Printed Publications of the MAFRA Media Group

Mladá fronta DNES is the largest respectable national daily in the Czech Republic. Its readers are presented with current and quality news coverage, useful information, as well as relaxed reading in specialised supplements. Mladá fronta DNES is published daily in fourteen regional versions, for each region and Prague. Readers can also use its versions for PCs, tablets and smart phones.
Mladá fronta DNES contains a fully-fledged magazine every day:
Monday – ONA DNES, Tuesday – AUTO DNES, Wednesday – DOMA DNES, Thursday – Magazín DNES+TV, Friday – SPECIÁL DNES, Saturday – VÍKEND DNES.

Lidové noviny is the oldest Czech daily still in circulation, established in 1893. It has permanently positioned itself as a quality national newspaper with a special focus on politics, business and culture. It is sought after by its readers every day for its comprehensive political and economic news coverage, proficient commentaries and opinions by top figures from the Czech Republic as well as abroad. Its regular everyday supplements and special magazines of Lidové noviny – the Friday’s attractive Pátek LN magazine or the exclusive lifestyle monthly Esprit magazine also enjoy high prestige.

The METRO daily is distributed FREE OF CHARGE every business day. With its unique focus, it allows easily targeting younger readers up to the age of thirty. In the XXL advertising combination – combining the 5plus2 weekly and the METRO daily – it thus offers large impact on readers in the market - more than 800,000 readers.

The second publication in the group distributed free of charge is the 5plus2 weekly. Published on Fridays - it is the largest weekly in the whole Czech market. Its district editions offer a huge and, at the same time, very accurate targeting of your campaign down to the level of individual municipalities. The advertising XXL package combines the 5plus2 weekly with the daily METRO.

TÉMA is a separately sold weekly published by MAFRA, which eliminates the boundaries between news and current affairs magazines. It reports credibly, in a funny and intelligible manner. TÉMA offers great interviews with remarkable people, important economic and political information, true stories full of emotions and views into the life of high society.
TÉMA is published weekly on Fridays.
Structure of MF DNES and Lidové noviny Dailies

Valid from 1. 1. 2021

**MF DNES**

MF DNES is published in a single-book structure. It includes sections: Home, Economy, World, Culture, Opinions and Interview, which introduces a Czech and international personality. And, regional news and the Sport section.

Readership: 461,000

Thursday edition published with its usual Employment supplement.

In addition, the Saturday edition brings the Scene and Foreign Curiosity sections.

MF DNES is published daily with a fully-fledged magazine.

**Lidové noviny**

Lidové noviny is a daily for educated readers. Established in 1893, this oldest Czech daily still in circulation positions itself today as a national newspaper with a special focus on politics, business, culture, science and education. Lidové noviny is published on weekdays in a convenient single-book structure.

Readership: 177,000

It includes the following sections every day: Home, World, Culture, Opinions, Economy, Sport, TV Programme and a unique authors’ last page with special stories and topics.

Regular weekly supplements:

- **MONDAY**  Ona DNES
  National edition, readership: 326,000

- **TUESDAY**  Auto DNES
  National edition, readership: 170,000

- **WEDNESDAY**  Doma DNES
  National edition, readership: 201,000

- **THURSDAY**  DINES+TV
  National edition, readership: 525,000

- **FRIDAY**  Speciál DNES,
  National edition, readership: 151,000

- **SATURDAY**  Vikend DNES
  National edition, readership: 341,000

A City Life magazine supplement is inserted in the daily 11 times a year, on last Friday of the month, in the Prague area.

Data source: Media project, Median STEM/MARK, Q2-3/2020
### Prices of 4C adverts

<table>
<thead>
<tr>
<th>Mon, Tue, Wed, Sat</th>
<th>Thu</th>
<th>Fri</th>
<th>Thu (MFD), Fri (LN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>323</td>
<td>389</td>
<td>335</td>
<td>404</td>
</tr>
<tr>
<td>277</td>
<td>346</td>
<td>277</td>
<td>x</td>
</tr>
<tr>
<td>594</td>
<td>741</td>
<td>594</td>
<td>x</td>
</tr>
<tr>
<td>118</td>
<td>118</td>
<td>141</td>
<td>x</td>
</tr>
</tbody>
</table>

---

### Examples of Special Formats

#### METRO

<table>
<thead>
<tr>
<th>W x H in mm</th>
<th>Mon, Tue, Wed, Sat</th>
<th>Thu</th>
<th>Fri</th>
<th>Thu (MFD), Fri (LN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>600 x 435</td>
<td>1 608 011</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>428 x 286</td>
<td>2 905 049</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>428 x 286</td>
<td>2 750 357</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>3 027 395</td>
<td>1 825 565</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>2 199 795</td>
<td>1 894 425</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>2 284 020</td>
<td>1 566 435</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>1 956 630</td>
<td>667 290</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>797 355</td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

#### 1/1 Page

<table>
<thead>
<tr>
<th>W x H in mm</th>
<th>Mon, Tue, Wed, Sat</th>
<th>Thu</th>
<th>Fri</th>
<th>Thu (MFD), Fri (LN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>285 x 217</td>
<td>666 240</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>204 x 142</td>
<td>730 205</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>285 x 217</td>
<td>577 875</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>204 x 142</td>
<td>577 875</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>285 x 217</td>
<td>568 478</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>204 x 142</td>
<td>568 478</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

#### Junior page A

<table>
<thead>
<tr>
<th>W x H in mm</th>
<th>Mon, Tue, Wed, Sat</th>
<th>Thu</th>
<th>Fri</th>
<th>Thu (MFD), Fri (LN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>237 x 345</td>
<td>878 096</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>163 x 232</td>
<td>963 630</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>237 x 345</td>
<td>907 285</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>163 x 232</td>
<td>907 285</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

#### Junior page B

<table>
<thead>
<tr>
<th>W x H in mm</th>
<th>Mon, Tue, Wed, Sat</th>
<th>Thu</th>
<th>Fri</th>
<th>Thu (MFD), Fri (LN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>189 x 276</td>
<td>356 592</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td></td>
<td>429 466</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td></td>
<td>369 840</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td></td>
<td>446 016</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

#### 1/2 Page

<table>
<thead>
<tr>
<th>W x H in mm</th>
<th>Mon, Tue, Wed, Sat</th>
<th>Thu</th>
<th>Fri</th>
<th>Thu (MFD), Fri (LN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>285 x 217</td>
<td>667 081</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>204 x 142</td>
<td>731 013</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>285 x 217</td>
<td>688 392</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>204 x 142</td>
<td>752 324</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>285 x 217</td>
<td>421 515</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>204 x 142</td>
<td>507 645</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>285 x 217</td>
<td>431 715</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>204 x 142</td>
<td>527 220</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>285 x 217</td>
<td>361 485</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>204 x 142</td>
<td>451 530</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

#### 1/2 Page Landscape

<table>
<thead>
<tr>
<th>W x H in mm</th>
<th>Mon, Tue, Wed, Sat</th>
<th>Thu</th>
<th>Fri</th>
<th>Thu (MFD), Fri (LN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>285 x 109</td>
<td>666 657</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>204 x 71</td>
<td>487 279</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>285 x 109</td>
<td>458 864</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>204 x 71</td>
<td>501 486</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

#### 1/3 Page

<table>
<thead>
<tr>
<th>W x H in mm</th>
<th>Mon, Tue, Wed, Sat</th>
<th>Thu</th>
<th>Fri</th>
<th>Thu (MFD), Fri (LN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>260 x 50</td>
<td>93 313</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>189 x 276</td>
<td>102 843</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>260 x 50</td>
<td>123 790</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>189 x 276</td>
<td>106 440</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>260 x 50</td>
<td>128 230</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>189 x 276</td>
<td>107 800</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>260 x 50</td>
<td>135 100</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>189 x 276</td>
<td>41 550</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>260 x 50</td>
<td>41 550</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>189 x 276</td>
<td>41 550</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

#### 1/4 Page

<table>
<thead>
<tr>
<th>W x H in mm</th>
<th>Mon, Tue, Wed, Sat</th>
<th>Thu</th>
<th>Fri</th>
<th>Thu (MFD), Fri (LN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>285 x 217</td>
<td>333 153</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>204 x 142</td>
<td>365 045</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>285 x 217</td>
<td>343 783</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>204 x 142</td>
<td>375 676</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

#### 1/4 Page Portrait (Middle Corner)

<table>
<thead>
<tr>
<th>W x H in mm</th>
<th>Mon, Tue, Wed, Sat</th>
<th>Thu</th>
<th>Fri</th>
<th>Thu (MFD), Fri (LN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>285 x 109</td>
<td>141 217</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>204 x 71</td>
<td>199 142</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>285 x 109</td>
<td>199 142</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>204 x 71</td>
<td>333 153</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

#### 1/4 Page Landscape Bottom

<table>
<thead>
<tr>
<th>W x H in mm</th>
<th>Mon, Tue, Wed, Sat</th>
<th>Thu</th>
<th>Fri</th>
<th>Thu (MFD), Fri (LN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>285 x 109</td>
<td>141 217</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>204 x 71</td>
<td>199 142</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>285 x 109</td>
<td>199 142</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>204 x 71</td>
<td>333 153</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

---

Non-standard formats are possible by agreement. Prices are specified exclusive of discounts and VAT.

* Advert on title may be placed on the title page of the region.

** An advertisement (45 x 25 to 80 mm or 93 x 15 to 60 mm) located in the editorial section and wrapped in editorial content from at least three sides.

### OUR TIP!

In addition to standard formats, there is a separate offer of special formats, such as panoramic spread (600 x 435 mm), super-panoramic spread (1202 x 435 mm), various panoramic advertisements, advertisements of special shapes and reaching into editorial text. We will provide you with samples of advertisements and pricing on request.
Valid from 1. 1. 2021

ADDITIONAL INFORMATION AND EXAMPLES OF ADVERTISEMENT FORMATS

Deadline for orders:
MF DNES, Lidové noviny and Top Kombi: 3 to 5 business days prior to publishing, depending on location.
Lidové noviny Relax: 5 business days prior to publishing (12 am)
Deadline for input materials: 3 business days prior to publishing.
Cancellation fees: From 3 business days prior to publishing: 100 %

Deadline for orders Ultra Kombi: 8 business days prior to publishing.
Deadline for input materials: 5 business days prior to publishing.
Cancellation fees: From 21-15 business days prior to publishing: 50 %; less than 14 days prior to publishing: 100 %
Discounts and surcharges: see page 17

For text advertisements that are 435 mm high and are graphically similar to editorial material, MAFRA reserves the right to designate such an advertisement in its upper area with the ADVERTISEMENT sign of the size of 10 points. The client is not entitled to a reduction of the advertisement price.

EXPLANATORY NOTES

ULTRA KOMBI = an advertising combination of MF DNES, Lidové noviny, Metro dailies and 5plus2 weekly.
The advertisements must have the same motif, size, colour, and be published in the same week.

TOP KOMBI = an advertising combination of the national editions of MF DNES and Lidové noviny dailies.
The advertisements must have the same motif, size, colour, and be published on the same day.
Advertisements in the Education supplement must be published in the same week.

ALL FORMATS WITHOUT CROP MARKS AND BLEEDS

ADDITIONALLY CHARGED POSITIONS

If a fixed position is demanded, an additional 15% surcharge is added to the price of the advertisement from 1/2 page size on the 1st position (A5 page) and an additional 10% surcharge is added to the price of the advertisement from 1/2 page size on the 2nd position (A7 page).
For smaller advertisements, this surcharge is replaced with an editorial surcharge.

