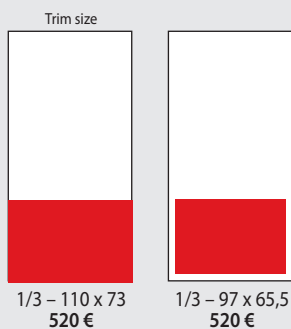
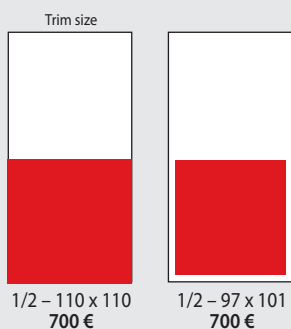
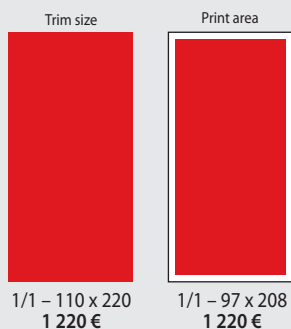
You are required to send a proof print, otherwise no complaints will be accepted.

**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

## Advertising rate card T

TREND TOP Restaurants and hotels 2013

(January 1, 2012)



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

For trim size please consult us beforehand

SIZE	€	(mm)
2/1*	2 050	*
1/1	1 220	(bleed format) 110 x 220
1/1	1 220	97 x 208
1/2	700	97 x 101
1/3	520	97 x 65,5

\* for size 2/1 please consult us beforehand

BONUS POSITIONING	€	BLEED FORMAT
4 <sup>th</sup> page of cover	3 050	110 x 220
2 <sup>nd</sup> and 3 <sup>rd</sup> page of cover	2 074	110 x 220
1 <sup>st</sup> and 2 <sup>nd</sup> page of inside	2 074	110 x 220
1 <sup>st</sup> right page (in the editorial section)	1 830	110 x 220

### EXTRA CHARGES (PLEASE CONSULT US BEFOREHAND)

Required position	30 %
-------------------	------

### CANCELLATION FEE

14 days before deadline of orders	50 %
after deadline of orders	100 %

### TECHNICAL REQUIREMENTS

Color	4 + 4
Trim format	110 x 220 mm
Print area	97 x 208 mm
Raster	60 l/cm
Binding	V4
Paper	<ul style="list-style-type: none"> <li>• cover 200 g/m<sup>2</sup></li> <li>• inside 90 g/m<sup>2</sup></li> </ul>
Cover	double coated gloss laminated
Graphic copy	PDF format
4C	PDF format, CMYK, 300 DPI, convert text to curves + proofs-digital

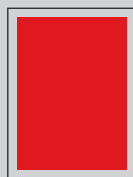
You are required to send a proof print, otherwise no complaints will be accepted.

### ADDRESS

TREND Representative, s.r.o., Tomášikova 23, 821 01 Bratislava 2, Slovak Republic

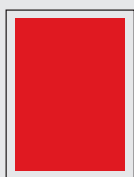
Telephone: +421 2 2082 2350, fax: +421 2 2082 2246

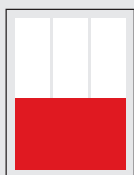
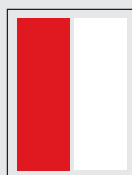
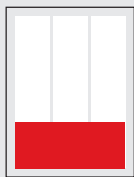
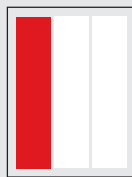
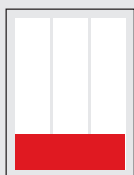
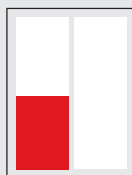
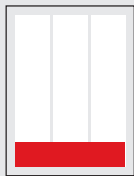
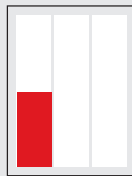
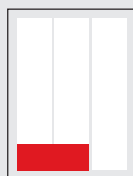
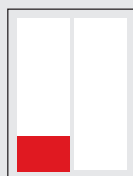
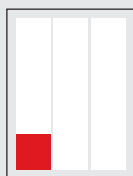
e-mail: inzercia@trend.sk, www.etrend.sk

**Standard advertisement for Universities**

 1/1 – 183 x 254  
 1 290 €

Volume discounts don't apply to standard advertising price.

