

**TÝDEN****ADVERTISEMENT  
PRICE LIST 2009**

KDYŽ CHCETE VĚDĚT, ČTĚTĚ ČASOPIS TÝDEN

**Říjen 1918: kdo nechtěl republiku**  
Příběhy prvního a posledního Čechoslováka43 let za tyrání  
První republiky v Januši Kutilm43/2008 27. října 2008 / Kč 42 / předplatná 20 Kč  
**TÝDEN****Kácení Topolánka**Na premiéra tvrdě útočí opozice,  
naštvaní podřízení i prezident**Demonstrace síly**Fotoreportáž z pohřbu  
Václava Kočky**Chcete génia?**Kolem testování DNA  
se točí velké peníze**Publisher::** Mediacop, s. r. o. • Panská 7, 110 00 Praha 1 • Company Identification No.: 25770152• Tax Identification No.: CZ25770152 • Bank Account: Commerzbank 10304446/6200 • Recorded in the Commercial Register: Municipal Court of Prague, Section C, File No. 68629 **Advertising Division:** tel.: 296 827 110, 296 827 210 • fax: 224 234 916 • vojtechovska@tyden.cz • www.tyden.cz

- TÝDEN is a weekly magazine covering news and social issues
- Published every Monday
- Presents domestic and foreign news, analyses, reporting, interviews and comments
- Uses verified information and evidenced opinions
- Well-arranged charts are used regularly
- Supported by a state-of-the-art dynamic visual approach

### FOLLOWING SECTIONS:

- News
- Economy
- Modern Society
- World
- Culture

### SUPPLEMENTS:

Throughout the year it presents specialized editorial supplements such as Modern Living, TÝDEN with Cars, What to do with Your Money, Living, Property, Fashion, etc.

### A LITTLE BIT OF HISTORY:

Since 1994, when it was launched on the market, TÝDEN has built a reputation for being an objective and professional magazine. The present owner, the Mediacop s.r.o. company, bought the publishing rights in 2000, and since then TÝDEN has gone through significant changes of content and graphic form.

In the course of two years, this resulted in record-breaking growth regarding the number of sold copies, of more than 270 %, which made it the most dynamically growing magazine on the Czech market (see graphs). Since 2002 the number of copies sold has stabilized at 55, 000.

The prestige of TÝDEN has increased dramatically and reading it is just about considered an indispensable necessity by people with decisive powers in both private and state fields. This is proven by the prestigious award "Magazine of the Year", annually awarded by the Publishers' Union. TÝDEN obtained it in 2001 for the first time. In 2004 TÝDEN managed to gain this title again.



**273 000**

number of readers

**52 196**

the number of sold copies per issue

**61 %**

male readers

**39 %**

female readers

**79 %**

of readers have a school leaving exam education or university degree

**64 %**

of readers fall within the age range 20 to 50

**39 %**

of readers live in Prague

**62 %**

of readers live in cities with more than 100.000 inhabitants

**81 %**

of readers live in the household with two or more members

**81 %**

of readers have one or more Internet access

**58 %**

of readers use the Internet daily

more than **2/3**

of readers fall within the higher range of socioeconomic ranking ABC ČR

**16 %**

of readers work on a manager post

Source: Media Projekt 7. 11. 2008, data for the period 1. 4 - 30. 9. 2008

Source: ABC ČR, September 2008



VALID AS OF 1. 1. 2009

**PRINTED ADVERTISEMENTS:**

1/1.....	225 000 CZK
1/2.....	120 000 CZK
1/3.....	90 000 CZK
1/4.....	80 000 CZK
1/8.....	50 000 CZK
junior page .....	148 000 CZK
junior page in the middle of the page .....	199 000 CZK
4.-5. page .....	310 000 CZK
inside panorama .....	340 000 CZK
inside two-page .....	310 000 CZK
2nd cover page .....	255 000 CZK
3rd cover page.....	225 000 CZK
4th cover page.....	299 000 CZK

**INSERTIONS, STITCHED MATERIALS, PULL-OUTS:**

Insertion ..... up to 10 g - CZK 2.20/unit  
 ..... up to 20 g - CZK 2.80/unit  
 ..... up to 30 g - CZK 3.10/unit  
 ..... over 30 g - prices to be agreed  
 Ceny za všívání, vlepování a jiné nestandardní formy inzerce budou stanoveny dohodou.

