mafra

PRICE LIST

of Printed Publications Valid from 1. 1. 2026

media group mafra
PRESS · ONLINE · TV · PRINT

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:
Monday – ONA DNES, Thursday – Magazín DNES+TV,
Friday – SPECIÁL DNES, Saturday – VÍKEND DNES and ORIENTACE.

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.
The monthly magazine of the daily newspaper Metro, where readers can read about everything They see around them what's currently trending and get to know the stories of interesting people.

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

Valid from 1. 1. 2026

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: 363,000

Thursday edition published with its usual Employment supplement.

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

Esprit magazine supplement is inserted in the daily 10 times a year on Wednesday.

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

MONDAY	Ona DNES national edition, readership: 205,000
THURSDAY	DNES+TV national edition, readership: 386,000
FRIDAY	Speciál DNES, national edition, readership: 114,000
SATURDAY	Orientation and Víkend DNES national edition, readership: 177,000



Data source: Media project, Median STEM/MARK, Q4/2024 - Q3/2025

metro

The METRO daily is published every working day and is distributed free of charge to 650 distribution points in 72 cities in the Czech Republic.
Printed circulation: 232,000 copies

MONTHLY	magazine METRO men women only (separately distributed) Printed circulation: 60,000 copies METRO men women only EXTRA (supplement of the METRO daily) Printed circulation: 310,000 copies
FRIDAY	METRO edition 5plus2 (separately distributed) Printed circulation: 210,000 copies



	M KOMBI	MF DNES	METRO	ORIENTACE
Prices of 4C adverts (advertising part)	1 mm/1 cl.	1 mm/1 cl.	1 mm/1 cl.	1 mm/1 cl.
Mon, Tue, Wed, Sat	551,3	297	299	127
Thu	619,75	371	299	-
Fri	778,85	297	545	-
Thue (MFD), Fri (Metro XXL)	847,3	-	-	-

			M KOMBI				MF DNES		METRO	
FORMATS	MFD Š x V v mm	METRO Š x V v mm	Mon, Tue, Wed, Fri	Thu	Fri (MFD + Metro XXL)	Thu (MFD) Fri (Metro XXL)	Mon, Tue, Wed, Fri, Sat	Thu	Mon, Tue, Wed, Thue, Fri	Fri XXL
2/1 panoramic spread	600 x 435	428 x 286	2 126 580	2 513 664	2 781 923	3 169 007	1 679 535	2 098 005	619 470	1 327 949
1/1 Page	285 x 435	204 x 286	1 099 037	1 277 691	1 407 609	1 586 263	775 170	968 310	412 978	746 569
Junior page A	237 x 345	163 x 232	884 031	1 032 910	1 065 355	1 214 234	645 975	806 925	309 734	505 760
Junior page B	141 x 435	100 x 286	551 430	640 757	705 333	794 660	387 585	484 155	208 555	374 937
1/2 page landscape	285 x 217	204 x 142	550 605	639 727	704 509	793 631	386 694	483 042	208 555	374 937
1/3 page portrait	93 x 435	80 x 286	368 129	427 680	470 179	529 731	258 390	322 770	139 587	249 912
1/3 page landscape	285 x 145	204 x 95	368 129	427 680	470 179	529 731	258 390	322 770	139 587	249 912
1/4 pageportrait (middle corner)	141 x 217	100 x 142	276 258	320 819	354 158	398 719	193 347	241 521	105 310	189 527
1/4 page landscape (bottom)	285 x 109	204 x 71	277 082	321 848	353 170	397 936	194 238	242 634	105 310	187 567
1/8 page landscape (bottom)	141 x 109	121 x 60	139 618	175 137	180 577	202 960	97 119	121 317	53 820	98 100
EXAMPLES OF SPECIAL FORMATS										
Advert on title, nationwide	58 x 48	38 x 40	137 672	157 071	153 463	172 862	83 171	104 143	65 663	82 735
Bottom advert on title page	285 x 50	204 x 60	759 825	848 902	816 102	905 179	587 430	683 730	234 002	294 842
Advert on title	141 x 64	80 x 40	354 067	413 452	414 076	473 461	251 450	315 650	131 326	196 200
Advert in text section, nationwide*	1 or 2 cl. (price for mm/cl.)		1 373	1 646	1 601	1 874	1 186	1 481	299 Kč	545

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

* 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.