If follow-up advertising is demanded, an additional 15 % surcharge is added to the prices of the 2nd advertisement and other follow-up advertisements.
If a fixed position is demanded, an additional 15 % surcharge is added to the price of the advertisement on the 1st position and an additional 10 % surcharge is added to the price of the advertisement on the 2nd position.
## FORMATS

<table>
<thead>
<tr>
<th>FORMATS</th>
<th>bleed W x H in mm</th>
<th>type area W x H in mm</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
<th>Fri</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 panoramic spread</td>
<td>210 x 285</td>
<td>181 x 261</td>
<td>583</td>
<td>467</td>
<td>778</td>
<td>-</td>
<td>495</td>
<td>330</td>
<td>000</td>
</tr>
<tr>
<td>1/1 Page</td>
<td>210 x 285</td>
<td>181 x 261</td>
<td>295</td>
<td>236</td>
<td>236</td>
<td>339</td>
<td>236</td>
<td>247</td>
<td>199</td>
</tr>
<tr>
<td>2nd cover page</td>
<td>210 x 285</td>
<td>181 x 261</td>
<td>339</td>
<td>271</td>
<td>271</td>
<td>415</td>
<td>271</td>
<td>273</td>
<td>230</td>
</tr>
<tr>
<td>3rd cover page</td>
<td>210 x 285</td>
<td>181 x 261</td>
<td>339</td>
<td>271</td>
<td>271</td>
<td>415</td>
<td>271</td>
<td>273</td>
<td>220</td>
</tr>
<tr>
<td>4th cover page</td>
<td>210 x 285</td>
<td>181 x 261</td>
<td>327</td>
<td>298</td>
<td>298</td>
<td>493</td>
<td>298</td>
<td>285</td>
<td>240</td>
</tr>
<tr>
<td>1/2 pg. landscape, portrait</td>
<td>210 x 140</td>
<td>181 x 128</td>
<td>147</td>
<td>118</td>
<td>118</td>
<td>198</td>
<td>118</td>
<td>128</td>
<td>120</td>
</tr>
<tr>
<td>1/3 pg. landscape (bottom) - portrait</td>
<td>210 x 114</td>
<td>181 x 95 x 261</td>
<td>98</td>
<td>78</td>
<td>78</td>
<td>130</td>
<td>78</td>
<td>86</td>
<td>90</td>
</tr>
<tr>
<td>1/4 page - corner - portrait - landscape (bottom)</td>
<td>60 x 285</td>
<td>42 x 261</td>
<td>73</td>
<td>59</td>
<td>59</td>
<td>100</td>
<td>59</td>
<td>65</td>
<td>70</td>
</tr>
</tbody>
</table>

## FORMATS IN THE EDITORIAL SECTION

<table>
<thead>
<tr>
<th></th>
<th>W x H in mm</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
<th>Fri</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior page A</td>
<td>135 x 215</td>
<td>279</td>
<td>223</td>
<td>223</td>
<td>375</td>
<td>-</td>
<td>235</td>
<td>170</td>
</tr>
<tr>
<td>Junior page B</td>
<td>106 x 202</td>
<td>132</td>
<td>106</td>
<td>106</td>
<td>176</td>
<td>-</td>
<td>111</td>
<td>89</td>
</tr>
<tr>
<td>2/3 page</td>
<td>132 x 285</td>
<td>206</td>
<td>165</td>
<td>165</td>
<td>314</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>1/2 pg. - portrait</td>
<td>102 x 285</td>
<td>162</td>
<td>129</td>
<td>129</td>
<td>294</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>1/3 pg. - portrait</td>
<td>72 x 285</td>
<td>127</td>
<td>102</td>
<td>102</td>
<td>209</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>1/4 page page corner, landscape (bottom)</td>
<td>210 x 84</td>
<td>110</td>
<td>88</td>
<td>88</td>
<td>196</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>1/4 - floating advert in text</td>
<td>- 88 x 128</td>
<td>221</td>
<td>177</td>
<td>177</td>
<td>301</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

Non-standard formats are possible by agreement. Prices are specified exclusive of discounts and VAT.
**ADDITIONAL INFORMATION**

For text advertisements that are graphically similar to editorial material, MAFRA reserves the right to designate such an advertisement in its upper area with the ADVERTISEMENT sign of the size of 10 points. The client is not entitled to a reduction of the advertisement price.

**Deadline for orders:** (all magazines, except Doma Dnes): 10 business days prior to publishing. **Deadline for input materials:** 5 business days prior to publishing.

**Deadline for orders:** magazine Doma Dnes: 11 business days prior to publishing. **Deadline for input materials:** 6 business days prior to publishing.

**Cancellation fees:** 21-15 business days prior to publishing – 50 %. From 14 business days prior to publishing – 100 %.

**Printing technology:** offset newspaper printing

Page size: 210x285mm

- Ona DNES magazine - Paper: 57 g/m²
- Magazines Auto DNES, Doma DNES, DNES+TV, Pátek LN, Speciál DNES, Vikend DNES - Cover paper: 90 g/m². Inner paper: 52g/m².

Processing of the inner ads are shown on page 23 - technical conditions for the delivery of input materials – DAILIES. Processing of the ads on covers (and in Ona DNES magazine) are shown on page 24 - technical conditions for the delivery of input materials – MAGAZINES. **Bleed: 5 mm - all sides. Crop marks must not exceed 5 mm bleed and must be in the distance min. 3 mm from the type area.**

**SURCHARGES AND DISCOUNTS**

**COMBINATION DISCOUNT:** Ona DNES, Auto DNES, Doma DNES, DNES+TV, Pátek LN, Speciál DNES, Vikend DNES magazines, weekly Téma

The advertisements must have the same size, colour, and be published in the same week.

<table>
<thead>
<tr>
<th>Titles</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 titles</td>
<td>10 %</td>
</tr>
<tr>
<td>3 titles</td>
<td>20 %</td>
</tr>
<tr>
<td>4-8 titles</td>
<td>30 %</td>
</tr>
</tbody>
</table>

All discounts are calculated for one advertiser and cannot be aggregated.

If follow-up advertising is demanded, an additional 15 % surcharge is added to the prices of the 2nd advertisement and other follow-up advertisements. If a fixed position is demanded, an additional 15 % surcharge is added to the price of the advertisement on the 1st position and an additional 10 % surcharge is added to the price of the advertisement on the 2nd position.
Non-standard formats are possible by agreement. Prices are specified exclusive of discounts and VAT. Esprit LN magazine is issued 14 times a year, each first Wednesday in a month.

### SUPPLEMENTARY INFORMATION >

Print technique: offset print, Colour: all pages are coloured
Page size: 236 x 297 mm
Paper cover – 170 g/m² LK + lac. Paper inside: 80 g/m²
Bleed: 5 mm - all sides
Input materials and print: see pages 22-24

**Deadline for orders:** 12 business days prior to publishing.
**Deadline for input materials:** 8 business days prior to publishing.
**Cancellation fees:** 15 business days prior to publishing – 100%.

### OUR TIP! >

In addition to standard formats, there is a separate offer of special formats: different flaps, adverts of special shapes and reaching the editorial text. The advert sampler and price calculation upon request.
### FORMATS

<table>
<thead>
<tr>
<th>bleed (W x H in mm) trimmed size</th>
<th>type area (W x H in mm)</th>
<th>price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 panoramic spread 434 x 297</td>
<td>-</td>
<td>399 000 Kč</td>
</tr>
<tr>
<td>1/1 Page 217 x 297</td>
<td>181 x 261</td>
<td>225 000 Kč</td>
</tr>
<tr>
<td>2nd or 3rd cover page 217 x 297</td>
<td>181 x 261</td>
<td>255 000 Kč</td>
</tr>
<tr>
<td>4th cover page 217 x 297</td>
<td>181 x 261</td>
<td>290 000 Kč</td>
</tr>
<tr>
<td>1st right advert page 217 x 297</td>
<td>181 x 261</td>
<td>255 000 Kč</td>
</tr>
<tr>
<td>1/2 page landscape 217 x 148</td>
<td>181 x 130</td>
<td>134 000 Kč</td>
</tr>
<tr>
<td>1/2 page portrait 108 x 297</td>
<td>90 x 261</td>
<td>134 000 Kč</td>
</tr>
<tr>
<td>1/3 page landscape (bottom) 217 x 99</td>
<td>181 x 81</td>
<td>100 000 Kč</td>
</tr>
<tr>
<td>1/3 page portrait 72 x 297</td>
<td>54 x 261</td>
<td>100 000 Kč</td>
</tr>
</tbody>
</table>

Non-standard formats are possible by agreement. Prices are specified exclusive of discounts and VAT.

The CityLife magazine is issued last Friday in a month, i.e. 11 times a year in the area of Prague-City (Prague + Prague-East + Prague-West).

### EDITION PLAN

<table>
<thead>
<tr>
<th>Date</th>
<th>Issue No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>29. 1</td>
<td>Issue No. 1</td>
</tr>
<tr>
<td>26. 2</td>
<td>Issue No. 2</td>
</tr>
<tr>
<td>26. 3</td>
<td>Issue No. 3 - Fashion</td>
</tr>
<tr>
<td>30. 4</td>
<td>Issue No. 4</td>
</tr>
<tr>
<td>28. 5</td>
<td>Issue No. 5</td>
</tr>
<tr>
<td>25. 6</td>
<td>Issue No. 6</td>
</tr>
<tr>
<td>27. 8</td>
<td>Issue No. 7</td>
</tr>
<tr>
<td>24. 9</td>
<td>Issue No. 8 - Fashion</td>
</tr>
<tr>
<td>29. 10</td>
<td>Issue No. 9</td>
</tr>
<tr>
<td>26. 11</td>
<td>Issue No. 10</td>
</tr>
<tr>
<td>10. 12</td>
<td>Issue No. 11 - Christmas</td>
</tr>
</tbody>
</table>

### SUPPLEMENTARY INFORMATION >

- **Print technique:** offset print, Colour: all pages are coloured
- **Page size:** 217 x 297 mm
- **Paper cover** – 170 g/m² MK + lac, Paper inside: 80 g/m²
- **Bleed:** 5 mm - all sides
- **Input materials and print:** see pages 22-24

**Deadline for orders:** 12 business days prior to publishing.
**Deadline for input materials:** 9 business days prior to publishing.
**Cancellation fees:** 15 business days prior to publishing – 100 %.

### OUR TIP! >

In addition to standard formats, there is a separate offer of special formats: different flaps, adverts of special shapes and reaching the editorial text. The advert sampler and price calculation upon request.

---

www.mafra.cz/sluzby
## STANDARD FORMATS (4C)

<table>
<thead>
<tr>
<th>Format</th>
<th>bleed (W x H in mm)</th>
<th>type area (W x H in mm)</th>
<th>price</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Big corner (Junior page)</td>
<td>135 x 215</td>
<td>122 x 200</td>
<td>190 000 Kč</td>
<td></td>
</tr>
<tr>
<td>1/2 page - landscape</td>
<td>210 x 140</td>
<td>181 x 128</td>
<td>150 000 Kč</td>
<td></td>
</tr>
<tr>
<td>- portrait</td>
<td>102 x 285</td>
<td>88 x 261</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 page - landscape (bottom)</td>
<td>210 x 114</td>
<td>181 x 95</td>
<td>100 000 Kč</td>
<td></td>
</tr>
<tr>
<td>- portrait</td>
<td>72 x 285</td>
<td>55 x 261</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page - corner</td>
<td>-</td>
<td>88 x 128</td>
<td>90 000 Kč</td>
<td></td>
</tr>
<tr>
<td>- landscape (bottom)</td>
<td>210 x 84</td>
<td>181 x 65</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- portrait</td>
<td>60 x 285</td>
<td>42 x 261</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Non-standard formats are allowed upon agreement. Prices are shown without discounts and VAT.

Inserted adverts are possible. For discounts and surcharges see page 17.

(issued every Friday except for holidays)

## SPECIAL THEMATIC ISSUES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>15. 1.</td>
<td>Mountain resorts</td>
</tr>
<tr>
<td>12. 2.</td>
<td>Modern technology</td>
</tr>
<tr>
<td>5. 3.</td>
<td>Joints</td>
</tr>
<tr>
<td>26. 3.</td>
<td>Outdoor</td>
</tr>
<tr>
<td>16. 4.</td>
<td>Czech breweries</td>
</tr>
<tr>
<td>14. 5.</td>
<td>Sustainability</td>
</tr>
<tr>
<td>4. 6.</td>
<td>Travel</td>
</tr>
<tr>
<td>16. 7.</td>
<td>Barbecue</td>
</tr>
<tr>
<td>20. 8.</td>
<td>Education / back to school</td>
</tr>
<tr>
<td>10. 9.</td>
<td>Healthy senior</td>
</tr>
<tr>
<td>24. 9.</td>
<td>Teeth</td>
</tr>
<tr>
<td>8. 10.</td>
<td>Immunity</td>
</tr>
<tr>
<td>12. 11.</td>
<td>Electric cars</td>
</tr>
<tr>
<td>3. 12.</td>
<td>Christmas – Gift tips</td>
</tr>
</tbody>
</table>

## SUPPLEMENTARY INFORMATION

**Deadline for orders:** 10 business days before the edition.
**Deadline for input materials:** 5 business days prior to publishing.
**Cancellation fees:**
- 21-15 business days prior to publishing – 50 %
- From 14 business days prior to publishing – 100 %

## TECHNICAL CONDITIONS

Page size: 210 x 285 mm (w x h)
Paper cover: 115 g/m² – LK. Paper inside: 57 g/m² LWC
Raster: 52 l/cm, (133 lpi)
Bleed: 5mm - all sides
**Input materials and print:** see pages 22-24
Non-standard formats are allowed upon agreement. Prices are shown without discounts and VAT.

Inserted adverts are possible. For discounts and surcharges see page 17.

Separately selling monthly Téma Testujeme is published 10 times a year on Monday.