Trim size


 1/1 – 183 x 254  
 4 440 €

 1/1 – 210 x 280  
 4 440 €

 1/2h – 183 x 124  
 2 430 €

 1/2v – 88 x 254  
 2 430 €

 1/3h – 183 x 80  
 1 680 €

 1/3v – 55 x 254  
 1 680 €

 1/4h – 183 x 59  
 1 260 €

 1/4v – 88 x 124  
 1 260 €

 1/6h – 183 x 37  
 840 €

 1/6v – 55 x 124  
 840 €

 1/8h – 116 x 42  
 630 €

 1/8v – 88 x 59  
 630 €

 1/12 – 55 x 59  
 420 €

 Excluding VAT, v – vertical, h – horizontal  
**Payment is required in advance**
**Advertising rate card V  
 Universities**

(January 1, 2012)

**STANDARD ADVERTISEMENT FOR UNIVERSITIES**

SIZE	€	(mm)
1/1	1 290	183 x 254

SIZE	€	(mm)
1/1	4 440	(bleed format) 210 x 280
1/1	4 440	183 x 254
1/2h	2 430	183 x 124
1/2v	2 430	88 x 254
1/3h	1 680	183 x 80
1/3v	1 680	55 x 254
1/4h	1 260	183 x 59
1/4v	1 260	88 x 124
1/6h	840	183 x 37
1/6v	840	55 x 124
1/8h	630	116 x 42
1/8v	630	88 x 59
1/12	420	55 x 59

**BONUS POSITIONING**

	€	BLEED FORMAT
4 <sup>th</sup> page of cover	11 100	210 x 280
2 <sup>nd</sup> and 3 <sup>rd</sup> page of cover	7 548	210 x 280
1 <sup>st</sup> and 2 <sup>nd</sup> page inside	7 548	210 x 280
1 <sup>st</sup> right page (in editorial part)	6 660	210 x 280

**REDUCTIONS FOR REPEATED PUBLICATION**

2 to 4	5 %
5 to 9	8 %
10 to 14	11 %
15 or more	15 %
Reduction for event advertising with TREND participation	50 %

**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 280 mm
Trim format	210 x 280 mm
Print area	183 x 254 mm
Printing	offset
Paper	• cover 90 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

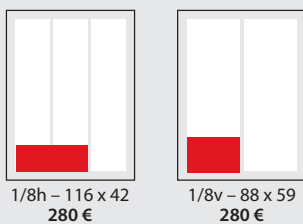
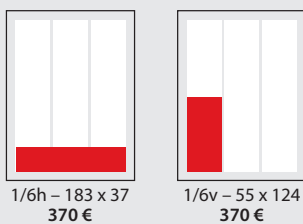
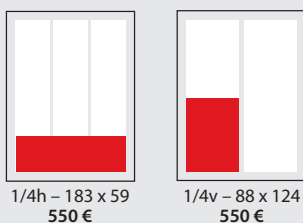
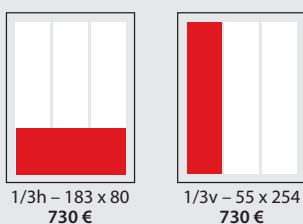
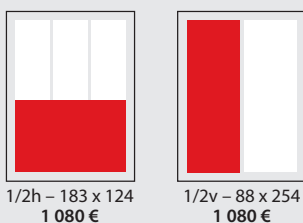
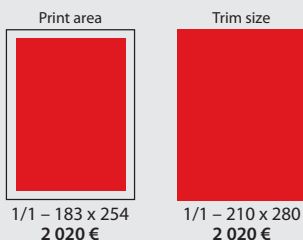
You are required to send a proof print, otherwise no complaints will be accepted.

**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

## Advertising rate card

**TREND – Economy & Business Weekly**

notice about the date of annual shareholder's meetings, the issuing securities, annual financial statements, etc.  
(January 1, 2012)



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

SIZE	€	(mm)
1/1	2 020	(bleed format) 210 x 280
1/1	2 020	183 x 254
1/2h	1 080	183 x 124
1/2v	1 080	88 x 254
1/3h	730	183 x 80
1/3v	730	55 x 254
1/4h	550	183 x 59
1/4v	550	88 x 124
1/6h	370	183 x 37
1/6v	370	55 x 124
1/8h	280	116 x 42
1/8v	280	88 x 59
1/12	190	55 x 59

PRICES FOR DIFFERENT SIZES	€	BLEED FORMAT
2/1	3 190	420 x 280
1 cm <sup>2</sup>	6	

For different sizes please consult us beforehand

EXTRA CHARGES (PLEASE CONSULT US BEFOREHAND)		
Required position		50 %
Graphical layout of advertising article must be distinctly different from editorial layout. We recommend min. 9 pt font size.		