Víkend DNES Orientace

VÍKEND		
FORMATS	W x H in mm	4C prices advertising in CZK Saturday
1/1 Page	285 x 435	775 170
1/2 page landscape	285 x 217	386 694
1/2 page portrait	141 x 435	387 585
1/3 page landscape	285 x 145	258 390
1/4 page landscape	285 x 109	194 238
1/4 page portrait (corner)	141 x 217	193 347

ORIENTACE		
FORMATS	W x H in mm	4C prices advertising in CZK Saturday
1/2 page landscape	285 x 217	165 354
1/3 page landscape	285 x 145	110 490
1/4 page landscape	285 x 109	83 058

SUPPLEMENTARY INFORMATION >

Other landscape formats up to a height of 345 mm are possible only by agreement.

Discounts and surcharges: see page 13

Input materials and print: see pages 18-20

DEADLINES >

Deadlines for orders:
MF DNES: 3 to 5 business days prior to publishing, depending on location.
Deadline for input materials: 3 business days prior to publishing.
Cancellation fees: From 3 business days prior to publishing: 100 %

Orientace: 10 business days prior to publishing (12 am)
Deadline for input materials: 5 business days prior to publishing.
Cancellation fees: From 14 business days prior to publishing: 100 %

Víkend Dnes: 10 business days prior to publishing.
Deadline for input materials Víkend Dnes: 5 business days prior to publishing.
Cancellation fees: From 14 business days prior to publishing: 100 %

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 >

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.

DNES magazín+TV

OnaDnes

FORMATS	bleed W x H in mm	type area W x H in mm	ONA DNES Mon	MAGAZINE DNES + TV Thu	SPECIÁL DNES Fri
2/1 panoramic spread	420 x 285	386 x 261	625 000	833 000	-
1/1 Page	210 x 285	181 x 261	316 000	421 000	253 000
2nd cover page	210 x 285	181 x 261	364 000	445 000	291 000
3rd cover page	210 x 285	181 x 261	364 000	445 000	291 000
4th cover page	210 x 285	181 x 261	399 000	529 000	320 000
1/2 pg. landscape, portrait	210 x 140 102 x 285	181 x 128 88 x 261	158 000	213 000	127 000
1/3 pg. landscape (bottom) - portrait	210 x 114 72 x 285	181 x 95 55 x 261	106 000	141 000	-
1/4 page - corner - portrait - landscape (bottom)	- 60 x 285 210 x 84	88 x 128 42 x 261 181 x 65	79 000	108 000	-
FORMATS IN THE EDITORIAL SECTION (placed separately on the page)					
Junior page A	135 × 215	122 × 200	299 000	402 000	-
Junior page B	106 × 202	88 × 187	143 000	190 000	-
2/3 page	132 x 285	111 x 261	221 000	337 000	-
1/2 pg. - portrait - landscape	102 x 285 210 x 140	88 x 261 181 x 128	174 000	316 000	-
1/3 pg. - portrait - landscape - (bottom)	72 x 285 210 x 114	55 x 261 181 x 95	137 000	225 000	-
1/4 page page corner, - landscape (bottom)	- 210 x 84	88 x 128 181 x 65	119 000	211 000	-
1/4 - floating advert in text	-	88 x 128	237 000	323 000	-

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

speciál DNES

FORMATS IN TV PROGRAME	bleed W x H in mm	type area W x H in mm	DNES+TV
ADVERTISEMENT IN TV PROGRAME	-	40 x 30	23 000
TV tip 1	-	59 x 59	62 000
TV tip 2	-	59 x 123	129 000
TV tip 3	-	123 x 59	129 000
TV tip 4	-	93 x 51	-

Prices are specified exclusive of discounts and VAT.

OUR TIP! > In addition to standard formats, there is a separate offer of special formats: classic panoramic spread, panoramic spread, various flaps, sleeves, pasted inserts, advertisements of special shapes and reaching into editorial text. Samples of advertisements and pricing on request.

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

Printing technology: ofset newspaper printing
Page size: 210x285 mm

Processing of the inner ads are shown on page 19 - technical conditions for the delivery of input materials – DAILIES.
Processing of the ads on covers (and in Ona DNES magazine) are shown on page 20 - 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 >

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.