<table>
<thead>
<tr>
<th>STANDARD FORMATS (4C)</th>
<th>bleed (W x H in mm)</th>
<th>type area (W x H in mm)</th>
<th>price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 panoramic spread</td>
<td>420 x 285</td>
<td>366 x 261</td>
<td>315 000 Kč</td>
</tr>
<tr>
<td>4th cover page</td>
<td>210 x 285</td>
<td>181 x 261</td>
<td>270 000 Kč</td>
</tr>
<tr>
<td>2nd cover page</td>
<td>210 x 285</td>
<td>181 x 261</td>
<td>235 000 Kč</td>
</tr>
<tr>
<td>3rd cover page</td>
<td>210 x 285</td>
<td>181 x 261</td>
<td>225 000 Kč</td>
</tr>
<tr>
<td>1/1 Page</td>
<td>210 x 285</td>
<td>181 x 261</td>
<td>225 000 Kč</td>
</tr>
<tr>
<td>Big corner (Junior page)</td>
<td>135 x 215</td>
<td>122 x 200</td>
<td>170 000 Kč</td>
</tr>
<tr>
<td>1/3 page - landscape (bottom) - portrait</td>
<td>210 x 140</td>
<td>88 x 261</td>
<td>135 000 Kč</td>
</tr>
<tr>
<td>1/3 page - landscape (bottom) - portrait</td>
<td>210 x 114</td>
<td>181 x 95</td>
<td>90 000 Kč</td>
</tr>
<tr>
<td>1/4 page - corner - landscape (bottom) - portrait</td>
<td>210 x 84</td>
<td>88 x 128</td>
<td>80 000 Kč</td>
</tr>
</tbody>
</table>

Deadline for orders: 10 business days before the edition.
Deadline for input materials: 5 business days prior to publishing.
Cancellation fees: 21-15 business days prior to publishing – 50 %.
From 14 business days prior to publishing – 100 %

Page size: 210 x 285 mm (w x h)
Paper cover: 115 g/m² – LK. Paper inside: 57 g/m² LWC
Raster: 52 l/cm, [333 lpi]
Bleed: 5 mm - all sides
Input materials and print: see pages 22-24
### DAILIES | Regional editions

#### DNES

**TOP KOMBI**

<table>
<thead>
<tr>
<th>Advert prices</th>
<th>Mon, Tue, Wed, Sat</th>
<th>Thu</th>
<th>Thu (MFD) Fri (LN)</th>
<th>Fri</th>
<th>Mon, Tue, Wed, Sat</th>
<th>Thu</th>
<th>Thu (MFD) Fri (LN)</th>
<th>Fri</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edition for the Prague area</td>
<td>127</td>
<td>148</td>
<td>157</td>
<td>134</td>
<td>508</td>
<td>592</td>
<td>628</td>
<td>536</td>
</tr>
<tr>
<td>Edition for the Bohemian area</td>
<td>169</td>
<td>192</td>
<td>206</td>
<td>181</td>
<td>676</td>
<td>768</td>
<td>824</td>
<td>724</td>
</tr>
<tr>
<td>Edition for Northern Moravia</td>
<td>78</td>
<td>88</td>
<td>106</td>
<td>83</td>
<td>312</td>
<td>352</td>
<td>424</td>
<td>332</td>
</tr>
<tr>
<td>Edition for Southern Moravia</td>
<td>63</td>
<td>73</td>
<td>91</td>
<td>67</td>
<td>252</td>
<td>292</td>
<td>364</td>
<td>268</td>
</tr>
</tbody>
</table>

#### MF DNES

<table>
<thead>
<tr>
<th>Advert prices</th>
<th>Mon, Tue, Wed, Fri, Sat</th>
<th>Thu</th>
<th>Mon, Tue, Wed, Fri, Sat</th>
<th>Thu</th>
<th>Mon, Tue, Wed, Fri, Sat</th>
<th>Thu</th>
<th>Mon, Tue, Wed, Fri, Sat</th>
<th>Thu</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edition for Prague area (Prague-City + Central Bohemian Region)</td>
<td>102</td>
<td>126</td>
<td>219</td>
<td>270</td>
<td>408</td>
<td>504</td>
<td>13 260</td>
<td>16 380</td>
</tr>
<tr>
<td>Edition for Prague-City</td>
<td>94</td>
<td>112</td>
<td>201</td>
<td>240</td>
<td>376</td>
<td>448</td>
<td>12 220</td>
<td>14 560</td>
</tr>
<tr>
<td>Edition for Central Bohemian Region</td>
<td>35</td>
<td>41</td>
<td>75</td>
<td>87</td>
<td>140</td>
<td>164</td>
<td>4 550</td>
<td>5 330</td>
</tr>
<tr>
<td>Edition for the Region of Ústí n. L. or South Bohemian or Písečný Region or Olomouc Region or Zlínský Region</td>
<td>31</td>
<td>36</td>
<td>66</td>
<td>78</td>
<td>124</td>
<td>144</td>
<td>4 030</td>
<td>4 680</td>
</tr>
<tr>
<td>Edition for the Liberec Region or the Region of Hradec Králové or Pardubice Region or Vysočina Region</td>
<td>28</td>
<td>32</td>
<td>60</td>
<td>69</td>
<td>112</td>
<td>128</td>
<td>3 640</td>
<td>4 160</td>
</tr>
<tr>
<td>Edition for the Region of Karlovy Vary</td>
<td>24</td>
<td>28</td>
<td>51</td>
<td>60</td>
<td>96</td>
<td>112</td>
<td>3 120</td>
<td>3 640</td>
</tr>
<tr>
<td>Edition for the Moravian and Silesian Region</td>
<td>42</td>
<td>49</td>
<td>90</td>
<td>105</td>
<td>168</td>
<td>196</td>
<td>5 460</td>
<td>6 370</td>
</tr>
<tr>
<td>Edition for the South Moravian Region</td>
<td>46</td>
<td>56</td>
<td>99</td>
<td>120</td>
<td>184</td>
<td>224</td>
<td>5 980</td>
<td>7 280</td>
</tr>
</tbody>
</table>

#### LIDOVÉ NOVINY

<table>
<thead>
<tr>
<th>Advert prices</th>
<th>Mon, Tue, Wed, Thu, Sat</th>
<th>Fri</th>
<th>Mon, Tue, Wed, Thu, Sat</th>
<th>Fri</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edition for the Prague area***</td>
<td>57</td>
<td>66</td>
<td>228</td>
<td>264</td>
</tr>
<tr>
<td>Edition for the Bohemian area***</td>
<td>57</td>
<td>66</td>
<td>228</td>
<td>264</td>
</tr>
<tr>
<td>Edition for Northern Moravia and Southern Moravia***</td>
<td>29</td>
<td>31</td>
<td>116</td>
<td>124</td>
</tr>
</tbody>
</table>

---

Non-standard formats are possible by agreement. Prices are specified exclusive of discounts and VAT. Calculation for regional and local editions of the advert combination Ultra Kombi is available upon request.

#### EXPLANATORY NOTES

* An advertisement (45 x 25 to 80 mm or 93 x 15 to 60 mm) located in the editorial section and wrapped in editorial content from at least three sides. On the title page of the MF DNES BOOK, it is even possible to place a double-size advertisement next to title – 92 x 38 mm.

The regional advert on the title page of the MF DNES daily may be placed in the individual cases on the title page of the MF DNES daily.

*** The special Tandem offer applies to HR advertising in LIDOVÉ NOVINY’s Manager Movements supplement (see Discounts and Surcharges - p. 17).

#### OUR TIP!

All individual regional editions can be combined with each other. 2 regional editions = 20 % discount, 3 and more regional editions = 30 % discount. Only the price for the Prague Area edition can be used for the separate combination of the editions of Prague-City and Central Bohemian Region. Not applicable to Tandem offer and to discounted rates: Prague Area and Bohemia, editions of North and South Moravia. The advertisements must have the same motif, size, colour, and be published on the same day.
**REGIONAL EDITION IN MF DNEŠ DAILY**

1 = Prague edition  
2 = Central Bohemian Region edition  
1 + 2 = Prague area edition  
3 = Region of Ústí n. L.  
4 = Liberec Region  
5 = Region of Hradec Králové  
6 = Pardubice Region  
7 = South Bohemian Region  
8 = Plzeň Region  
9 = Region of Karlovy Vary  
10 = Moravian and Silesian Region  
11 = Olomouc Region  
12 = Zlín Region  
13 = South Moravian Region  
14 = Vysočina Region

**Deadline for orders:** 3 business days prior to publishing.  
**Deadline for input materials:** 2 business days prior to publishing.  
**Cancellation fees:** from 2 business days prior to publishing – 100 %.  
Prices are shown excl. VAT. For discounts and surcharges see page 17.  
Advertisements may be placed in crossword puzzles of the regional editions for a 25% surcharge (advertisement size of 93 x 55 mm).

**REGIONAL EDITIONS IN LIDOVÉ NOVINY DAILY**

1 = Prague area edition  
2 = edition for the Bohemian area  
3 = edition for Northern Moravia  
4 = edition for Southern Moravia  

* Subscribers in Central Bohemian Region receive the edition for Prague Area.  
** The edition for Southern Moravia is distributed in the district of Uherské Hradiště.
### DISPLAY ADVERTISING

<table>
<thead>
<tr>
<th>Advert prices</th>
<th>W x H in mm</th>
<th>Total</th>
<th>Bohemia</th>
<th>Prague + Central Bohemia</th>
<th>Moravia</th>
<th>Brno</th>
<th>Přízna-KV or PC+HK or LC+UL or Ostrava or ZL+OL</th>
<th>Southern Bohemia</th>
<th>Vysočina</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 Page</td>
<td>204 x 286</td>
<td>385 961</td>
<td>326 007</td>
<td>254 628</td>
<td>137 266</td>
<td>85 792</td>
<td>70 229</td>
<td>45 649</td>
<td>45 649</td>
</tr>
<tr>
<td>1/2 page - portrait</td>
<td>99 x 286</td>
<td>194 911</td>
<td>164 633</td>
<td>128 587</td>
<td>69 319</td>
<td>43 324</td>
<td>35 466</td>
<td>23 052</td>
<td>23 052</td>
</tr>
<tr>
<td>1/3 page - landscape</td>
<td>204 x 95</td>
<td>130 455</td>
<td>110 190</td>
<td>86 064</td>
<td>46 396</td>
<td>28 997</td>
<td>23 738</td>
<td>15 429</td>
<td>15 429</td>
</tr>
<tr>
<td>1/4 page - portrait</td>
<td>99 x 142</td>
<td>98 421</td>
<td>83 131</td>
<td>64 929</td>
<td>35 003</td>
<td>21 877</td>
<td>17 908</td>
<td>11 640</td>
<td>11 640</td>
</tr>
<tr>
<td>Price per 1 mm/1cl.</td>
<td></td>
<td>279</td>
<td>235</td>
<td>184</td>
<td>99</td>
<td>64</td>
<td>51</td>
<td>33</td>
<td>33</td>
</tr>
</tbody>
</table>

### CLASSIFIED ADS*

<table>
<thead>
<tr>
<th>Advert prices</th>
<th>W x H in mm</th>
<th>Total</th>
<th>Bohemia</th>
<th>Prague + Central Bohemia</th>
<th>Moravia</th>
<th>Brno</th>
<th>Přízna-KV or PC+HK or LC+UL or Ostrava or ZL+OL</th>
<th>Southern Bohemia</th>
<th>Vysočina</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page 4C</td>
<td>204 x 270</td>
<td>199 017</td>
<td>132 678</td>
<td>169 533</td>
<td>73 710</td>
<td>51 597</td>
<td>**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/1 page BW</td>
<td>204 x 270</td>
<td>176 904</td>
<td>119 410</td>
<td>153 317</td>
<td>66 339</td>
<td>47 174</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 page 4C</td>
<td>204 x 134</td>
<td>102 028</td>
<td>68 018</td>
<td>86 912</td>
<td>37 788</td>
<td>26 452</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 page BW</td>
<td>204 x 134</td>
<td>90 691</td>
<td>61 217</td>
<td>78 599</td>
<td>34 009</td>
<td>24 184</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 page 4C</td>
<td>204 x 90</td>
<td>69 984</td>
<td>46 656</td>
<td>59 616</td>
<td>25 920</td>
<td>18 144</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 page BW</td>
<td>204 x 90</td>
<td>62 208</td>
<td>41 990</td>
<td>53 914</td>
<td>23 328</td>
<td>16 599</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page 4C</td>
<td>99 x 134</td>
<td>53 185</td>
<td>35 456</td>
<td>45 305</td>
<td>19 698</td>
<td>13 789</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page BW</td>
<td>99 x 134</td>
<td>47 275</td>
<td>31 911</td>
<td>40 972</td>
<td>17 728</td>
<td>12 607</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price per 1 mm/1cl. 4C</td>
<td></td>
<td>135</td>
<td>90</td>
<td>115</td>
<td>50</td>
<td>35</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price per 1 mm/1cl. BW</td>
<td></td>
<td>120</td>
<td>81</td>
<td>104</td>
<td>45</td>
<td>32</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Prices are shown excl. VAT. Other formats are possible.

* Display advertising on pages and in classified advertising sections.

(Width of columns in mm: 32 - 66 - 100 - 134 - 168 - 202)

### TECHNICAL CONDITIONS

**PAGE SIZE**

Type area size: 204 x 286 mm

Number of columns: 5

Number of columns / Width in mm: 1/38 2/80 3/121 4/204

Minimal height of display advertisements: 15 mm

**INPUT MATERIALS**

The technical conditions are identical with the technical conditions of the MF DNES daily, see page 22-24.

**ADDITIONAL INFORMATION**

Metro daily: published from Monday to Friday

For text advertisements that are graphically similar to editorial material, MAFRA reserves the right to designate such an advertisement in its upper area with the ADVERTISEMENT sign of the size of 10 points. The client is not entitled to a reduction of the advertisement price.

Discounts and surcharges: see page 17.

---

**OUR TIP!**

In addition to standard formats, there is a separate offer of special formats: various formats on title page, four-page advertisements, island advertisements, advertisements of special shapes, frames, junior pages, sleeves and pasted inserts. Samples of advertisements and pricing on request.

Discount on orders of Ultra Kombi advertising combination.
### ADDITIONAL INFORMATION

Prices are shown excl. VAT. Other formats are possible.

**Cancellation fees:** From 21-15 business days prior to publishing: 50 %; less than 14 days prior to publishing: 100 %

Discounts and surcharges: see page 17.

The prices in district editions are stated in a separate price list of the 5plus2 weekly.