**REPEATED ENTRY DISCOUNT:**

3x .....	2%
5x .....	3%
10x .....	5%
15x .....	7%
20x .....	10%

A repeated entry discount is applicable only if the advertisements are placed in one order.

**VOLUME DISCOUNTS:**

From CZK 1,450,000 .....	4%
From CZK 2 490,000 .....	6%
From CZK 3,500,000 .....	9%
From CZK 4,570,000 .....	12%
From CZK 5,200,000 .....	16%




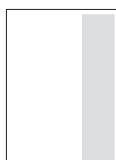
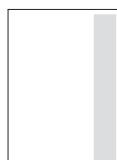






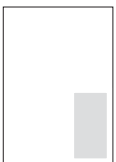
**EXTRA CHARGE**

for specific placement ..... 20-50 %  
 for placement in the first third..... 30 %  
 first advertising page .....

**CANCELLATION CHARGES:**

In the event of cancellation of a confirmed order the advertiser is obligated to pay cancellation charges as follows:  
 within 14 calendar days prior to publication ..... 100% of the price  
 within 14 to 21 calendar days prior to publication . 80% of the price  
 within 21 to 28 calendar days prior to publication ..... 50% of the price  
 more than 28 days..... no cancellation charges

New advertising clients are obligated to pay in advance. All prices are exclusive of 19 % VAT. In special cases and in cases of non-standard advertisement requirements the publisher reserves the right to charge negotiated prices.

					
2/1 to fall-out 420 x 280 mm (prior to trimming 430 x 290 mm)	1/1 to mirror 183 x 253 mm 1/1 to fall-out 210 x 280 mm (prior to trimming 220 x 290 mm)	1/2 to mirror vertically 88 x 253 mm 1/2 to fall-out vertically 103 x 280 mm (prior to trimming 108 x 290 mm)	1/3 to mirror vertically 56 x 253 mm 1/3 to fall-out vertically 74 x 280 mm (prior to trimming 79 x 290 mm)	1/4 to mirror vertically 40,5 x 253 mm 1/4 to fall-out vertically 56 x 280 mm (prior to trimming 61 x 290 mm)	1/2 to mirror horizontally 183x123 mm 1/2 to fall-out horizontally 210 x 140 mm (prior to trimming 61 x 290 mm) 220 x 145 mm)
					
1/3 to mirror horizontally 183 x 80 mm 1/3 to fall-out horizontally 210x93 mm (prior to trimming 220 x 98 mm)	1/4 to mirror horizontally 183x62 mm 1/4 to fall-out horizontally 210 x 79 mm (prior to trimming 220 x 84 mm)	junior page to fall-out 136 x 186 mm (prior to trimming 141 x 191 mm)	junior page to mirror 120 x 170 mm	junior page 105 x 180 mm	1/8 to mirror 6 x 100 mm



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**DEADLINES FOR PLACING ORDERS AND SUBMITTING MATERIALS:**

- The deadline for orders is 10 calendar days prior to the date of publication.
- The deadline for the submission of complete materials to be inserted or stitched into the magazine or of pull-outs is 10 calendar days prior to the date of publication to the following address  
**Týden, oddělení inzerce, Panská 7, 110 00 Praha 1. Tel.: 296 827 210, e-mail: vojtechovska@tyden**