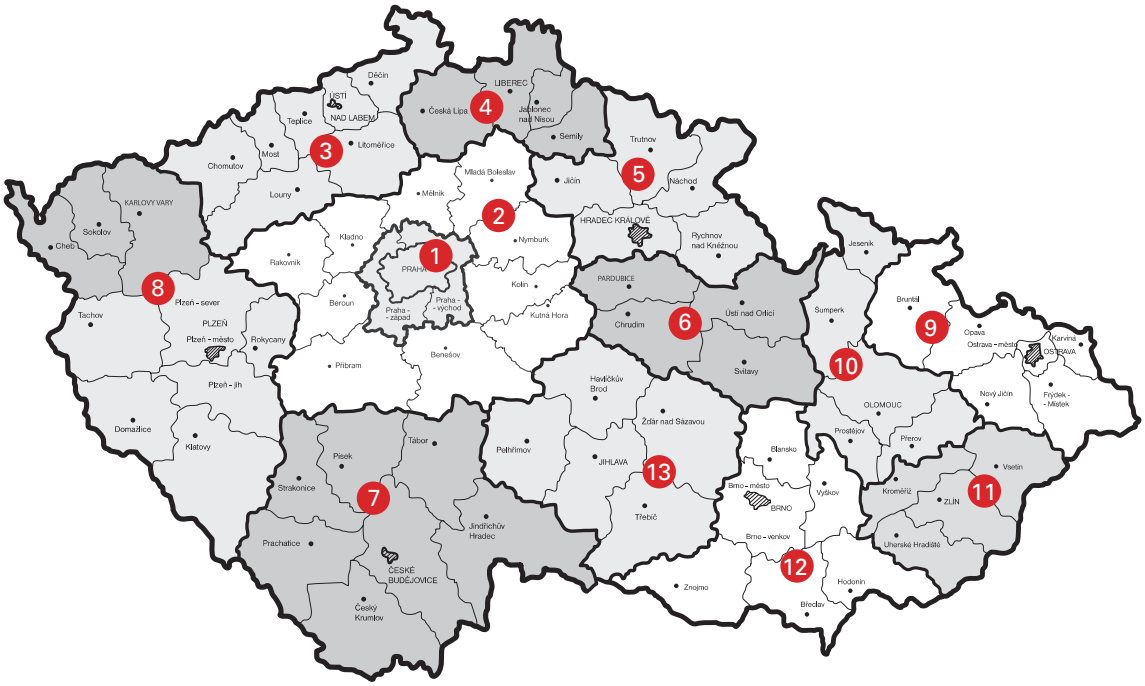




Deadline for orders: 3 business days prior to publishing. **Deadline for input materials:** 2 business days prior to publishing.

Cancellation fees: from 2 business days prior to publishing – 100 %.
Prices are shown excl. VAT. For discounts and surcharges see page 13.
Advertisements may be placed in crossword puzzles of the regional editions for a 25% surcharge (advertisement size of 93 x 55 mm).

REGIONAL EDITION IN MF DNES 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 = West Bohemian Region
9 = Moravian and Silesian Region
10 = Olomouc Region
11 = Zlín Region
12 = South Moravian Region
13 = Vysočina Region

DNES

MF DNES Advert prices	Advert part 1 mm/1 cl.		1 line/1 cl.		Floating advert* 1 mm/1 cl.		Advert on title** 46 x 38 mm	
	Mon, Tue, Wed, Fri, Sat	Thu	Mon, Tue, Wed, Fri, Sat	Thu	Mon, Tue, Wed, Fri, Sat	Thu	Mon, Tue, Wed, Fri, Sat	Thu
Edition for Prague area (Prague-City + Central Bohemian Region)	109	135	234	289	437	539	14 200	17 600
Edition for Prague-City	101	120	215	257	402	479	13 100	15 600
Edition for Central Bohemian Region	37	44	80	93	150	175	4 900	5 800
Edition for the Region of Ústí n. L. or South Bohemian or Plzeň Region or Olomouc Region or Zlín Region	33	39	71	83	133	154	4 400	5 100
Edition for the Liberec Region or the Region of Hradec Králové or Pardubuce Region or Vysočina Region	30	34	64	74	120	137	3 900	4 500
Edition for the Region of Karlovy Vary	26	30	55	64	103	120	3 400	3 900
Edition for the Moravian and Silesian Region	45	52	96	112	180	210	5 900	6 900
Edition for the South Moravian Region	49	60	106	128	197	240	6 400	7 800

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

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.

TÉMA

STANDARD FORMATS (4C)	bleed (W x H in mm)	type area (W x H in mm)	price
2/1 panoramic spread	420 x 285	386 x 261	375 000
4th cover page	210 x 285	181 x 261	321 000
2nd cover page	210 x 285	181 x 261	279 000
3rd cover page	210 x 285	181 x 261	268 000
1/1 Page	210 x 285	181 x 261	268 000
Big corner (Junior page)	135 × 215	122 × 200	204 000
1/2 page - landscape - portrait	210 x 140 102 x 285	181 x 128 88 x 261	161 000
1/3 page - landscape (bottom) - portrait	210 x 114 72 x 285	181 x 95 55 x 261	107 000
1/4 page - corner - landscape (bottom) - portrait	- 210 x 84 60 x 285	88 x 128 181 x 65 42 x 261	97 000

Non-standard formats are allowed upon agreement. Prices are shown without discounts and VAT.
Inserted adverts are possible. For discounts and surcharges see page 13.
(issued every Friday except for holidays)