### TECHNICAL CONDITIONS

**PAGE SIZE**
- Type area size: 204 x 286mm
- Number of columns: 4
- Width of the column: 47 mm

**INPUT MATERIALS**
- The technical conditions are identical with the technical conditions of the MF DNES daily, see page 22-24.

**OUR TIP!**
- In addition to standard formats, there is a separate offer of special formats: various formats on title page, four-page advertisements, island advertisements, advertisements of special shapes, frames, junior pages, sleeves and pasted inserts.

- Samples of advertisements and pricing on request.

- Discount on orders of Ultra Kombi advertising combination.

### ADDITIONAL INFORMATION

Prices are shown excl. VAT. Other formats are possible.

**Cancellation fees:** From 21-15 business days prior to publishing: 50 %; less than 14 days prior to publishing: 100 %

Discounts and surcharges: see page 17.

The prices in district editions are stated in a separate price list of the 5plus2 weekly.

### TECHNICAL CONDITIONS

**PAGE SIZE**
- Type area size: 204 x 286mm
- Number of columns: 4
- Width of the column: 47 mm

**INPUT MATERIALS**
- The technical conditions are identical with the technical conditions of the MF DNES daily, see page 22-24.

**OUR TIP!**
- In addition to standard formats, there is a separate offer of special formats: various formats on title page, four-page advertisements, island advertisements, advertisements of special shapes, frames, junior pages, sleeves and pasted inserts.

- Samples of advertisements and pricing on request.

- Discount on orders of Ultra Kombi advertising combination.

### ADDITIONAL INFORMATION

Prices are shown excl. VAT. Other formats are possible.

**Cancellation fees:** From 21-15 business days prior to publishing: 50 %; less than 14 days prior to publishing: 100 %

Discounts and surcharges: see page 17.

The prices in district editions are stated in a separate price list of the 5plus2 weekly.

### TECHNICAL CONDITIONS

**PAGE SIZE**
- Type area size: 204 x 286mm
- Number of columns: 4
- Width of the column: 47 mm

**INPUT MATERIALS**
- The technical conditions are identical with the technical conditions of the MF DNES daily, see page 22-24.

**OUR TIP!**
- In addition to standard formats, there is a separate offer of special formats: various formats on title page, four-page advertisements, island advertisements, advertisements of special shapes, frames, junior pages, sleeves and pasted inserts.

- Samples of advertisements and pricing on request.

- Discount on orders of Ultra Kombi advertising combination.

### ADDITIONAL INFORMATION

Prices are shown excl. VAT. Other formats are possible.

**Cancellation fees:** From 21-15 business days prior to publishing: 50 %; less than 14 days prior to publishing: 100 %

Discounts and surcharges: see page 17.

The prices in district editions are stated in a separate price list of the 5plus2 weekly.

### TECHNICAL CONDITIONS

**PAGE SIZE**
- Type area size: 204 x 286mm
- Number of columns: 4
- Width of the column: 47 mm

**INPUT MATERIALS**
- The technical conditions are identical with the technical conditions of the MF DNES daily, see page 22-24.

**OUR TIP!**
- In addition to standard formats, there is a separate offer of special formats: various formats on title page, four-page advertisements, island advertisements, advertisements of special shapes, frames, junior pages, sleeves and pasted inserts.

- Samples of advertisements and pricing on request.

- Discount on orders of Ultra Kombi advertising combination.
Conditions of provision: XXL includes the Metro and 5plus2 titles. May be applied for a single client also in the case of the advert of a different content (e.g. different products), as well as for the adverts on different days within one calendar week.

Inserted advertisements: For prices and technical conditions see page 19.

Confirmation of the order: The confirmation of the order within XXL will be carried out by the sales department of the Metro daily

Cancellation fees: From 21-15 business days prior to publishing: 50%; less than 14 days prior to publishing: 100%

Discounts: For the number of publications see page 17.
Discounts, Surcharges and Example of Advertising Price Calculation in Dailies

### Discounts

<table>
<thead>
<tr>
<th>MF DNES, LN for area – agreement per mm</th>
<th>MF DNES, LN, Metro, 5plus2 for quantity – repeated publication of the same size</th>
</tr>
</thead>
<tbody>
<tr>
<td>3%</td>
<td>3 and more</td>
</tr>
<tr>
<td>5%</td>
<td>from 5,000 mm to 6 and more</td>
</tr>
<tr>
<td>10%</td>
<td>from 10,000 mm to 12 and more</td>
</tr>
<tr>
<td>15%</td>
<td>from 20,000 mm to 24 and more</td>
</tr>
<tr>
<td>20%</td>
<td>from 40,000 mm to 48 and more</td>
</tr>
<tr>
<td>Special pricing possible</td>
<td>from 60,000 mm to 60 and more</td>
</tr>
</tbody>
</table>

All discounts are calculated for one advertiser and cannot be aggregated.

A separate one-year agreement for TOP KOMBI is not required; as the amount of discounts granted in TOP KOMBI is based on the number of mm and repetitions achieved in MF DNES.

The number of mm and the number of repetitions in MF DNES and LN cannot be aggregated.

---

### Surcharges for Fixed Position

- **Display advertisement on the cover page (MF DNES, LN), apart from predefined formats specified on page 4 of this price-list**
  - Surcharge: 350% of the editorial price of the advert

- **Display advertisement on the last page (MF DNES, LN)**
  - Surcharge: 350%

- **Display advertisement on page A3 (MF DNES, LN)**
  - Surcharge: 100%

---

### Surcharges for Placement in Editorial Section

- Advertisement placed on one page in the size:
  - **within 1/3 page**
    - Surcharge: 100%
  - **within 1/2 page**
    - Surcharge: 50%
  - **from 1/2 page**
    - Surcharge: no surcharge

---

### Surcharges for Fixed Position

- **1st position of the advertisement (A5) of the size of 1/2 page and greater**
  - Surcharge: 15%

- **2nd position of the advertisement (A7) of the size of 1/2 page and greater**
  - Surcharge: 10%

---

### Surcharges for Grafic Processing of Document

- **Surcharge:** 10%

### Combined Advertising

<table>
<thead>
<tr>
<th>Surcharge</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>collecting in person</td>
<td>50 Kč</td>
</tr>
<tr>
<td>delivery by post, email</td>
<td>100 Kč</td>
</tr>
<tr>
<td>delivery by post abroad</td>
<td>300 Kč</td>
</tr>
</tbody>
</table>

### TANDEM OFFER – PROMOTION OF REPEATED HR ADVERTISING

- **Tandem “2 for 1.5”**
  - 2 adverts in 8 days
  - 25% discount

- **Tandem “3 for 2”**
  - 3 adverts in 15 days
  - 30% discount

Applicable to MF DNES, LN, TOP KOMBI and ULTRA KOMBI

The offer Tandem is intended only for HR adverts published on Tue, Thu, Sat (MFD), Thu (LN), Fri (5plus2), Wed (Metro).

**Exceptions:** in MF DNES not applicable to classified HR advertising in the editions of Prague-City and Prague Area; in LN applicable to advertising for area sizes starting from 200 mm.

**Rules:** Tandem is placed as a single order but each advertisement is invoiced separately, always with a 25% discount (a combination of two advertisements) or a 30% discount (a combination of three advertisements). Combination discounts across regional editions do not apply to this offer.
EXAMPLE OF ADVERTISING PRICE CALCULATION

(Basic price = number of columns x advertisement height in mm x rate per 1 mm of column)

National edition of MF DNES, business day, height of 139 mm, 2 columns, full-colour advert 4C, placement in the editorial section

<table>
<thead>
<tr>
<th>Size of the advert (2 columns x 139 mm)</th>
<th>278 mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic price (278 mm x 277 Kč)</td>
<td>77 006 Kč</td>
</tr>
<tr>
<td>Surcharge for placement in the editorial section (100% of 77 006 Kč)</td>
<td>77 006 Kč</td>
</tr>
<tr>
<td>Final price (excl. VAT)</td>
<td>154 012 Kč</td>
</tr>
</tbody>
</table>

National edition of MF DNES, business day, height of 80 mm, 1 column, discount for the number of repetitions, editorial placement not required

<table>
<thead>
<tr>
<th>Size of the advert (1 columns x 80 mm)</th>
<th>80 mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic price (80 mm x 277 Kč)</td>
<td>22 160 Kč</td>
</tr>
<tr>
<td>Discount for the number of repetitions (15% of 22 160 Kč)</td>
<td>- 3 324 Kč</td>
</tr>
<tr>
<td>Final price (VAT excl.)</td>
<td>18 836 Kč</td>
</tr>
</tbody>
</table>

ADDITIONAL INFORMATION

Fee for the placement in a crossword:
A 25% surcharge is added to the price of an advertisement in a crossword (2 columns x 55 mm).

Surcharge for follow-up advertising:
An additional 15% surcharge is added to the price of the second advertisement and other follow-up advertisements.
**Inserted Advertisements**

**DNES**  
**LIDOVÉ NOVINY**  
**metro**  
**5+2**

Prices in CZK (applicable for inserting and sewing in)

<table>
<thead>
<tr>
<th>Discounts</th>
<th>Repetitions</th>
<th>Number of items ULTRA KOMBI</th>
<th>Number of items TOP KOMBI</th>
<th>Number of pieces Metro or 5plus2</th>
</tr>
</thead>
<tbody>
<tr>
<td>3%</td>
<td>3x</td>
<td>500 000</td>
<td>200 000</td>
<td>500 000</td>
</tr>
<tr>
<td>5%</td>
<td>6x</td>
<td>1 000 000</td>
<td>350 000</td>
<td>1 000 000</td>
</tr>
<tr>
<td>10%</td>
<td>8x</td>
<td>1 500 000</td>
<td>500 000</td>
<td>1 500 000</td>
</tr>
<tr>
<td>15%</td>
<td>10x</td>
<td>2 000 000</td>
<td>650 000</td>
<td>2 000 000</td>
</tr>
<tr>
<td>20%</td>
<td>12x</td>
<td>2 500 000</td>
<td>800 000</td>
<td>2 500 000</td>
</tr>
</tbody>
</table>

Inserts made by one client in several regional editions on one day are considered to be one insert. Inserted pieces are added up.

Framework contract discounts do not apply to inserted advertisements, unless the contract expressly states otherwise.

**TECHNICAL CONDITIONS FOR INSERTS**

1. Characteristics and specifications of supplements
   - Format and paper density of individual sheets
     - The smallest possible format is 105 x 148 mm into a magazine and 105 x 210 mm into a daily; the paper density must not be lower than 170 g/m² or greater than 200 g/m².
     - For A4 and A5 – the density must not be lower than 120 g/m².
     - The largest possible format is 230 x 310 mm for a daily and 200 x 270 mm for a magazine; paper density of 120 g/m².
     - Larger A2 and A3 formats must be folded down to A4 size; the paper density must not be lower than 60 g/m² (A2) or 80 g/m² (A3).

2. Quality of supplied supplements
   - The supplements must allow flawless processing without any further manual adjustment. Supplements that are glued, electrostatically charged or moist, with bent corners or otherwise damaged, as well as supplements with C-folds or Z-folds cannot be processed.
   - For multi-page A4 supplements, the fold must be on the longer side. The cut must be rectangular, straight and smooth, and of the respective format size. It is impossible to process supplements containing samples of goods; special formats may only be processed after being tested.

3. Transport and packaging of supplements
   - The transport of brochure supplements requires the use of stable pallets. The pallets need to be stacked precisely, cardboard needs to be put in between the layers, and the top layer needs to be provided with a wooden cover. Stacks in a single non-crossed layer (spines turned to one side!) must have the same height (8 to 10 cm), and must not be bound, taped or wrapped.
   - The supplements must be protected against damage during transport and against moisture.
   - Each pallet must be labelled in accordance with the delivery note, a dispatch note must be placed at the bottom of the stack side, the stack must be wrapped in a foil and taped over the wooden cover – please take care to avoid damaging the supplements.
   - Pallet dispatch notes are to be placed on two sides of the stack on the pallet and must include the following data: Sender and recipient, party ordering the insertion, designation (name) of the supplement, insertion date, title and coverage unit (edition), number of supplements in the stack, on the pallet and in total, total number of pallets and the individual pallet number.

4. Miscellaneous
   - In the case of a distinct presentation of a name, product or service of another client in the inserted advertisement, the price must be agreed individually in advance. A non-dominant publication is subject to a surcharge of 15 % of the order price per each client.
   - If the technical conditions are met, the insertion success is approximately 98 %. If the instructions are not followed, the insertion success decreases proportionally, and MAFRA, a.s. reserves the right not to accept and not to insert the brochure supplements (or to change the date of insertion).
**Pasting onto Title Page**

**Valid from 1. 1. 2021**

<table>
<thead>
<tr>
<th>PASTING ON TITLE PAGE</th>
<th>Format (W x H in mm)</th>
<th>Price ULTRA KOMBI (MFD + LN + METRO + 5plus2)</th>
<th>Price TOP KOMBI (MFD + LN)</th>
<th>Price per 1 title MF DNES or Lidové noviny</th>
<th>Price per title Metro or 5plus2</th>
</tr>
</thead>
<tbody>
<tr>
<td>A6 tag (printed on one or two sides)</td>
<td>105 x 148</td>
<td>2,30</td>
<td>2,50</td>
<td>2,80</td>
<td>2,30</td>
</tr>
<tr>
<td>A7 tag (printed on one or two sides)</td>
<td>74 x 105</td>
<td>1,80</td>
<td>2,00</td>
<td>2,30</td>
<td>1,80</td>
</tr>
</tbody>
</table>

Prices are specified exclusive of discounts and VAT. Framework contract discounts do not apply to pasted advertisements, unless the contract expressly states otherwise.

