



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.

COUNTRY	Slovakia
LANGUAGE	Slovak
CATEGORY	General Interest
PUBLISHER	Perex, a.s.
ESTABLISHED	1990
FREQUENCY	Mon-Sat
CIRCULATION	70,000 Nationwide
AD CLOSE	2-Week

READERSHIP

GENDER	
Male	48.0%
Female	52.0%

AGE	
14-19	12.0%
20-29	24.0%
30-39	25.0%
40-49	17.0%
50-59	15.0%
60-69	6.0%
70+	1.0%

EDUCATION	
Grade School	27.0%
High School	43.0%
College	30.0%

SOCIOECONOMIC CLASS	
Upper	21.0%
Upper Middle	8.0%
Middle	30.0%
Middle Lower	20.0%
Lower	21.0%

2015 ROP RATE CARD – PRICES IN USD			
	STANDARD AD SIZES (WIDTH x DEPTH)	B&W	COLOR
Full Page	21.1 cm x 26.4 cm (8-5/16" x 10-3/8")	\$7,700.00	\$9,500.00
3/5 Page Vertical	12.5 cm x 26.4 cm (4-15/16" x 10-3/8")	\$5,700.00	\$7,150.00
1/2 Page Horizontal	21.1 cm x 13 cm (8-5/16" x 5-1/8")	\$4,500.00	\$6,050.00
2/5 Page Vertical	8.2 cm x 26.4 cm (3-1/4" x 10-3/8")	\$3,650.00	\$4,650.00
1/3 Page Horizontal	21.1 cm x 8.5 cm (8-5/16" x 3-3/8")	\$2,950.00	\$4,150.00
3/10 Page	12.5 cm x 13 cm (4-15/16" x 5/1/8")	\$2,700.00	\$3,750.00
1/4 Page Vertical	21.1 cm x 6.3 cm (8-5/16" x 2-1/2")	\$2,300.00	\$3,400.00
1/5 Page	8.2 cm x 13 cm (3-1/4" x 5-1/8")	\$2,000.00	\$2,950.00
1/10 Page	8.2 cm x 6.3 cm (3-1/4" x 2-1/2")	\$1,000.00	\$1,500.00
1/15 Page	8.2 cm x 4.8 cm (3-1/4" x 1-7/8")	\$650.00	\$1,050.00
1/20 Page	8.2 cm x 3.1 cm (3-1/4" x 1-1/4")	\$500.00	\$750.00
Rate Per Square Cm For Non Standard Ad Sizes		\$16.00	\$24.00
Premium Positions Available at Additional Charge <i>Right Hand Page +20%, Editorial Page +100%, and Other requested Position +150%</i>			
VOLUME AND FREQUENCY DISCOUNTS AVAILABLE			

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")



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COLUMN WIDTHS		
TABLOID FORMAT		
COLUMNS	CM	INCH
1	3.9 cm	1-9/16"
2	8.2 cm	3-1/4"
3	12.5 cm	4-15/16"
4	16.8 cm	6-5/8"
5	21.1 cm	8-5/16"

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

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 WITHOUT PRIOR NOTICE
 EFFECTIVE DATE: 01JAN15