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: 5 mm - all sides
Input materials and print: see pages 18-20

SPECIAL THEMATIC ISSUES	
6. 2.	Winter Olympics
20. 2.	Joints
13. 3.	Modern technologies
17. 4.	Sustainability
15. 5.	Breweries
5. 6.	Travel
26. 6.	Barbecue
10. 7.	Summer activities
14. 8.	Education / back to school
4. 9.	Old age - healthy senior
25. 9.	Healthy teeth
9. 10.	Immunity
23. 10.	Vaccinations
6. 11.	Ecology
20. 11.	Electromobility
4. 12.	Christmas - gift tips





DISPLAY ADVERTISING Prices in CZK	Š x V v mm	Total po - pá	Bohemia po - pá	Prague + Central Bohemia po - pá	East-western Bohemia po - pá	Nothern Bohemia po - pá	Moravia po - pá	Eastern Moravia po - pá	Nothern Moravia po - pá
2/1 page	428 x 286	619 470	523 241	408 678	112 718	185 985	220 312	210 961	185 985
2/1 page (2nd a 3rd page)	428 x 286	908 554	767 419	599 394	165 319	272 776	323 123	309 410	272 776
1/1 page	204 x 286	412 978	348 827	272 452	75 145	123 989	146 875	140 641	123 989
1/2 page /horizontal	204 x 142	208 555	176 157	137 588	37 949	62 615	74 171	71 023	62 615
1/2 page / portrait	99 x 286	208 555	176 157	137 588	37 949	62 615	74 171	71 023	62 615
1/3 page /horizontal	204 x 95	139 587	117 903	92 088	25 400	41 909	49 644	47 536	41 909
1/3 page / portrait	80 x 286	139 587	117 903	92 088	25 400	41 909	49 644	47 536	41 909
1/4 page /horizontal	204 x 71	105 310	88 950	69 474	19 162	31 617	37 453	35 863	31 617
1/4 page / portrait	99 x 142	105 310	88 950	69 474	19 162	31 617	37 453	35 863	31 617
Price per 1 mm/1cl.		299	251	197	55	90	106	103	90

CLASSIFIED ADS* prices of advertisement in CZK	W x H in mm	Total price per day	Prague + Central Bohemia price per day	Bohemia price per day	Moravia price per day	Brno price per day
1/1 page	202 x 286	247 876	165 251	211 154	91 806	64 264
1/2 page	202 x 134	116 138	77 425	98 932	43 014	30 110
1/3 page	202 x 90	78 003	52 002	66 447	28 890	20 223
1/4 page	100 x 134	58 069	38 713	49 466	21 507	15 055
Price per 1 mm/1cl. 4C	-	144	96	123	54	37

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)

METRO 5PLUS2 EDITION prices of advertisement in CZK	W x H in mm	Total Fri
2/1 page	428 x 286	1 041 040
1/1 page	204 x 286	520 520
1/2 page landscape	204 x 142	258 440
1/2 page portrait	99 x 286	260 260
1/3 page landscape	204 x 95	172 900
1/4 page landscape	204 x 71	129 220
1/4 page portrait	99 x 142	129 220
1/8 page landscape	99 x 71	64 610
Price for mm/clmn.	-	455

METRO + METRO 5PLUS2 EDITION prices of advertisement in CZK	W x H in mm	Total Fri
2/1 page	428 x 286	1 327 949
1/1 page	204 x 286	746 569
1/2 page landscape	204 x 142	374 937
1/2 page portrait	99 x 286	374 937
1/3 page landscape	80 x 286	249 912
1/3 page portrait	204 x 71	249 912
1/4 page landscape	99 x 142	189 527
1/4 page portrait	99 x 142	187 567
Price for mm/clmn.	-	545

TECHNICAL CONDITIONS >

PAGE SIZE

Type area size: 204 x 286 mm
Number of columns: 5
Width of the column: 38 mm
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 18-20.

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 13.

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.

FORMATS OF ADVERTISING PRICES IN CZK	Bleed W x H in mm	Type area W x H in mm	PRICE METRO MWO	PRICE METRO MWO EXTRA
1/1page	210 x 285	181 x 261	190 000	320 000
4th cover	210 x 285	181 x 261	260 000	430 000
2nd/3rd cover	210 x 285	181 x 261	240 000	400 000
2/1 page	420 x 285	391 x 261	300 000	500 000
1st advertising page	210 x 285	181 x 261	200 000	330 000
1/2 page portrait	210 x 140	181 x 128	100 000	170 000
1/2 page landscape	102 x 285	88 x 261	100 000	170 000
1/3 page portrait	210 x 114	181 x 95	70 000	120 000
1/3 page landscape	72 x 285	55 x 261	70 000	120 000
1/4 page portrait	210 x 84	181 x 65	55 000	90 000
1/4 page landscape	102 x 140	88 x 128	55 000	90 000
1/8 page landscape	102 x 84	88 x 65	30 000	50 000

Prices excl. VAT. Other formats available on demand.