**ADDITIONAL INFORMATION >**

**Deadline for orders:** 14 business days prior to publishing.

When delivering the order, the client shall also supply a sample to the Sales Dept. of MAFRA, a. s.

**Printing delivery deadlines:** 2 business days prior to publishing.

Due to the limited space capacity of the stock, it is necessary to deliver the material for pasting to the printing house on the date specified on the order confirmation, not before. Otherwise we will charge a 100 CZK fee per pallet and day.

If the client does not deliver leaflets stacked according to our technical terms, we will charge him a charge for their rearrangement.

**TECHNICAL CONDITIONS for pasting onto newspaper title page >**

1. **Specifications of advertisement tags**
   - Paper format, type and density: A6 (105 x 148mm) or A7 (74 x 105mm)
     - glossy chalk uncoated or matte chalk uncoated paper: min. paper density is 170 g/m² for A6 and 130 g/m² for A7
   - Supply quality of advertisement tags
     - The supplied advertisement tags must allow immediate flawless processing without requiring any further manual adjustment or handling.
     - Advertisement tags that are glued with too fresh paint, electrostatically charged or moist cannot be processed any more.
     - Advertisement tags with bent corners (or edges) or creased folds cannot be processed either.
     - The cut must be rectangular, of the respective format size, without disparities, and must not show disruptive cuts by a dull knife on the cut line.
     - It is impossible to process advertisement tags of special formats.
   - Transport and packaging of advertisement tags
     - Box packing
       - We require the use of boxes to transport advertisement tags.
       - Advertisement tags can be packed vertically, their reverse and front sides must not be swapped, and the foot of the advertisement tags must be unified throughout the box.
       - The front side is the side that will not be pasted. Advertisement tags can also be packed in boxes horizontally, and their reverse and front sides must not be swapped either. The foot of the advertisement tags must be unified throughout the box. Advertisement tags must be protected against damage during transport (mechanical stress) and against moisture.
       - Box labelling
         - Each box must be labelled as follows: name of the newspaper (into which the tags are to be pasted), edition, issue (into which the tags are to be pasted), number of advertisement tags in the box, serial number of the box.
       - Packing the boxes on pallets
         - To transport the advertisement tag boxes, it is possible to use plastic (wooden) stable multi-use EUR-pallets sized 80 x 120 cm. The boxes need to be precisely stacked on the pallets to ensure that the outside edges are smooth and do not outreach the pallet size.
         - Maximum stack size, including the pallet = 110 cm.
         - Maximum stack weight, including the pallet = 700 kg. It must be possible to load the pallets by a forklift truck or pallet truck from all sides. Each pallet must be clearly labelled in accordance with the delivery note (see the pallet dispatch note).
       - Packing the pallets
         - A pallet dispatch note is to be placed on two sides of the stack (see below).
         - The stack is to be wrapped in a foil.
         - Accompanying documents for advertisement tags
           - The data included in the pallet dispatch notes must be consistent with the data included in the delivery notes. Pallet dispatch notes are to be placed on two sides of the stack on the pallet and must include the following data: name of the newspaper, edition (into which the tags are to be pasted), name of the advertisement tags (that are to be pasted), date of issue, number of boxes on a pallet, total number of advertisement tags in the delivery, total number of pallets in the delivery, serial number of the pallet, pallet weight, supplier’s address, name and telephone number. Delivery notes must include the following data: name of the newspaper (into which the tags are to be pasted), name of the advertisement tags (that are to be pasted), date of issue, party who has ordered the advertisement tags, total number of pallets in the delivery, total number of printed advertisement tags in the delivery, date of delivery of the advertisement tags from the producer, sender, recipient.

2. **Mafra print printing houses – contacts**
   - Prague printing house: Tiskářská 2, 108 00 Praha 10, Head of Production Management Department, phone: 225 068 403
   - Olomouc printing house: Pavelkova 7, 772 00 Olomouc, Head of Production Management Department, phone: 583 803 127

3. **Graphic preparation of input materials to be printed at MAFRA, a. s.**
   - Input materials in electronic format as PDF + proof copy. Minimum resolution of 300 dpi. Recommended ICC profile for separation into CMYK – Fogra 39L. CMYK colours only.
   - Input materials for bleed: 5 mm over the edge, crop marks: 4 mm from trimmed size, safe distance of text from tag edge: 4 mm.
## Places of Delivering Flyers

PLACES OF DELIVERING FLYERS FOR INSERTED ADVERTISEMENTS AND TAGS TO BE PASTED ONTO NEWSPAPER’S TITLE PAGE

<table>
<thead>
<tr>
<th>Places of deliveries:</th>
<th>MAFRA, a. s. Printing Company Prague Tiskařská 21029 Prague 10, Malešice Tel.: 225 068 403</th>
<th>MAFRA, a. s. Printing Company Olomouc Pavelkova 7 Olomouc Tel.: 583 803 127</th>
<th>Severotisk, spol. s r. o. Mezní 7 Ústí nad Labem Tel.: 472 770 180</th>
<th>Svoboda Press, s. r. o. Sazečská 5608 Praha 10 Tel.: 266 021 101</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dailies MF DNES, Lidové noviny, Metro, Weekly 5plus2</td>
<td>![Image]</td>
<td>![Image]</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td>Magazines Ona DNES, City life, Terra, Téma Testujeme</td>
<td>![Image]</td>
<td>![Image]</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
<tr>
<td>Magazine Esprit</td>
<td>![Image]</td>
<td>![Image]</td>
<td>![Image]</td>
<td>![Image]</td>
</tr>
</tbody>
</table>
Technical details and conditions
Valid from 1. 1. 2021

<table>
<thead>
<tr>
<th>Magazines</th>
<th>Printing technology: offset newspaper printing</th>
<th>Colour: all pages in colour</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dailies MF DNES, Lidové noviny, Metro, weekly Splus2</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Dailies MF DNES and LN 285 x 435 mm (w x h)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper: UPM News 45 g/m²</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raster: 40 lines/cm (100 lpi)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(published daily, apart from Sundays and holidays)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Daily METRO 204 x 286 mm (w x h)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper: UPM News 45 g/m²</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raster: 40 lines/cm (100 lpi)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(published from Monday to Friday, apart from holidays)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Weekly Splus2 204 x 286 mm (w x h)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper: UPM News 45 g/m²</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raster: 40 lines/cm (100 lpi)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(published every Friday, apart from holidays)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>MAGAZINES</strong> (GP = glossy paper, MP = matte paper)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ONA DNES 210 x 285 mm (w x h)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper: 57 g/m² LWU Smart</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raster: 52 lines/cm (133 lpi)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(published every Monday, apart from holidays)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>AUTO DNES 210 x 285 mm (w x h)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper inside: 52 g/m² UPM Brite</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raster: 40 lines/cm (100 lpi)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper cover: 90 g/m² – GP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raster: 52 l/cm, (133 lpi)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(published every Tuesday, apart from holidays)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DOMA DNES 210 x 285 mm (w x h)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper inside: 52 g/m² UPM Brite</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raster: 40 lines/cm (100 lpi)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper cover: 90 g/m² – GP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raster: 52 l/cm, (133 lpi)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(published every Wednesday, apart from holidays)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>DNES+TV 210 x 285 mm (w x h)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper inside: 52 g/m² UPM Brite</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raster: 40 lines/cm (100 lpi)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper cover: 90 g/m² – GP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raster: 52 l/cm, (133 lpi)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(published every Thursday, apart from holidays)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SPECÍAL DNES 210 x 285 mm (w x h)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper inside: 52 g/m² UPM Brite</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raster: 40 lines/cm (100 lpi)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paper cover: 90 g/m² – GP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raster: 52 l/cm, (133 lpi)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(published every Friday, apart from holidays)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Shade value increase in mean values:**
black, cyan, magenta, yellow: 25% ± 2%

**Printing technology:** offset newspaper printing

**Colour:** all pages in colour

**Shade value increase in mean values:**
black, cyan, magenta, yellow: 25% ± 2%
Technical details and conditions

Valid from 1. 1. 2021

FORMATS, TYPE AREA, WIDTH OF COLUMNS

**MF DNES, LIDOVÉ NOVINY**
(Berlin format)

- **Size of type area**: 285 mm width x 435 mm height
- **Column No.**: 6 / **Column width**: 45 mm
- **Gap between columns**: 3 mm
- **Width at column No.**:
  - 1 col.: 45 mm
  - 2 col.: 93 mm
  - 3 col.: 141 mm
  - 4 col.: 189 mm
  - 5 col.: 237 mm
  - 6 col.: 285 mm
- **Minimum height of display advertisements**: 15 mm

**METRO** (tabloid format)

- **Size of type area**: 204 x 286 mm
- **Column No.**: 5 / **Column width**: 38 mm
- **Gap between columns**: 3 mm
- **Width and column No.**:
  - 1 col.: 38 mm
  - 2 col.: 80 mm
  - 3 col.: 121 mm
  - 4 col.: 163 mm
  - 5 col.: 204 mm
- **Minimum height of display advertisements**: 15 mm

**Weekly 5plus2** (tabloid format)

- **Size of type area**: 204 x 286 mm
- **Column No.**: 4 / **Column width**: 47 mm
- **Gap between columns**: 3 mm
- **Width and column No.**:
  - 1 col.: 47 mm
  - 2 col.: 99 mm
  - 3 col.: 152 mm
  - 4 col.: 204 mm
- **Minimum height of display advertisements**: 15 mm

Basic advertising tabloid formats = 204 x 286
MY RN 5plus2 weekly
extraordinary supplements of MF DNES and LN

1/1 width 204 x 286 mm
1/4 page – company profile 204 x 279 mm
(only MF DNES)
1/2 page – landscape 204 x 142 mm
1/2 page – portrait 99 x 286 mm
1/3 page – landscape 204 x 95 mm
1/4 page – landscape (bottom) 204 x 71 mm
1/4 page – portrait (corner) 99 x 142 mm
2/1 panoramic spread 428 x 286 mm

Small formats – modules:
- 1/5 99 x 114 mm
- 1/6 width 204 x 47 mm
- 1/6 height 99 x 94 mm
- 1/8 width 204 x 35 mm
- 1/8 height 99 x 71 mm

Arbitrary formats

TECHNICAL CONDITIONS FOR THE DELIVERY OF INPUT MATERIALS – DAILIES

**MF DNES, Lidové noviny, Metro dailies, 5plus2 weekly, extraordinary supplements of MF DNES**

1. **INPUT MATERIALS FOR PRODUCTION AT MAFRA, a. s.**

   Halftone, high-quality B&W or colour photographs, logos as curves.

2. **INPUT MATERIALS IN ELECTRONIC FORMAT:**

   PDF or, where appropriate, EPS or PostScript files, composite, with images and fonts included.

   Halftone image inputs with minimum resolution of 250 dpi. On request, the publishing house may present the customer with its own simulated printout on newsprint for colour proofs.

   **Full colour advertisements (4C)**

   If RGB is converted into CMYK, the conversion parameters defined by the publishing house or, where applicable, an ICC profile defined and supplied by the publishing house must be used.

   **RGB to CMYK conversion file** – the printing machine’s ICC profile is available at [http://www.mafra.cz/priloha-icc-profil](http://www.mafra.cz/priloha-icc-profil)

   **Total Area Coverage of no more than 240%** (in neutral grey), i.e.:
   the maximum sheet coverage by colour at any place must not exceed 240%!

   The colour scale sampler of MAFRA, a. s. newspaper printing, which we will provided on request, can be used for the processing.

   The detailed technical conditions are available in the Technical Conditions online at: [http://www.mafra.cz/sluzby](http://www.mafra.cz/sluzby)

   There is also detailed information on the recommended ICC profile to convert bitmap images from RGB to CMYK.

   **Data transfer:** e-mail, FTP, file hosting services

   **Do not enter crop marks and bleed into your document.**

   Do not use a colour composed of all CMYK colours for black font.
TECHNICAL CONDITION FOR SUPPLY OF INPUT MATERIALS – MAGAZINES

1. INPUT MATERIALS FOR PRODUCTION AT MAFRA, a. s.: Halftone, high-quality photographs, logos as curves.

2. INPUT MATERIALS IN ELECTRONIC FORMAT: PDF or, where appropriate, EPS or PostScript files, composite, with images and fonts included. Halftone image inputs with minimum resolution of 300 dpi. Proof as preview. Total Area Coverage (TAC) of no more than 300 %. Input materials for bleed: 5 mm over the edge, crop marks: 4 mm from trimmed size, safe distance of text from page edge: 5 mm. For V2 binding, the safe distance of text from page edge is 10 mm. Colours only in CMYK, other direct colours are not possible. Detailed technical conditions available at http://www.mafra.cz/sluzby.

