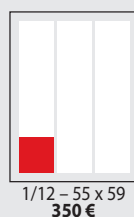
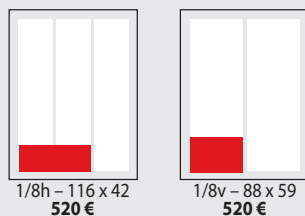
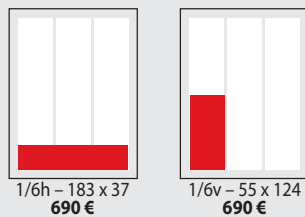
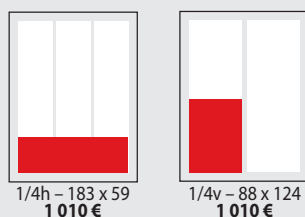
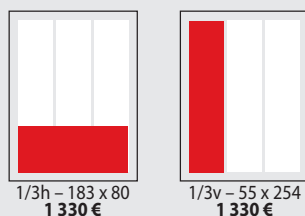
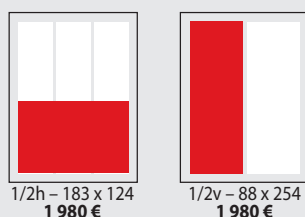
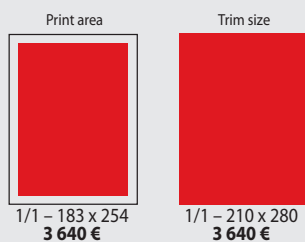


## Advertising rate card personnel advertising in TREND (January 1, 2012)



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
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