

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) ¹	BAND SIZE	€/UNIT
Subscribers	length 430 mm, width max. 90 mm	0,23
Entire edition	length 430 mm, width max. 50 mm	0,20

¹ 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
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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.