Data transfer: e-mail, FTP, file hosting services

THE PAPER OF ONA DNES, AUTO DNES, DOMA DNES, DNES+TV, SPECIÁLNÍ DNES, CITY DNES, PÁTEK LN, VÍKEND DNES MAGAZINES IS DIFFERENT INSIDE AND DIFFERENT ON COVER

1. INPUT MATERIALS FOR PRODUCTION AT MAFRA, a. s.: Halftone, high-quality photographs, logos as curves.

2. INPUT MATERIALS IN ELECTRONIC FORMAT: PDF or, where appropriate, EPS or PostScript files, composite, with images and fonts included. Halftone image inputs with minimum resolution of 300 dpi. Proof as preview. Total Area Coverage (TAC): inner paper: no more than 240 %, cover: no more than 240 %.

Input materials for bleed: 5 mm over the edge, crop marks: 3 mm from trimmed size, safe distance of text from page edge: 8 mm. For V2 binding, the safe distance of text from page edge is 10 mm. Colours only in CMYK, other direct colours are not possible. Detailed technical conditions available at http://www.mafra.cz/tp.

Data transfer: e-mail, FTP, file hosting services

COVER ADVERTISEMENTS AND FULL-PAGE ADVERTISEMENTS:
The recommended ICC profile for images in advertisements is PSO_LWC_Standard_baseCC, which can be downloaded from our websites: http://www.mafra.cz/priloha-icc-profil-magaziny

Here you can find the profiles to re-save images in other formats, as well as to properly save a print-ready PDF file.

ADVERTISEMENTS INSIDE MAGAZINE:
see. TECHNICAL CONDITIONS FOR THE DELIVERY OF INPUT MATERIALS – DAILIES

The recommended ICC profile for images in advertisements is ISOnewspaper26v4, which can be downloaded from our websites: http://www.mafra.cz/priloha-icc-profil

Here you can find the profiles to re-save images in other formats, as well as to properly save a print-ready PDF file.

For magazines, unlike dailies, please insert crop marks as well as bleed into your print-ready PDF file.
I. BASIC PROVISIONS

1. These General Business Terms (“GBTs”) govern the contractual relationships between business company MAFRA, a. s., with its registered office in Praha 5, Karla Engliše 519/11, Post Code 150 00, ID No.: 45313351, Taxpayer ID No.: CZ45313351, registered in the Commercial Register maintained by the Municipal Court in Prague, Section B, Insert No. 1328 (the “Publishing House”) and advertisers when disseminating commercial and other advertisements (collectively the “Advertisement”):


   c) in combined offers such as TOP KOMBI and ULTRA KOMBI

   d) in the television broadcasting of the ŐČKO, ŐČKO Star, ŐČKO Black and ŐČKO Express music channels; and

   e) in the other printed materials and other Media published, operated or represented by the Publishing House or by parties that constitute a holding with the Publishing House.

The communication media listed above and/or other items also will hereinafter also be collectively referred to as “Media”. If special business terms exist for individual services of the Publishing House, these GBTs shall apply alternatively in addition to those special business terms.

2. For printed Media listed under items a) and e), the Advertisement shall mean, for the purposes hereof, a portion of a printed page of some of the Media containing a communication of a party other than the publisher of the respective Media where such communication does not constitute the editorial text, a brochure supplement, i.e. an external supplement of some of those Media and does not add to the title if such communication is disseminated for remuneration or other consideration. For electronic Media listed under items b), d), e), the Advertisement shall mean, for the purposes hereof, any communication of a party other than the operator of the respective Media where such communication does not constitute the editorial content of the respective Media and is disseminated for remuneration or other consideration, including sponsoring, teleshopping and product placement. Any and all communications of third parties stated in this paragraph shall be deemed to be the Advertisement even if they are not intended to promote the sales of products or services of the advertiser (or another party) or are not made in connection with the business activity of the advertiser or another party.

3. The advertiser shall mean the client who orders the dissemination of the Advertisement.

4. The Advertisement is disseminated under individual contracts for work or a similar contract (collectively the “contract for work”) or under a framework contract and individual orders. These contractual relationships are also governed by the Technical Conditions for the individual Media published at www.mafra.cz, in addition to these General Business Terms and the currently valid price list.

Different arrangements in the contract shall prevail over provisions of these GBTs.

5. The currently valid price list constitutes an integral part of these General Business Terms. The procedure of making changes to the price list is governed by Article X.

II. CONTRACT CONCLUSION

1. The advertiser usually orders the dissemination of the Advertisement by a written order (letter, fax, e-mail). However, the order can also be placed orally.

2. The order must contain all the required particulars necessary for the due dissemination of the Advertisement, such as in particular: the advertiser’s business name or first name and surname, or name, registered office, identification number, taxpayer ID No., and usually also the name of the person responsible for the order. Furthermore, the order must specify the Media by which the Advertisement is to be disseminated, the dissemination date, the type (e.g. display Advertisement, classified Advertisement, external supplement, banner, spot, sponsoring) and, where applicable, other data concerning the design and specification of the order (e.g. coverage unit, location, section, key, colour). The Publishing House reserves the right to reject orders that fail to comply with this paragraph.

3. The contract is concluded by the Publishing House’s confirming the order placed by the advertiser. The Publishing House confirms the order orally or in writing (by letter, fax, e-mail, etc.). If the order is not confirmed by the Publishing House orally or in writing, the contract is deemed to be concluded by disseminating the Advertisement.

4. Orders for external supplements shall only be binding on the Publishing House after a supplement sample has been presented and approved.

5. If the publishing house is the processor of the client’s advertisement in the sense of the provisions of § 1 paragraph 6 of Act No. 40/1995 Coll. the client is entitled to use this advertisement in other media only on the basis of concluding a license agreement with the publisher.

6. The Publishing House reserves the right to agree individual business terms with the client or advertiser through a contract. The client (and the advertiser) are obliged not to disclose such individual terms.

III. ADVERTISING

1. The client is responsible for the timely delivery of advertising materials. In the event that the Publishing House finds that the documents supplied pursuant to the first sentence hereof do not meet the requirements stipulated or usually required by the Publishing House or they are otherwise unsuitable for dissemination, it shall inform the client of this fact without undue delay. In such a case, the client is obliged to immediately deliver to the Publishing House appropriate replacement documents in the required condition.

2. In the event that the advertisement uses elements enabling tracking the user’s behaviour (cookies, etc.) or processing personal data, the client is fully responsible for the compliance with the legislation of such advertising and the processing of the data obtained, in particular for compliance with Regulation (EU) 2016/679, Directive (EU)2002/58 and Act No. 127/2005 Coll.; the client is the controller of such data. The Publishing House shall not obtain any consent from the client to the processing of personal data or the use of the above-mentioned elements, unless specifically agreed; if the Publishing House is to obtain such consents for the client, the client undertakes to use such data only for the purposes for which such consent is obtained or for which it will be authorized under the relevant legal regulations (the provision of the previous sentence is not affected hereby). The client undertakes to provide the Publishing House, at its request, a link to a website containing, to the extent stipulated by law, information on the processing of such data by the client in the Czech language and to maintain such a website up to date and without any access restrictions. If the Publishing House implements a commonly used consent-gathering algorithm operated by a third party (in particular the IAB Europe Transparency and Consent Framework 2.0), the client undertakes to comply with the conditions laid down for participation in such a system and for the handling of the data concerned. At its own expense and responsibility, the client undertakes to duly accept any change and withdrawal of consent or statement of objections sent to it by (i) the Publishing House, (ii) under such a system or (iii) otherwise by a user and to duly and timely handle requests of users exercising their rights under Regulation (EU) 2016/679 or other relevant legal regulations, even if these requests are transmitted to it directly by the Publishing House. The above does not affect the right of the Publishing House to use the data collected by the Publishing House independently. Advertiser is fully responsible for compliance with the rules for the transfer of data outside the European Union.

3. The publishing house guarantees the print quality common to the required print media, the quality of broadcasting or display common to the required electronic media, within the possibilities given by the supplied documents. In the event of a discrepancy in online advertising statistics based on trusted third-party
4. The advertiser is fully responsible for the Advertisement content. The advertiser undertakes that the Advertisement transmitted to the Publishing House for dissemination will not contravene legislation, principles of morality, principles of fair conduct and fair trade practices, and that the dissemination of the Advertisement will not infringe third-party rights and legitimate interests (including but not limited to natural persons’ right to the protection of personality, legal persons’ right to the protection of reputation, copyrights and rights related thereto, and trademark rights) and will not even contravene the universally binding legislation, particularly Act No. 132/2001 Coll., on Copyright; Act No. 186/2016 Coll., on Music Rights and INTERGRAM - Independent Society of Performers and Music Rights; Act No. 123/2001 Coll. on Audiovisual Media Services; Act No. 132/2010 Coll. on Broadcasting; Act No. 40/1995 Coll., on Personal Data Protection; Act No. 105/2011 Coll., on Radio and Television Broadcasting, as amended, and that all financial claims arising from the use of copyrighted works or, where applicable, portraits or other protected works will be completely settled. The names and other features of the Advertisements will be itemised proportionally to all invoices concerned.

5. The Publishing House shall be given all necessary input materials for the Advertisement dissemination until its free disposal and is not obliged to keep such materials or return them to the advertiser. The Publishing House is not obliged to archive the Advertisement executed.

IV. FRAMEWORK CONTRACT

1. The advertiser is entitled to publish a certain volume of Advertisements in some of the Media during a year, the advertiser has the opportunity to conclude with the Publishing House a framework contract for work for a single advertiser, which will entitle the advertiser to price discounts (the “Discount”) arising from such a contract for orders from the particular advertiser for the specified Media or Media types. The Discounts listed in the advertising price list are only given to the advertiser for Advertisements disseminated in the respective Media or Media type, as appropriate, within one year from the date agreed in the framework contract, unless a shorter period is explicitly agreed therein. Special framework contracts are always required for the individual Media as well as for Advertisements in the national edition of Mladá Fronta DNES, in the regional editions of MF DNES, for Advertisements in the DNES+TV Magazine, in Lidové noviny, in Lidové noviny’s Pátek Magazine, in the Metro daily and the Sulis2 weekly, as well as for Advertisements as external supplements. The Publishing House is entitled to exclude completely certain Media types from the scope of framework contracts.

2. Based on the framework contract, the advertiser is entitled to request the publication of a larger amount of Advertisements within the agreed period than provided for in the framework contract. The Publishing House undertakes not to refuse to grant consent to such an increase in the amount of Advertisements without a substantial reason. If, pursuant to the Publishing House’s terms and conditions, such increase entails the advertiser to a greater Discount according to the valid price list, the advertiser shall obtain a tax credit note, after the framework contract expires, in respect of the difference between the Discount agreed in the framework contract and the Discount the advertiser is entitled to according to the valid price list. If an order is not fulfilled for reasons beyond the Publishing House’s responsibility, the advertiser’s right to the Discount corresponding to the failed order shall expire.

3. If the advertiser fails to order Advertisements in the relevant Media to the extent envisaged by the framework contract, the advertiser’s entitlement to the agreed Discount shall expire in its entirety, and the advertiser shall pay the Publishing House the amount corresponding to the Discount not provided. This is without prejudice to the Publishing House’s right to indemnity or compensation for lost profit.

4. Special Discounts may be agreed in writing with individual advertisers in addition to the Discounts envisaged by these General Business Terms. The advertiser is obliged not to disclose such Special Discounts.

5. For an advertising spot or a sponsor’s message intended to be disseminated on radio stations or television channels (particularly of the ČOKO group), the advertiser shall transmit the music track list of the advertising spot or the sponsor’s message along with the respective data carrier, with this music track list to include the name of the advertising spot or the sponsor’s message, the name of each musical work used if it has a name, the name of the author of music and lyrics and of the lyrics translation, where applicable, the name of the publisher and the accurate duration of the advertising spot and music used; the spot or the sponsor’s message includes a commercial shot, the data on the commercial shot used shall also be included – the designation of the creator of the spot or the sponsor’s message and the creator of the commercial shot used.

6. The Discount to which the customer is entitled based on the overall generated turnover will be provided in the corresponding amount in CZK or in EUR and will be itemised proportionally to all invoices concerned.

V. ORDER EXECUTION

1. The Publishing House reserves the right to refuse to disseminate an Advertisement:
   a) if the Advertisement order is delayed in writing with the conclusion of contract for work, framework contract or other agreement and/or with these General Business Terms, or other terms and conditions to be used in agreement of the parties;
   b) in the event of breaching the ethical principles of the Publishing House or publishers or operators of individual Media or, where applicable, the Code of Advertising Practice of the Czech Advertising Standards Council;
   c) due to unlawful content of the Advertisement, i.e. if the content or dissemination of the Advertisement contravenes legislation, principles of morality, principles of fair conduct and fair trade practices and fair conduct, or decisions by public administration authorities;
   d) if the Publishing House has reasonable doubts that there may be a good reason to refuse the Advertisement pursuant to items a) to c);
   e) if the Advertisement format or design could make the readers, listeners or viewers believe that the Advertisement is part of the editorial content of the respective Media or part of a communication of the Publishing House, the publisher or the operator of the respective Media;
   f) which contains a communication, Advertisement or commercial communication of third parties, except when the advertiser is an advertising or media agency and the Advertisement contains a communication, Advertisement or commercial communication from its customer;
   g) which interferes with the rights and legitimate interests of the Publishing House, its employees, shareholders or parties that constitute a holding with the Publishing House;
   h) if it is an Advertisement by a competitor of the Publishing House or by a publisher or operator of any Media;
   i) if the advertiser fails to transmit, along with the respective data carrier of an advertising spot or a sponsor’s message intended to be disseminated on radio stations or television channels (particularly of the ČOKO group), the music track list of the advertising spot or the sponsor’s message, with this music track list to include the name of the advertising spot or the sponsor’s message, the name of each musical work used if it has a name, the name of the author of music and lyrics and of the lyrics translation, where applicable, the name of the publisher and the accurate duration of the advertising spot and music used; the spot or the sponsor’s message includes a commercial shot, the data on the commercial shot used shall also be included – the designation of the creator of the spot or the sponsor’s message and the creator of the commercial shot used;
   j) if the advertiser refuses to sign a special promise of indemnity, the signing of which may be required by the Publishing House in justified cases;
   k) if the advertiser’s Advertisement requires sending a PR SMS and/or calling phone numbers charged at special rates in order to obtain more information, unless these are common advertising competitions and promotions; and/or
   l) anonymous Advertisements concerning elections during an election campaign under election laws or Advertisements that fail to meet other requirements of the election laws.

