



# Pravda

**Pravda** is the leading general interest newspaper of Slovakia. **Pravda** is the most trusted Slovakian daily, and has its main focus on news, comments and analysis on politics, economics, culture and international relationships. According to a research done by independent marketing group Median SK 21% of the readers are decision-makers in management positions, such as company owners, CEOs, directors, and executive managers.

<b>COUNTRY</b>	Slovakia
<b>LANGUAGE</b>	Slovak
<b>CATEGORY</b>	General Interest
<b>PUBLISHER</b>	Perex, a.s.
<b>ESTABLISHED</b>	1990
<b>FREQUENCY</b>	Mon-Sat
<b>CIRCULATION</b>	95,000 Nationwide
<b>AD CLOSE</b>	2-Week

## READERSHIP

### GENDER

Male	55.4%
Female	44.6%

### AGE

14-19	3.4%
20-29	14.4%
30-39	18.5%
40-49	21.6%
50-59	17.9%
60-69	16.7%
70+	7.5%

### EDUCATION

Grade School	22.4%
High School	56.6%
College	21.0%

### SOCIOECONOMIC CLASS

Upper	13.8%
Upper Middle	7.2%
Middle	32.7%
Middle Lower	28.3%
Lower	18.0%

2011 ROP RATE CARD – PRICES IN USD			
	STANDARD AD SIZES (WIDTH x DEPTH)	B&W	COLOR
Full Page	26.1 cm x 34.5 cm (10-1/4" x 13-9/16")	\$9,900.00	\$11,650.00
Junior Page	17.3 cm x 25.6 cm (6-13/16" x 10-1/16")	\$7,700.00	\$9,300.00
Half Page Vertical	12.9 cm x 34.5 cm (5-1/16" x 13-9/16")	\$5,800.00	\$7,450.00
Half Page Horizontal	26.1 cm x 17.1 cm (10-1/4" x 6-3/4")	\$5,800.00	\$7,450.00
1/3 Page Vertical	8.5 cm x 34.5 cm ( 3-3/8" x 13-9/16")	\$3,800.00	\$5,100.00
1/3 Page Horizontal	26.1 cm x 11.3 cm (10-1/4" x 4-7/16")	\$3,800.00	\$5,100.00
1/4 Page	12.9 cm x 17.1 cm (5-1/16" x 6-3/4")	\$2,950.00	\$4,200.00
1/6 Page	12.9 cm x 11.3 cm (5-1/16" x 4-7/16")	\$2,050.00	\$2,900.00
1/8 Page	12.9 cm x 8.4 cm (5-1/16" x 3-5/16")	\$1,550.00	\$2,000.00
1/12 Page	8.5 cm x 8.4 cm (3-3/8" x 3-5/16")	\$1,000.00	\$1,300.00
1/16 Page	8.5 cm x 6.6 cm (3-3/8" x 2-5/8")	\$800.00	\$1,000.00
1/20 Page	8.5 cm x 5.5 cm (3-3/8" x 2-3/16")	\$600.00	\$800.00
Rate Per Square Cm For Non Standard Ad Sizes		\$15.00	\$22.00
<b>Premium Positions Available at Additional Charge</b> Right Hand Page +20%, Editorial Page +100%, and Other requested Position +150%			
<b>VOLUME AND FREQUENCY DISCOUNTS AVAILABLE</b>			

19% VAT INCLUDED

MECHANICAL SPECIFICATIONS
Tabloid Ad Page Size: 26.1 cm width x 34.5 cm depth (10-1/4" x 13-9/16")
Spread Tabloid Width: 54.6 cm (21-1/2")



Ask About Advertising Online  
[www.pravda.sk](http://www.pravda.sk)

COLUMN WIDTHS		
TABLOID FORMAT		
COLUMNS	CM	INCH
1	4.1 cm	1-5/8"
2	8.5 cm	3-3/8"
3	12.9 cm	5-1/16"
4	17.3 cm	6-13/16"
5	21.7 cm	8-9/16"
6	26.1 cm	10-1/4"

## DIGITAL PRODUCTION REQUIREMENTS

Only digital material accepted. Non-separated PDF file, sent via e-mail or on CD-ROM or on 100 Mb Zip Drive. Media: Macintosh or PC. Hard proof required for quality control.  
**Complete Digital File Instructions Available for Production**



AMERICAS ADVERTISING REPRESENTATIVE

# Multimedia, Inc.

Your Advertising Connection Throughout The World

7061 Grand National Drive, Suite 127 - Orlando, FL 32819-8398 USA  
Tel. +1-407-903-5000 - Fax +1-407-363-9809 - U.S. Toll Free 1-800-985-8588  
[www.multimediausa.com](http://www.multimediausa.com) - e-mail: [info@multimediausa.com](mailto:info@multimediausa.com)

AUDITED BY ABC SR  
PRICES SUBJECT TO CHANGE  
WITHOUT PRIOR NOTICE  
EFFECTIVE DATE: 01JAN11