**SPECIFICATIONS:**

- TÝDEN is printed in four colours, using the offset technique. Electronic materials must be accompanied by colour
- Flat proofs or printed samples as only then may Mediacop s.r.o. approximate the required quality as closely as possible. Mediacop s.r.o. is responsible for the quality of colours only if cromaline is submitted.
- If the flat proofs are not delivered, the printing unit states that it does not guarantee the required quality and it will implement the printing in accordance with the character of the other colour pages.
- Furthermore, it is necessary to pay attention to the position of the text or essential pictures on the page- it should be at least 5 mm from the net format of the page so that it is not trimmed off.
- The cover is printed on 115 g chalk paper in four colours

**ADVERTISING MATERIALS:**

- Documents can be submitted electronically on a compact disc as a finished picture in PDF (in curves), EPS (in curves), AI (in curves) or TIFF format, with a minimum resolution of 300 dpi. Format Illustrator and PDF generated from Illustrator or InDesign to the limit CS3
- Materials may not contain „running copy“. Fonts must be vectorized (also in PDF).

Photoshop – in the relevant quality

Illustrator – all fonts vectorized

PDF – cannot contain fonts, to be vectorized already at source, entered size of advertisement in PDF must comply with the size including cuts (5 mm)

- Materials to the size of 10MB may be sent via e-mail or uploaded on our FTP server:  
**on our FTP server: ftp.mediacop.cz**  
**user name: t1buS85**  
**password: ftpinzerce**

**Note:** The data carriers with the printing materials are stored for a period of 3 months. It is possible to collect them within this period.



**ADVERTISING SCHEDULE OF TÝDEN MAGAZINE FOR 2009**

ISSUE	PUBLISHED ON	MATERIALS TO BE SUBMITTED BY	ISSUE	PUBLISHED ON	MATERIALS TO BE SUBMITTED BY
1/2009	5. 1.	23. 12. 2008	28/2009	13. 7.	20. 6.
2/2009	12. 1.	2. 1.	29/2009	20. 7.	10. 7.
3/2009	19. 1.	9. 1.	30/2009	27. 7.	17. 7.
4/2009	26. 1.	16. 1.	31/2009	3. 8.	24. 7.
5/2009	2. 2.	23. 1.	32/2009	10. 8.	1. 8.
6/2009	9. 2.	30. 1.	33/2009	17. 8.	8. 8.
7/2009	16. 2.	6. 2.	34/2009	24. 8.	14. 8.
8/2009	23. 2.	13. 2.	35/2009	31. 8.	21. 8.
9/2009	2. 3.	20. 2.	36/2009	7. 9.	28. 8.
10/2009	9. 3.	27. 3.	37/2009	14. 9.	4. 9.
11/2009	16. 3.	6. 3.	38/2009	21. 9.	11. 9.
12/2009	23. 3.	13. 3.	39/2009	29. 9.	18. 9.
13/2009	30. 4.	20. 3.	40/2009	5. 10.	25. 9.
14/2009	6. 4.	27. 3.	41/2009	12. 10.	2. 10.
15/2009	14. 4.	4. 4.	42/2009	19. 10.	9. 10.
16/2009	20. 4.	10. 4.	43/2009	26. 10.	16. 10.
17/2009	27. 4.	17. 4.	44/2009	2. 11.	23. 10.
18/2009	4. 5.	24. 4.	45/2009	9. 11.	30. 10.
19/2009	11. 5.	2. 5.	46/2009	16. 11.	6. 11.
20/2009	18. 5.	9. 5.	47/2009	23. 11.	13. 11.
21/2009	25. 5.	15. 5.	48/2009	30. 11.	20. 11.
22/2009	1. 6.	22. 5.	49/2009	7. 12.	27. 11.
23/2009	8. 6.	29. 6.	50/2009	14. 12.	4. 12.
24/2009	15. 6.	5. 6.	51-52/2009	21. 12.	11. 12.
25/2009	22. 6.	12. 6.	1/2010	4. 1. 2010	19. 12.
26-27/2009	29. 6.	19. 6.			