In that event, the Publishing House shall inform the advertiser about its decision to refuse the Advertisement without undue delay. The advertiser shall then provide the Publishing House with flawless substitute input materials.
without undue delay. Should an Advertisement by a single advertiser be refused repeatedly for reasons given in this paragraph, the Publishing House is entitled to withdraw from the contract concluded.

2. Unless the date of disseminating the Advertisement has been explicitly agreed, its publication depends on the Publishing House’s capacities or on the decision by the publisher or operator, as applicable, of the respective Media.

3. Unless a specific placement or a specific coverage unit has been agreed for disseminating the Advertisement, its dissemination depends on the Publishing House’s capacities.

4. An Advertisement order that is to be executed exclusively on a specific date, with a specific placement or in a specific coverage unit must be communicated to the Publishing House in time so that it can be confirmed to the advertiser. In order to ensure that Advertisements are placed in printed Media appropriately, the Publishing House reserves the right to shift the Advertisement date in such Media by one issue forward or backward. This provision also reasonably applies to electronic Media.

5. If possible, Advertisements are published in the appropriate sections with no need of an explicit agreement.

6. The Publishing House reserves the right to indicate Advertisements in an appropriate manner at its own discretion.

7. If the advertiser orders an Advertisement the form of which fails to conform to the page dimensions and/or the advertising space format or the technical capacities of the respective Media, the Publishing House will adjust the Advertisement in a standard manner without having to notify the advertiser.

8. If the advertiser orders a graphically unprocessed Advertisement in printed or Internet Media, the Publishing House will process such Advertisement in a standard manner. However, the Publishing House reserves right to reject such processing.

9. For keyed Advertisements published in printed Media, the Publishing House is obliged to gather, transmit or send the incoming keyed responses for six weeks from publishing the Advertisement. The Publishing House may destroy any keyed responses that arrive after that period.

10. The Publishing House does not accept any keyed responses exceeding the C4 size (228 x 325 mm), or any books, catalogues, parcels or goods.

11. The Publishing House is not obliged to check the appropriateness of an Advertisement location with respect to editorial text, other editorial content or to other Advertisements.

VI. PRICE OF WORK (ADVERTISEMENT), DUE DATES AND PAYMENT TERMS, INVOICING

1. The amount of the price of work is determined by the concluded (framework) contract and, unless explicitly agreed therein, it shall be determined by these GBTs and by the Publishing House’s valid price list in CZK or in EUR. Prices in EUR apply to foreign customers and are available in the current price list of the Publishing House in the English language, if the price list with prices in EUR for the service has been issued in English.

2. The due date for the price of work is determined by the concluded (framework) contract. Unless the due date for the price of work is explicitly agreed in such a contract, the price is due within 14 days from the date of issue of the Publishing House’s invoice (tax document), but no later than 30 days from the date of dissemination of the Advertisement. Due date of the invoice occurs even when defects advertising, the right of the advertiser for a discount is not affected. The Publishing House shall deliver the invoice (tax document) to the advertiser’s latest address known to the Publishing House or to the advertiser’s address registered in the Commercial Register or another such register, as applicable. The Publishing House is entitled to extend, by its unilateral decision, the due dates of individual invoices at any time. The Publishing House shall notify the advertiser of this Publishing House’s decision properly and in good time.

3. Together with the Advertisement, the advertiser shall also pay the VAT at the applicable rate. Unless explicitly stated otherwise, prices in the price lists are specified exclusive of VAT.

4. At the advertiser’s request (which must be made concurrently with the Advertisement order, otherwise the Publishing House is not obliged to comply with it), the Publishing House will send the advertiser a proof of the Advertisement dissemination along with the invoice: this only applies to printed Media. Depending on the type and extent of the order, such proof may include clippings, pages, whole issues or their copies or, as applicable, even only electronic documents (in PDF and JPG in particular). If such proof cannot be obtained, the advertiser will receive an acknowledgement of the Advertisement dissemination from the Publishing House. No proof of dissemination is provided for classified advertising.

5. If defaulting in payment, the advertiser is obliged to pay interest on late payment in the statutory amount. The advertiser is also obliged to pay the costs incurred by the recovery of the invoiced amount or partial payments. In the event of default in payment, the Publishing House is entitled to refuse to execute further orders, including orders under the framework contract, or to make their execution contingent upon reasonable and timely payments in advance.

6. If the advertiser fails to specify the accurate size, form, length or other extent of the Advertisement to be disseminated in the respective Media and leaves this decision up to the Publishing House, then the actually published extent of the Advertisement shall constitute the basis of billing.

7. Discounts specified in the current price list are only available for Advertisements by a single advertiser published within a year. This period starts on the date of publication of the first Advertisement.

8. The advertiser is entitled to retroactively claim the Discount based on a valid price list and depending on the actually disseminated quantity or volume of Advertisements in a one-year period, unless agreed or specified in the individual Media price lists otherwise.

9. Should the advertiser default in payment of the advertiser’s outstanding liabilities to the Publishing House in spite of the Publishing House’s reminder, the Publishing House may decide that the advertiser is not entitled to any Discount, or that such entitlement expires, even retroactively. The entitlement to the Discount expires upon the issuance of the respective debit note by the Publishing House.

10. If an issue of the MF DNES daily with the DNES+TV Magazine and/or the Lidové noviny daily with the Pátek LN Magazine is published on another day, for example, due to a public holiday, the Thursday (MF DNES) and the Friday (LN) rates respectively shall apply to advertising in the dailies on such a day.

11. The Publishing House reserves the right to set other prices for special issues than those specified in the current price list.

12. Combined orders (such as TOP KOMBI EMPLOYMENT) are placed as a single order, which is always invoiced after being published in MF DNES.

13. The Publishing House may enter into a separate agreement with the advertiser concerning electronic business relations. Such agreement specifies the technical solution and defines that the communication in the mutual cooperation (i.e. issuing and sending tax documents (invoices) by MAFRA, as well as correspondence between both contracting parties concerning tax documents issued, and documenting the publication of advertising in MAFRA printed Media) will usually be conducted using electronic means.

14. Invoices for foreign clients are issued either in EUR according to the valid price
list in English (if the pricelist in EUR for the service has been issued in English), or in CZK and subsequently converted into the relevant foreign currency - all invoices issued in a single calendar month are always converted using the Czech National Bank’s fixed exchange rate as of the first day of the month concerned. It is permitted to set-off claims in different currencies, using the rate referred to in the previous sentence for such purposes. The set-off is always governed by the Czech law.

15. The Publishing House is entitled to require a full or partial payment in advance (especially from new or foreign clients).

16. The final advertising prices, inclusive of VAT, relating to specific formats of MF Dnes, Lidové noviny and, where applicable, other Media, are available at http://www.mafra.cz/priloha-cenik-dph/.

VII. COMPLAINTS

1. In the event of a wholly or partially illegible, incorrect, or incomplete Advertisement in printed Media, or a wholly or partially incorrect display or broadcast of an Advertisement, without individual business cases and about the advertiser to third parties in cases where so provided or allowed by law, in specifically stipulated cases, when assigning or otherwise handling a claim, to its legal, accounting, tax and similar consultants and, to parties that constitute a holding with the Publishing House, as well as to the party providing the Publishing House with the insurance to cover the risk that claims will not be paid.

2. The instructions on processing of personal data from the publisher is available at www.mafra.cz/pouceni.

IX. OTHER PROVISIONS

1. If the input material of the Advertisement ordered is not delivered or its delivery is late, the Publishing House reserves the right to charge a cancellation fee at the rate of 100%.

2. The conditions of the contract for work shall only be used by the Publishing House for the agreed purposes (performance of the contract), fulfillment of statutory obligations or for the purposes of its legitimate interests or legitimate interests of third parties (mainly for any litigation concerning the provided services or the advertisement content, for statistical purposes and improving the services and for direct marketing). The same applies to the Publishing House’s refusal to publish an order already confirmed because the advertiser has failed to pay the advertiser’s liabilities.

The Publishing House is not entitled to any Discount or dissemination of a substitute Advertisement.

3. If defects attributable to defective input materials occur in the processing, printing, inserting or other dissemination of the Advertisement and these were not clearly identifiable when the order was received, the advertiser is not entitled to any Discount or dissemination of a substitute Advertisement.

4. In no event shall the Publishing House be held liable for damage that was not caused by the Publishing House deliberately or out of gross negligence and for damage caused by circumstances excluding liability, extraordinary and unforeseeable impediments arising independently of the Publishing House’s will and/or by force majeure (the parties have agreed that force majeure shall always mean, for example, strike, lock-out, war and restrictions resulting from state of war, terrorist attacks, uprising, effects of the forces of nature, fire, etc.). The Publishing House is not obliged to pay damages to a party other than the advertiser. This is without prejudice to other limitations of liability stipulated herein.

5. Advertisement texts are only sent to the advertiser for proofreading at the advertiser’s explicit written request and only if this is feasible with respect to time. The advertiser is responsible for the correctness and completeness of any proofreading done by the advertiser; the advertiser is obliged to send the proofs to the Publishing House in writing, otherwise the Publishing House is not obliged to take them into account. The Publishing House will allow the advertiser a reasonable period (in respect of the Publishing House’s capacities) for proofreading; unless such period is stipulated, it shall be 12 hours. If the advertiser fails to deliver the proofs by the end of the stipulated period, the Publishing House is entitled to disseminate the Advertisement in the version sent for proofreading. In the proof the advertiser is obliged to specify all changes required by the advertiser. The Publishing House will add the changes required by the advertiser and send them to the advertiser for new proofreading, if possible with respect to time. Making other changes required by the advertiser after the first proof may be subject to a charge of CZK 100 exclusive of VAT, (for foreign customers EUR 4), for each subsequent proof. The Publishing House is entitled to increase the amount of the relevant invoice for publishing the Advertisement by that amount. If the advertiser requires changes other than error correction as part of the proofreading process, the Publishing House may charge an appropriate fee for such service.

6. Complaints are to be raised in writing at the registered office of the Publishing House or at the relevant advertising advisor of the Publishing House.

7. The statutory consumer rights from which there can be no derogations by agreement remain unaffected.

VIII. DATA PROTECTION, COMMERCIAL COMMUNICATIONS

1. Information provided by the advertiser to the Publishing House in connection with the contract for work shall only be used by the Publishing House for the agreed purposes (performance of the contract), fulfillment of statutory obligations or for the purposes of its legitimate interests or legitimate interests of third parties (mainly for any litigation concerning the provided services or the advertisement content, for statistical purposes and improving the services and for direct marketing). The same applies to the Publishing House’s refusal to publish an order already confirmed because the advertiser has failed to pay the advertiser’s liabilities.

The Publishing House is not entitled to any Discount or dissemination of a substitute Advertisement.
from publication, the advertiser shall exclude such parts of the contract or information from publication.

The advertiser undertakes to treat the content of such contract as its own business secret. The publication of the contract in line with Act No 40/2015 Col. does not relieve the contracting parties of their obligation to keep its content confidential. The same applies to other laws specifying the publication of information, namely Act No 247/1995 Coll. and other election laws.

5. The termination of the contract between the Publishing House and the advertiser by a legal act must be made in writing.

6. Should any reasons exist on the part of the advertiser that might establish lawful liability or any other liability of the Publishing House for tax obligations of the advertiser, the advertiser is obliged to inform the Publishing House about such facts immediately in writing.

7. A withdrawal from the contract between the Publishing House and the advertiser shall always have ex nunc effects.

8. The Publishing House reserves the right to agree individual business terms with the client through a (framework) contract.

9. Combined insertions into the Publishing House’s newspapers and magazines are to be ordered separately for each edition and are invoiced separately for each edition.

10. The Publishing House hereby informs its business partners under Section 431 of Act No. 89/2012 Coll. that individual employees of the Publishing House are only entitled to act to the extent of authorisations granted to them and only in matters appropriate to their respective job positions. Without prejudice to the provision of the foregoing sentence, the following contracts may be concluded and/or legal acts may be performed on behalf of the Publishing House always and only by its statutory body (in the manner of acting externally registered in the Commercial Register) or by persons explicitly authorised by these statutory representatives to do so under special written power of attorney that will explicitly include the authorisation for such an act:

   a) Letters of intent;
   b) Use of trademarks, domains and other objects of industrial property;
   c) Entering into licence and sub-licence agreements, excluding usual agreements with authors for contributions in Media;
   d) Acquisition, encumbrance or alienation of real estate;
   e) Any security or confirmation of debts of the Publishing House as well as third parties (including arrangements on contractual penalties and debt recognition, guarantees, financial guarantees, etc.);
   f) Entering into a pledge agreement;
   g) Public offer;
   h) Arrangement on earnest payment;
   i) Any disposition of a business plant or a portion of a plant that constitutes an equivalent branch;
   j) Claim assignment;
   k) Debt assumption;
   l) Accession to debt;
   m) Asset takeover;
   n) Agreement or contract assignment;
   o) Any acts concerning securities (including bill of exchange) or shares in other entities;
   p) Settlement agreement;
   q) Waiver and debt remission (including acts carried out by returning a promissory note, etc.).