TECHNICAL CONDITIONS >

210 x 285 mm (W x H)
Paper inside: News 45g/m²
Print screen: 40 lines/cm (100 lpi)
Paper cover: 90 g/m² – LK
Print raster: 52 l/cm (133 lpi)

MATERIALS:
technical conditions, see pages 18 - 20.

Basic information >

METRO men women only:
published 9 times a year on Wednesdays

Deadline for orders:
10 business days before release

DATES OF ISSUE	
11. 2.	Issue 1
11. 3.	Issue 2 Mega
15. 4.	Issue 3
13. 5.	Issue 4 Mega
17. 6.	Issue 5
12. 8.	Issue 6
16. 9.	Issue 7 Mega
14. 10.	Issue 8
18. 11.	Issue 9 Mega



Discounts, Surcharges and Example of Advertising Price Calculation in Dailies

DNES metro

Discounts	MF DNES for area – agreement per mm	MF DNES, Metro for quantity – repeated publication of the same size
3%		3 and more
5%	from 5,000 mm	6 and more
10%	from 10,000 mm	12 and more
15%	from 20,000 mm	24 and more
20%	from 40,000 mm	48 and more
Special pricing possible	from 60,000 mm	60 and more

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

A separate one-year agreement for M KOMBI is not required; as the amount of discounts granted in M 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 cannot be aggregated.

Surcharge for fixed position:	Surcharge
Display advertisement on the cover page (MF DNES), apart from predefined formats specified on page 4 of this price-list*	350 % of the editorial price of the advert
Display advertisement on the last page (MF DNES)	350 %
display advertisement on page A3 (MF DNES)	100 %

* Non-standard formats of advertising on the cover page are possible only upon agreement.

Surcharges for placement in editorial section. Advertisement placed on one page in the size:	Surcharge
within 1/3 page**	100 %
within 1/2 page	50 %
from 1/2 page	no surcharge

** In Metro, the editorial page format smaller than 1/3 of the page is possible, but the price and surcharge are calculated from the size of 1/3 of the page.

In MF DNES, the editorial page format starting from 278 mm is possible. For smaller formats, the price and surcharge are calculated from the size of 278 mm.

Surcharge for fixed position***	Surcharge
1st position of the advertisement (A5) of the size of 1/2 page and greater	15 %
2nd position of the advertisement (A7) of the size of 1/2 page and greater	10 %

*** For smaller advertisements this surcharge is replaced with an editorial surcharge.

Surcharge for grafic processing of document	10 %

Surcharges for publication under the brand	Surcharge
collecting in person	50 CZK
delivery by post, email	100 CZK
delivery by post abroad	300 CZK

Combined advertising	Surcharge
Presentation of another client's name, product or service within the advertisement	individual price agreement required
Non-dominant publication of a product or service another client in advertising	15 % of the contract price for each client

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, M KOMBI

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

Exceptions: in MF DNES not applicable to classified HR advertising in the editions of Prague-City and Prague Area.

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.

Discounts, Surcharges and Example of Advertising Price Calculation in Dailies

DNES metro

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	
Size of the advert (2 columns x 139 mm)	278 mm
Basic price (278 mm x 297 CZK)	82 566 CZK
Surcharge for placement in the editorial section (100 % of 82 566 CZK)	82 566 CZK
Final price (excl. VAT)	165 132 CZK

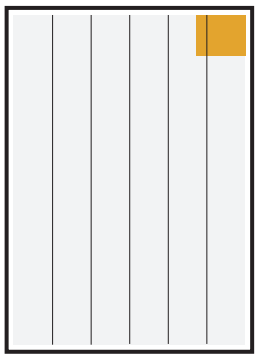
National edition of MF DNES, business day, height of 80 mm, 1 column, discount for the number of repetitions editorial placement not required Size of the advert (1 column x 80 mm) 80 mm	
Size of the advert (1 column x 80 mm)	80 mm
Basic price (80 mm x 297 CZK)	23 760 CZK
Discount for the number of repetitions (15 % of 23 760 CZK)	-3 564 CZK
Final price (VAT excl.)	20 196 CZK