The deadline for orders is **10 calendar days** prior to the date of publication on address :  
Mediacop s. r. o., Instinkt – oddělení inzerce, Panská 7, 110 00 Praha 1, e-mail: vojtechovska@tyden.cz

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## GENERAL BUSINESS TERMS AND CONDITIONS OF THE MEDIACOP S. R. O., PUBLISHING HOUSE, REGARDING ADVERTISEMENTS AND BROCHURE SUPPLEMENTS IN THE TÝDEN AND INSTINKT MAGAZINES

### I. Scope and applicability

These General Business Terms and Conditions regulate the publishing of advertisements and brochure supplements in the TÝDEN and Instinkt magazines which are published by Mediacoop s. r. o. A valid price list creates a part of these General Terms and Conditions. Relationships that are not regulated herein or in a separate agreement are governed by the Commercial Code.

### II. Orders

- The Advertiser will use a written order to ask for the publication of an advertisement or a brochure supplement.
- Orders must always include: the Advertiser's corporate name, registered office, Company Identification Number, Tax Identification Number, bank account and the name of the Advertiser's representative authorized to file the order. If natural persons are concerned, they have to state their name, Birth Registration Number or date of birth, permanent address and bank account. Furthermore, it is necessary to state the title, date of publication, type of advertisement and other data related to the implementation of the order.
- The Advertiser is responsible for the timely delivery of all and any materials necessary to implement the order. Mediacoop s. r. o., is obligated to notify the Advertiser of any apparently insufficient or defective materials. The Advertiser is obligated to replace the apparently insufficient or defective materials and deliver the replacements to Mediacoop s. r. o., within a prescribed term. If the Advertiser delivers a replacement for the apparently insufficient or defective materials with a delay or if the Advertiser insists upon using the apparently insufficient or defective materials, Mediacoop s. r. o., has the right to withdraw from the contract and at the same time it becomes entitled to receive cancellation charges subject to the valid price list.
- The Advertiser guarantees that the content is faultless and that the texts, pictures and visual materials intended for advertisements or brochure supplements are in accordance with the applicable legislation. In the event of a third party claim the Advertiser is obligated to assume the liabilities arising therefrom or to reimburse Mediacoop s. r. o., for the damage incurred in relation to the publication of a correction of an erroneous or illegal advertisement or brochure supplement.
- Mediacoop s. r. o., will be given all the materials necessary to publish an advertisement or a brochure supplement at its disposal and will not be obligated to store such materials or give them back to the Advertiser.
- The Advertiser is obligated to mark the brochure supplements in a proper manner, to state the name of the title, the issue, the number of items and the name of the supplement and deliver them to the address provided by the publishing house at its own expense.

### III. Entering into the contract

- Entering into the contract will mean the confirmation of the order by Mediacoop s. r. o., (in writing directly on the order or in any other customary manner). If Mediacoop s. r. o., does not confirm the order, the entering into the contract will mean the publication of the advertisement or brochure supplement.
- Should an employee of Mediacoop s. r. o., accept an order, this will not be deemed as entering into a contract unless further actions are taken.
- Mediacoop s. r. o., at all times reserves the right to withdraw from the contract if there is a justified assumption that the publication of an advertisement or brochure supplement in terms of its content, wording, visual form or design contravenes the interests of Mediacoop s. r. o., or any currently valid legislation.
- If any justified doubts arise regarding the solvency of the Advertiser and if, upon the request of Mediacoop s. r. o., an advance payment is not ensured in a timely manner, the publishing house reserves the right to withdraw from the contract.
- In the event of withdrawal from the contract pursuant to Paragraph 3 or Paragraph 4 the publishing house will notify the Advertiser without unreasonable delay.
- If the Advertiser cancels an order after Mediacoop s. r. o., has confirmed it, Mediacoop s. r. o., is entitled to require cancellation charges subject to the valid price list. Cancellation of an order must always be in writing.
- A discount of 15 % (an agency commission) will be provided to the advertising agents approved by the publishing house. In such a case the order must be submitted directly by the advertising agent who is also responsible for the delivery of the complete materials. The advertising agent must, upon request, provide its trade licence certificate or a record of an entry in the Commercial Register which will unambiguously prove its capability to act as an advertising agency.