A contract, which was concluded by a member (members) of the statutory body representing the Publishing House, may be amended only through a legal negotiation where the Publishing House shall be represented again by members of the statutory body or persons explicitly authorised for such negotiation by a personal written authorisation.

11. A prolongation of the subjective period of prescription from 3 to 4 years is hereby agreed for claims arising between the contracting parties. This does not apply to damage compensation claims.

12. Any advertising offers of the Publishing House in the form of Advertisement and information in its price lists and/or catalogues are not deemed to be offers to conclude a contract.

13. Any and all offers to publish an Advertisement that are made by the Publishing House may be revoked even within the period determined for accepting them.

14. Provisions of Section 1799 and Section 1800 of Act No. 89/2012 Coll. shall not be used between the parties.

15. Provisions of Section 1805 (2), Section 1913, Section 1950, Section 1952 (2) and Section 1995 (2) of Act No. 89/2012 Coll. shall not be used between the parties.

16. The contracting parties hereby explicitly agree that the Publishing House is entitled to refuse performance under a concluded contract even if the advertiser is late in meeting any of its other obligations (arising from a different legal reason) to the Publishing House.

17. If the performance made by instalments has been agreed and the debtor fails to pay any instalment, the contracting parties have agreed that the creditor is entitled to the settlement of the whole claim and may exercise this right even after the very next instalment comes due.

18. The advertiser acknowledges that the contractual relationship with the Publishing House does not entitle the advertiser to designate its products or parts of them with the Publishing House’s name, trademark, product name, or in another similar way.

19. The Publishing House is entitled to set-off any of its claims due from the advertiser, if such a claim has come due, against the advertiser’s claims due from the Publishing House, irrespective of whether such claims have or have not come due and irrespective of the currency or the legal relationship from which they arose.

20. If the contract is concluded for a definite period of time or for a one-off performance, it may only be terminated by agreement or for lawful reasons. If the contract is concluded for an indefinite period of time, any of the parties may terminate it by notice of termination with a 1-month notice period, with this period starting from the first day of the month following the delivery of the notice of termination.

21. In compliance with Section 89a of the Code of Civil Procedure or Regulation (EU) No 1215/2012, the contracting parties hereby agree that the District Court for Prague 5 as the Court of First Instance shall have the territorial jurisdiction in any and all disputes between them arising from the contract. Where a Regional Court is the Court of First Instance, the contracting parties hereby agree that the Municipal Court in Prague shall have the territorial jurisdiction in any and all disputes between them.

X. CHANGES TO GENERAL BUSINESS TERMS

The Publishing House may change these General Business Terms, including price lists, to a reasonable extent, particularly in the event of:

a) Changes in the individual Media where such changes have an impact on Advertisement formats;

b) Introduction of new Advertisement formats or Media;

c) Change in the extent, periodicity or dissemination period of the individual Media, or their cancellation or replacement with others;

d) Legislative change or abolition of legislation, enactment of new legislation, or change in the interpretation of relevant legislation;

e) Change in the circulation volume or readership volume of the individual printed Media or in the reach of the other Media;

f) Changes in the prices of individual Advertisement formats;

g) Changes in the price level on the market;

h) Change in the interpretation of relevant legislation; or

i) Unforeseeable changes on the market.

Changes will be notified to the advertiser, at the Publishing House’s discretion, either by sending the relevant information and the complete text of the changes of the terms in the appropriate format (e.g. .pdf or .html) to the advertiser’s contact e-mail address or by written notification. Such a change comes into force between the Publishing House and the particular advertiser by the expiry of the period defined by the Publishing House, which is usually one month; however, this period shall be at least 25 days from the date of the change notification. If the advertiser does not agree with the change, the advertiser is entitled to terminate the relevant contract by notice of termination.
within the period defined in the foregoing sentence, with a 30-day period of
notice. If the advertiser exercises this advertiser’s right of termination by notice
of termination, such early termination of the contract is not deemed to be
the advertiser’s breach of the contract, and the advertiser’s right to Discounts
agreed will not cease to exist or be curtailed (unless such right ceases to exist
or (might be) curtailed for other reasons on the part of the advertiser). Unless
the advertiser uses the advertiser’s right to terminate the contract by notice of
termination, the advertiser is deemed to agree with the change. However, the Publishing House reserves the right to adopt such a change to the
GBTs or price lists that will not involve the advertiser’s right to terminate
the contract by notice of termination, provided that the advertiser will only be
bound by such a change if the advertiser agrees with it.
When launching new products, the Publishing House reserves the right to
stipulate different General Business Terms, Technical Conditions or price lists
for such products. The same rules apply to changes to relevant Technical
Conditions (see article I (4)).

XI. SPECIAL PROVISIONS FOR DISTANCE CONTRACTS
AND/OR CONTRACTS CONCLUDED OUTSIDE BUSINESS PREMISES
WITH CONSUMERS
1. In view of statutory provisions, the Publishing House hereby notifies the
following to the consumers who will conclude a distance contract with the
Publishing House or who will conclude a contract with the Publishing House
outside its business premises:
a) When concluding the contract to publish an Advertisement, the price of
the Advertisement is set according to the valid price list of the Publishing House
available at www.mafra.cz, with a Discount, where applicable, under the contract
concluded;
b) Given the nature of the contract, the consumer incurs no costs of the
service delivery;
c) The Publishing House reserves the right to request payment in advance;
d) In addition to the price agreed, the Publishing House will only charge the
statutory value added tax, while other taxes, charges or costs will not be
charged, unless these are put in place after the contract is concluded and,
under statutory regulations, they hamper the provision of the relevant
service;
e) A contract concluded in writing will be archived with the Publishing
House, and the consumer is entitled to view it any time, on written
request and after proving the consumer’s identity;
f) No technical steps are required to conclude the contract except for
contacts with the relevant member of staff at the Advertisement
Department of the Publishing House;
g) Finding and correcting mistakes arising while entering data prior to placing
an order are possible without limits before the contract is concluded;
h) The Publishing House is not bound by any code of conduct concerning the
publication of Advertisements, as no such codes have been issued;
i) The contract may only be concluded in the Czech or Slovak language.

2. The consumer is entitled to withdraw from the contract within 14 days
from concluding it, using the relevant legal acts performed in relation to the
Publishing House. If the consumer intends to withdraw from the contract,
the Publishing House recommends performing such legal acts in writing in
relation to the consumer’s advertising advisor or by delivering a written notice
of withdrawal to the registered office of the Publishing House. The period of
withdrawal is deemed to have been met if the consumer sends the Publishing
House the notification of the consumer’s withdrawal from the contract within
that period.

3. If, in the concluded contract, the consumer requested publishing an
Advertisement within a period shorter than the period of withdrawal pursuant
to paragraph 2 of this article and the Advertisement was published accordingly,
the consumer is not entitled to the withdrawal pursuant to paragraph 2 of this
article. If, pursuant to paragraph 2, the consumer withdraws from a contract
the performance of which began, at the consumer’s explicit request, prior to
the expiry of the period of withdrawal from the contract, the consumer shall
pay the Publishing House a proportionate part of the agreed price for the
performance provided till the withdrawal from the contract.

4. A form will be enclosed with a contract concluded with the consumer to allow
withdrawing from the contract in the events where so required by specific
legislation.

5. The Publishing House makes the consumer aware that it accepts payments in
cash (payment in advance), by bank transfer to the Publishing House’s account
and, for selected products where this is explicitly indicated, also through
PaySec or by Visa, MasterCard, Maestro and JCB payment cards. However,
the Publishing House reserves the right of choosing the required payment
system for an individual contract or order.

6. Out-of-court dispute resolution is not allowed. The right of both contracting
parties to bilateral negotiations on dispute settlement remains unaffected.
Mediation is governed by Act No. 202/2012 Coll., on Mediation and on
Amendments to Certain Acts.
Should a consumer dispute from a purchase contract or from a service contract
arise between the Publishing House and the consumer, which the parties fail to
settle by mutual agreement, the consumer may file a motion for an out-of-court
settlement of such dispute to the entity assigned for out-of-court resolutions of
consumer disputes, which is the Czech Trade Inspection
Central Inspectorate – ADR unit
Štěpánská 15
120 00 Praha 2, Czech Republic
E-mail: adr@coi.cz
Web: adr.coi.cz

In the case of contracts concluded on-line, the consumer may also use the
online dispute resolution platform which has been established by the European
Commission at http://ec.europa.eu/consumers/odr/

XII. VALIDITY
These General Business Terms come into force on 1 January 2021.
COMPANY INFORMATION

MAFRA, a.s.
Anděl Media Centrum,
Karla Engliše 519/11, 150 00 Praha 5

e-mail: inzerce@mafra.cz

Web:
http://www.mafra.cz/sluzby
http://www.mafra.cz

ID No.: 45313351
Taxpayer ID No.: CZ45313351

Registration in the Commercial Register: by Municipal Court in Prague, B/1328
Bank details: KB Prague 5

Account No.: 121 89 42 011/0100
SWIFT CODE: KOMBCZPPXXX
IBAN: CZ93010000000001218942011

Payment terms
Invoices are due within 14 calendar days from the date of issue of the tax document (unless agreed otherwise).
The date of payment is deemed to be the date of crediting the amount to the supplier’s account.
The variable symbol of the payment is the invoice number or, where applicable, the number of a corrective tax document.

VAT
All prices in the price list are specified exclusive of VAT.
The final price of the order includes VAT at the level stipulated by law.

Business Terms
The General Business Terms of MAFRA, a. s. apply (see pages 25-31)

PRINTED ADVERTISING

MAFRA Service Centre
(central advertisement selling and customer services)
Phone: 22506 3111, 22506 3441, 3446
Fax: 22506 3468
E-mail: scentrum@mafra.cz
Opening hours: Mon – Fri 9 a.m. – 5 p.m.

Media agencies and VIP customers
Phone: 22506 3437, Fax: 22506 3479
E-mail: asistentka.agentury@mafra.cz

Receipt of agency advertisements
Phone: 22506 3440, 3450, 3406
Fax: 22506 3405
E-mail: inzerce.agentury@mafra.cz

Recruitment agency advertising
Phone: 22506 3419
Fax: 22506 3418
E-mail: personalni.agentury@mafra.cz

Foreign advertising
Phone: 22506 3435
Fax: 22506 3479
E-mail: advertising@mafra.cz

Inserted advertisements
Phone: 22506 3431
Fax: 22506 3479

Advertising in Lidové noviny
Phone: 22506 3438, 3496, 3428
Fax: 22506 3416
E-mail: inzerce@lidovky.cz

SALES ACCOUNTING OFFICE
Phone: 22506 3499

INTERNET ADVERTISING

Sales Managers
Phone: 22506 3343, 3346
Fax: 22506 3355
E-mail: reklama@idnes.cz, reklama@lidovky.cz

Media Managers
Phone: 22506 3341
Fax: 22506 6341
E-mail: reklama@idnes.cz

Sales Managers of jobdnes.cz
Phone: 22506 3370, 3365
Fax: 22506 3418

Media Managers
Phone: 22506 3341
Fax: 22506 6341
E-mail: reklama@idnes.cz

Sales Managers of jobdnes.cz
Phone: 22506 3370, 3365
Fax: 22506 3418

METRO DAILY
Prague: Phone: 22506 5129
Brno: Phone: 51620 2520
E-mail: sales@metro.cz

Agency selling
Phone: 22506 5120
E-mail: sales@metro.cz

5PLUS2 weekly
National selling
Phone: 22506 5192
E-mail: sales@metro.cz

RECEIPT OF ADVERTISEMENTS FOR PRAGUE, BOHEMIA AND MORAVIA

Pardubice Region
Phone: 467 303 311, mobil: 702 021 398
E-mail: inzerce@mafra.cz

South Bohemian Region
Phone: 388 909 313, mobil: 602 534 943
E-mail: inzerce@mafra.cz

Plzeň Region
Phone: 374 333 311, mobil: 775 347 752
E-mail: inzerce@mafra.cz

Karlov Vary Region
Phone: 374 333 311, mobil: 775 347 752
E-mail: inzerce@mafra.cz

Moravian-Silesian Region
Phone: 568 959 317, mobil: 602 534 936
E-mail: inzerceos@mafra.cz

Olomouc Region
Phone: 583 808 311, mobil: 734 268 052
E-mail: inzerce@mafra.cz

South Moravian Region
Phone: 516 202 311, 516 202 326, mobil: 734 397 961
E-mail: inzerce@mafra.cz

Zlín Region
Phone: 583 808 311, mobil: 734 268 052
E-mail: inzerce@mafra.cz

Vysočina Region
Phone: 516 202 311, 516 202 326, mobil: 734 397 961
E-mail: inzerce@mafra.cz

Contact information on particular media managers, supplement guarantors and sales managers is available on our websites at: http://www.mafra.cz/kontakty-obchod/.