ADDITIONAL INFORMATION >

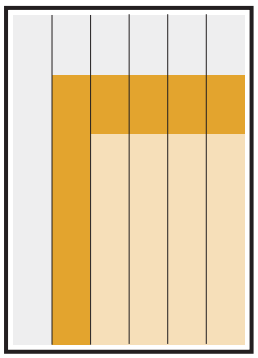
Fee for the placement in a crossword:
A 25 % surcharge is added to the price of an advertisement in a crossword (2 columns x 55 mm)

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

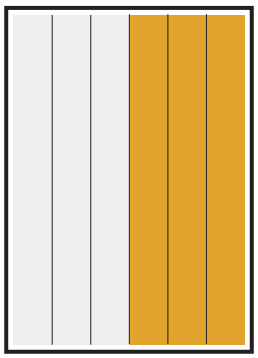
Examples of ad formats



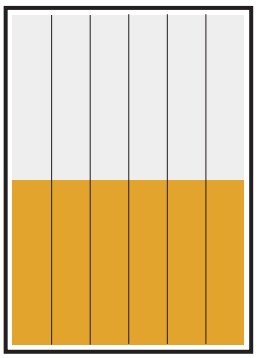
Advert on title
MF DNES 58 x 48 mm



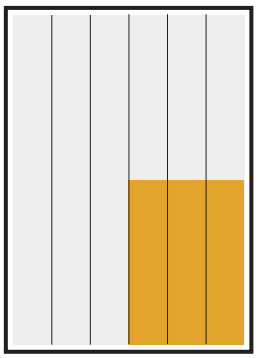
Junior page A
5 columns - 237 x 345 mm
Junior page B
4 columns - 189 x 276 mm



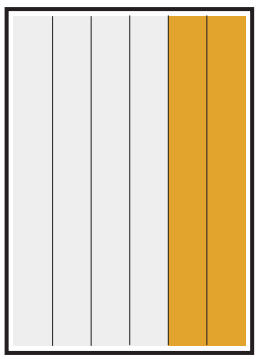
1/2 page portrait
3 columns - 141 x 435 mm



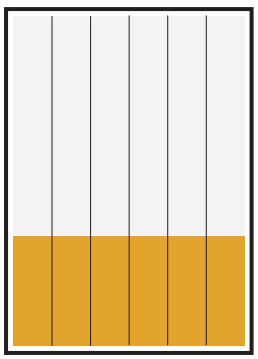
1/2 page landscape
6 columns - 285 x 217 mm



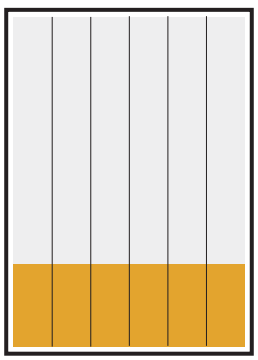
1/4 page portrait
(midd. corner)
3 columns - 141 x 217 mm



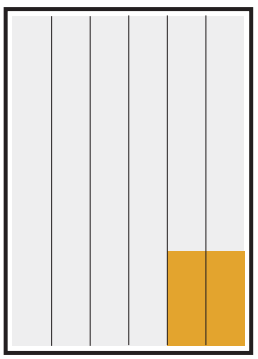
1/3 page portrait
2 columns - 93 x 435 mm



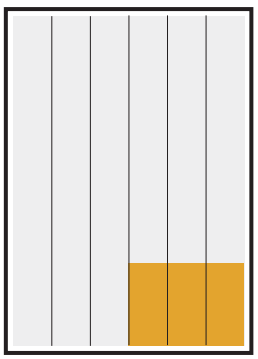
1/3 page landscape
6 columns - 285 x 145 mm



1/3 page landscape
6 columns - 285 x 145 mm



Small corner
2 columns - 93 x 139 mm



1/8 page
3 columns - 141 x 109 mm

Inserted Advertisements

Valid from 1. 1. 2026

DNES metro

Price (applicable for inserting and sewing in)	Dailies: MF DNES	Daily Metro	Magazines: Ona DNES, Téma
up to 10g/piece	1,55	1,34	1,71
up to 20 g/piece	1,77	1,55	2,03
up to 30 g/piece	1,98	1,77	2,25
up to 40 g/piece	2,19	1,98	2,57
up to 50 g/piece	2,41	2,19	2,89

* insertion in the national edition of MF DNES, Metro

** insertion in the national edition of MF DNES

After agreement also other cases, e.g. Insertion in the whole edition of a particular region, for all subscribers, etc.

If the weight exceeds 50 g/piece, the price will be set by agreement (this also applies to pasting).

Discounts	Repetitions	Number of pieces M KOMBI, MFD, Metro
3%	3x	500 000
5%	6x	1 000 000
10%	8x	1 500 000
15%	10x	2 000 000
20%	12x	2 500 000

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.