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### IV. Implementation of orders

1. Unless the parties expressly agree upon a term for the publication of an advertisement or brochure supplement, the publication depends on the resources of Mediacop, s. r. o.
2. Unless the parties expressly agree upon the specific placement of the advertisements or brochure supplements, the placement depends on the resources of Mediacop, s. r. o.
3. Orders for advertisements or brochure supplements which are to be implemented exclusively within a specified term and in a specific placement must be sent to Mediacop, s. r. o., in a timely manner so that it is possible to confirm them.
4. Mediacop, s. r. o., reserves the right to mark public relations articles as "commercial presentation" or "paid advertisement".

### V. Terms of payment

1. Unless agreed otherwise by the parties, Mediacop, s. r. o., will send an invoice to the Advertiser without unreasonable delay following the publication of the advertisement or brochure supplement, usually within 7 days. The invoice is payable within 14 days after its issuance.
2. Mediacop, s. r. o., will enclose to the invoice an evidence copy including the published advertisement or brochure supplement.
3. In the event of a default in payment the Advertiser is obligated to pay interest in the amount of 0.1 % of the due sum for each day of the default as well as the costs related to the recovery of the invoiced amount or partial payments. In the event of a default in payment, Mediacop, s. r. o., may refuse to implement any further orders and may make their implementation dependent upon reasonable payments in advance.
4. For special issues, Mediacop, s. r. o., reserves the right to determine prices differing from the prices in the currently valid price list.
5. If an order is not implemented for reasons due to which neither Mediacop, s. r. o., nor the Advertiser can be held responsible and it is impossible to publish the advertisements or the brochure supplements in an alternate term, the Advertiser is obligated to reimburse Mediacop, s. r. o., only for the costs related to the order that were demonstrably incurred up to the relevant moment.

### VI. Claims - alternate implementation

1. In the event of an erroneous publication, wholly or partially, of an advertisement or brochure supplement the Advertiser is entitled to a discount or an alternate publication free of charge to the extent to which the purpose of the advertisement or brochure supplement was impaired. If Mediacop, s. r. o., fails to publish an alternate advertisement or brochure supplement within an agreed term or if the alternate advertisement or brochure supplement is again published with errors, the Advertiser is entitled to a discount or to withdraw from the contract.
2. The claims must be applied within 7 days following the date of publication.
3. In the event of the repeated publication of advertisements or brochure supplements the Advertiser is obligated to check their correctness and completeness immediately after their publication. Mediacop, s. r. o., will not admit any claim for the publication of an alternate advertisement free of charge if the same errors appear within the repeated publication unless the publishing house is notified immediately after the first publication.
4. If, due to fault of the Advertiser there are any errors in the composition, printing or insertion of the advertisements or brochure supplements which were not apparently distinguishable when the order was accepted, the Advertiser has no right to a discount or to the publication of an alternate advertisement free of charge.
5. Proofreading is provided only upon the express request of the Advertiser. The Advertiser is responsible for the correctness and completeness of the proofreading returned to Mediacop, s. r. o. Mediacop, s. r. o., takes into consideration only proofreading of which it is notified of within a fixed term.
6. Should the Advertiser apply any claims for damages related to the erroneous action of Mediacop, s. r. o., only the foreseeable and proved damage will be reimbursed. The amount of any foreseeable and proved damage will correspond at maximum to the price of the published advertisement or brochure supplement.

### VII. Data protection

The Advertiser and Mediacop, s. r. o., undertake to protect all and any information submitted to one other in connection with the implementation of the orders against misuse.

Prague, 1/1/2009