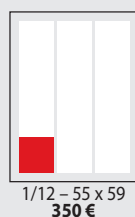
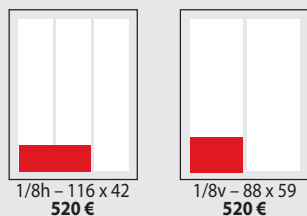
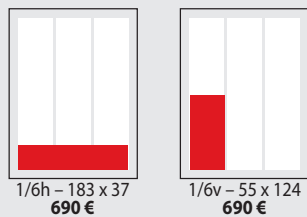
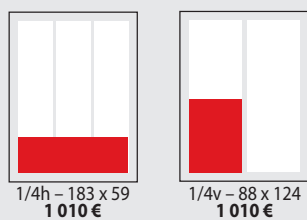
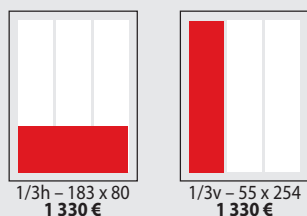
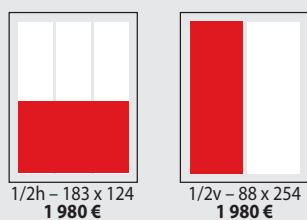
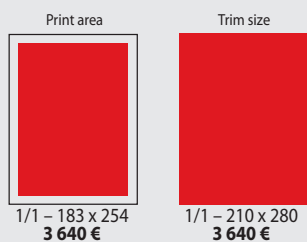
CANCELLATION FEE		
6 and more days after the deadline of orders		100 %
1 – 5 days after the deadline of orders		50 %

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
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	
<b>TREND Representative</b> , s.r.o., Tomášikova 23, 821 01 Bratislava 2, Slovak Republic	
Telephone: + 421 2 2082 2350, Facsimile: + 421 2 2082 2246	
e-mail: <a href="mailto:inzercia@trend.sk">inzercia@trend.sk</a> , <a href="http://www.etrend.sk">www.etrend.sk</a>	

## Advertising rate card personnel advertising in TREND (January 1, 2012)



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

SIZE	€	(mm)
1/1	3 640	(bleed format) 210 x 280
1/1	3 640	183 x 254
1/2h	1 980	183 x 124
1/2v	1 980	88 x 254
1/3h	1 330	183 x 80
1/3v	1 330	55 x 254
1/4h	1 010	183 x 59
1/4v	1 010	88 x 124
1/6h	690	183 x 37
1/6v	690	55 x 124
1/8h	520	116 x 42
1/8v	520	88 x 59
1/12	350	55 x 59
1 cm <sup>2</sup>	11,50	

BONUS POSITIONING	€	BLEED FORMAT
4 <sup>th</sup> page of cover	9 100	210 x 280
2 <sup>nd</sup> and 3 <sup>rd</sup> page of cover	6 188	210 x 280
1 <sup>st</sup> and 2 <sup>nd</sup> page inside	6 188	210 x 280
1 <sup>st</sup> right page (in editorial part)	5 460	210 x 280

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

EXTRA CHARGES (PLEASE CONSULT US BEFOREHAND)	
Required position	50 %
Placing with the key	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	<ul style="list-style-type: none"> <li>• cover 115 g/m<sup>2</sup></li> <li>• inside 57 g/m<sup>2</sup></li> </ul>
Binding	V1
Graphic copy	PDF format
4C	PDF format, CMYK, 300 DPI, convert text to curves + proofs-digital