Deadline for orders:
For dailies, 7 days prior to publishing.
For magazines, 21 days prior to publishing.
Order confirmation within 3 days after supplying a model.

Delivery deadlines:
Daily: 3 business days prior to publishing.
Weekly magazines: 5 business days prior to publishing.

Due to the limited space capacity of the stock, it is necessary to deliver the material for insertion to the printing house on the date specified on the order confirmation, not before. Otherwise we will charge a 5 EUR fee per pallet and day.

Cancellation fees
30-16 business days prior to publishing: 50 %
15 days and less prior to publishing: 100 %

No later than 5 business days prior to publishing, the customer shall supply 5 copies of sample supplements to the Sales Department of MAFRA, a.s.

All prices in the price list are specified exclusive of VAT.

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 or 105 x 210 mm into a daily; the paper density must not be lower than 170 g/m2 or greater than 200 g/m^2
- for A4 and A5 – the density must not be lower than 120 g/m^2
- 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/m^2
- larger A2 and A3 formats must be folded down to A4 size; the paper density must not be lower than 60 g/m^2 (A2) or 80 g/m^2 (A3)

Format and paper density of multi-page supplements (A4, A5 a A6)

- 4 to 6 pages – the paper density must not be lower than 80 g/m^2 (otherwise, the paper must be folded)
- 8 and more pages – minimum density of 52 g/m^2

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

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)!

OUR TIP! >

The printing and, where applicable, the graphic design of the inserted brochure supplements, including their transport to the place of insertion, can be arranged through the Sales Department of MAFRA, a.s. Pricing on request.

Pasting onto Title Page

Valid from 1. 1. 2026

DNES metro

PASTING ONTO TITLE PAGE Price/1000 pcs	Format (W x H in mm)	Price CZK M KOMBI (MFD + Metro)	Price CZK per 1 title MF DNES	Price CZK per 1title Metro
A6 tag (printed on one or two sides)	**105 x 148**	2,68	3,00	3,00
A7 tag (printed on one or two sides)	**74 x 105**	2,14	2,46	2,46

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 5 EUR 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. Speci cations 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

2. 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.

3. Transport and packaging of advertisement tags

Box packaging
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.

4. Mafraprint printing houses – contacts

Prague printing house: Tiskařská 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

5. 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.

OUR TIP! >

The printing and, where applicable, the graphic design of tags to be put on the title page, including their transport to the place of pasting, can be arranged through the Sales Department of MAFRA, a. s. Pricing on request.

Places of Delivering Flyers

Valid from 1. 1. 2026

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

Places of deliveries:	MAFRA, a. s. Printing Company Prague Tiskařská 2/625 Prague 10, Malešice Tel.: 225 068 403	MAFRA, a. s. Printing Company Olomouc Pavelkova 7 Olomouc Tel.: 583 803 127	Walstead Moraviapress s.r.o. U Póny 3061 Břeclav Tel.: 224 800 613
Dailies MF DNES, Metro, Metro MWO			
Magazines Ona DNES, Téma			

PRINT >

Dailies MF DNES, Metro, Víkend DNES, Orientace

Printing technology: offset newspaper printing
Colour: all pages in colour
Shade value increase in mean values:
black, cyan, magenta, yellow: 25 % ± 2 %

- **Dailies MF DNES 285 x 435** mm (w x h)
  Paper: UPM News 45 g/m²
  Raster: 40 lines/cm (100 lpi)
  (published daily, apart from Sundays and holidays)

- **VÍKEND DNES 285 x 435** mm (w x h)
  Paper: UPM News 45 g/m²
  Raster: 40 lines/cm (100 lpi)
  (published every Saturday, apart from holidays)

- **ORIENTACE 285 x 435** mm (w x h)
  Paper: UPM News 45 g/m²
  Raster: 40 lines/cm (100 lpi)
  (published every Saturday, apart from holidays)

- **Daily METRO 204 x 286** mm (w x h)
  Paper: UPM News 45 g/m²
  Raster: 40 lines/cm (100 lpi)
  (published from Monday to Friday, apart from holidays)

MAGAZINES (GP = glossy paper, MP = matte paper)

Printing technology: offset printing
Colour: all pages in colour

- **ONA DNES 210 x 285** mm (w x h)
  Paper: 57 g/m² SC
  Raster: 52 lines/cm (133 lpi)
  (published every Monday, apart from holidays)

- **DNES+TV 210 x 285** mm (w x h)
  Paper inside: Brite 68C, 48,8g/m²
  Raster: 40 lines/cm (100 lpi)
  Paper cover: 90 g/m² – GP
  Raster: 52 l/cm, (133 lpi)
  (published every Thursday, apart from holidays)