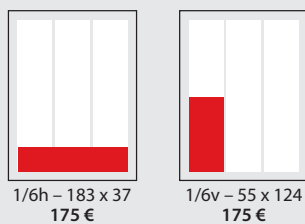
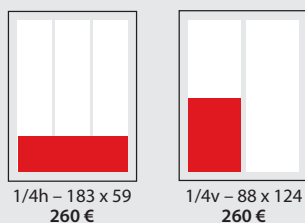
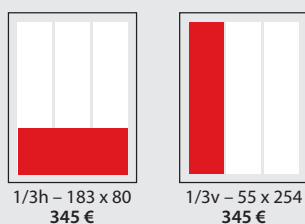
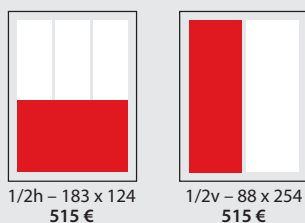
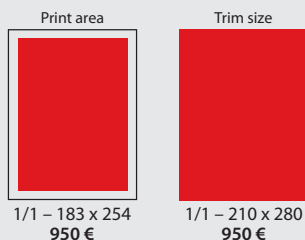
You are required to send a proof print, otherwise no complaints will be accepted.

ADDRESS
<b>TREND Representative</b> , s.r.o., Tomášikova 23, 821 01 Bratislava 2, Slovak Republic
Telephone: +421 2 2082 2350, fax: +421 2 2082 2246
e-mail: <a href="mailto:inzercia@trend.sk">inzercia@trend.sk</a> , <a href="http://www.etrend.sk">www.etrend.sk</a>

## Advertising rate card

TREND – Economy & Business Weekly  
 for the charity advertising.

(January 1, 2012)



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

The price list covers exclusively the charity advertising on condition that it doesn't include any propagation of commercial subject in any form (logo, title, project etc.). The advertisement can't be ordered without prior consultation, and no discounts or agency commissions may be applied.

SIZE	€	(mm)
1/1	950	(bleed format) 210 x 280
1/1	950	183 x 254
1/2h	515	183 x 124
1/2v	515	88 x 254
1/3h	345	183 x 80
1/3v	345	55 x 254
1/4h	260	183 x 59
1/4v	260	88 x 124
1/6h	175	183 x 37
1/6v	175	55 x 124

### EXTRA CHARGES (PLEASE CONSULT US BEFOREHAND)

Required position	50 %
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
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, Facsimile: + 421 2 2082 2246  
 e-mail: inzercia@trend.sk, www.etrend.sk

# Pricelist for inserted adverts in the TREND weekly

(valid from 1 January, 2012)

NUMBER OF COPIES	WEIGHT	€/UNIT
Entire edition	up to 20g	0,15
Entire edition	20g to 50g	0,18
Entire edition	50g to 100g	0,22
Subscribers	up to 20g	0,17
Subscribers	20g to 50g	0,20
Subscribers	50g to 100g	0,23

Size of inserted adverts: max. width 200 mm, max. length 280 mm,  
minimum number of copies 2 000

BAND AROUND TREND (CONSULTATION ESSENTIAL) <sup>1</sup>	BAND SIZE	€/UNIT
Subscribers	length 430 mm, width max. 90 mm	0,23
Entire edition	length 430 mm, width max. 50 mm	0,20

<sup>1</sup> The band around has to be delivered sticked or in the PDF format to print. The price of printing band we provide on the request.

SPECIFIED PASTING	WEIGHT	€/UNIT
Pasting in at exactly specified location (consultation essential)	up to 20g	0,23
Gluing on the cover (consultation essential)	up to 20g	0,33
Multicolour foil printing		0,37

ADDITIONAL CHARGES	€/UNIT
Insertion at exactly specified location	0,03
Specification of region (consultation essential)	0,03
Insertion in issues 37 – 50	20 %
Exclusivity in one issue (only valid for entire edition)	200 %
Excluding VAT	

**VOLUME DISCOUNTS DO NOT APPLY TO INSERTED ADVERTS.**

**WE GUARANTEE EXCLUSIVITY IN PRODUCTS, BUT NOT CLIENTS. A SAMPLE OF INSERTION IS NECESSARY.**

**A SAMPLE OF INSERT MUST BE PROVIDED TO ADVERTISING DEPT. LAST THURSDAY PRIOR TO PUBLICATION.**

ADDRESS
TREND Representative, s.r.o., Tomášikova 23, 821 01 Bratislava 2
Phone: +421 2 2082 2105, Fax: +421 2 2082 2246, e-mail: durianova@trend.sk, www.etrend.sk

PLACE OF DELIVERY
VERSUS a.s., Pribinova 21, 819 46 Bratislava, Mrs. Tamerová, Phone: +421 2 5728 0368, On-time delivery: 7.00 – 19.00

Materials together with the letter of delivery are to be delivered within 2 working days (Tuesday by 11.00) prior to publication.