- **SPECIÁL DNES 210 x 285** mm (w x h)
  Paper inside: News 45g/m²
  Raster: 40 lines/cm (100 lpi)
  Paper cover: 90 g/m² – GP
  Raster: 52 l/cm, (133 lpi)
  (published every Friday, apart from holidays)

- **TÉMA WEEKLY 210 x 285** mm (w x h)
  Paper inside: 57 g/m² LWU
  Paper cover: 115 g/m² – GP
  Raster: 52 l/cm, (133 lpi)
  (published every Friday, apart from holidays)

- **METRO MEN WOMEN ONLY 210 x 285** mm (w x h)
  Paper inside: News 45g/m²
  Raster: 40 l/cm (100 lpi)
  Paper cover: 90 g/m² – GP
  Raster: 52 l/cm (133 lpi)
  (published once a month on Wednesday)

FORMATS, TYPE AREA, WIDTH OF COLUMNS >

MF DNES,
(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

Víkend
(Berlin format)

Size of type area: 285 mm width x 435 mm height
Column No.: 4
Width at column No.:
2 col.: 141 mm
4 col.: 285 mm

Orientace
(Berlin format)

Size of type area: 285 mm width x 435 mm height
Column No.: 5 / **Column width:** 54 mm
Width at column No.:
1 col.: 54 mm
2 col.: 112 mm
3 col.: 170 mm
4 col.: 227 mm
5 col.: 285 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

Basic advertising tabloid formats = 204 x 286
METRO and extraordinary supplements of MF DNES

1/1 width	204 x 286 mm
1/1 page – company profile (only MF DNES)	204 x 279 mm
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 x71 mm
Arbitrary formats	**columns x height**

TECHNICAL CONDITIONS FOR THE DELIVERY OF INPUT MATERIALS – **DAILIES** >

Dailes MF DNES, Metro, supplements Víkend, Orientace and extraordinary supplements of MF DNES daily

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

Total Area Coverage of no more than **200 %** (in neutral grey), i.e.: **the maximum sheet coverage by colour at any place must not exceed 200 %!**

The detailed technical conditions are available in the Technical Conditions online at:
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 >

ESPRIT, TÉMA, ONA DNES

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.
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 DNES+TV, SPECIÁL DNES, MAGAZINES DIFFERENT PAPER 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 200 %, cover: no more than 200 %.
Input materials for bleed: 5 mm over the edge, crop marks: 3 mm from trimmed size, safe distance of text from page edge: 5 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_basICC**, 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.

media group mafra

PRESS · ONLINE · TV · PRINT

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"):

a) in printed media published by the Publishing House - listed in updated form here: https://www.mafra.cz/portfolio.aspx;
b) in the internet media published by the Publishing House - listed in updated form here: https://www.mafra.cz/portfolio.aspx?cat=internet;
c) in combined offers such as M KOMBI;
d) in the television broadcasting of the ÓČKO, ÓČKO Star, ÓČKO Black and ÓČKO Expres music channels;
e) within the Rajče video sharing platform; and
f) in the other printed materials, and other Media, platforms, and services published, operated or represented by the Publishing House

The communication media, platforms, and services listed above under items a) to f) 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 f), 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, also a brochure supplement, i.e. an external supplement of some of those Media and tags added to the title if such communication is disseminated for remuneration or other consideration. For electronic Media and services listed under items b), d), e) and f), 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 commercial articles, 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. However, the advertiser is obliged to disclose to the Publishing House, upon request, the identity of the person who ordered the dissemination of the Advertisement and the person for whose benefit the Advertisement was disseminated; the provision of Article III paragraph 2 and 4 shall thereby not be affected.

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, 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, but is authorized to accept them.

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, 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 advertiser's Advertisement in the sense of the provisions of Section 1(6) of Act No. 40/1995 Coll., on Regulation of Advertising, as amended, the advertiser is entitled to use this Advertisement in the Publishing's House media only. In other media or in any other way the processor is entitled to do so only on the basis of concluding a special license agreement with the Publishing House.

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 advertiser is responsible for the timely delivery of input advertising materials. In the event that the Publishing House finds that the materials 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 advertiser of this fact without undue delay. In such a case, the advertiser is obliged to immediately deliver to the Publishing House appropriate replacement materials in the required condition.

2.
In the event that the Advertisement uses elements (in particular, so-called network identifiers) enabling tracking the user's behaviour (cookies, etc.) or processing personal data, the advertiser 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, Act No. 127/2005 Coll., and Chapter III of Regulation (EU) 2024/900 (or regulations replacing them), and the advertiser (or another cooperating person who meets the conditions for being a controller within the meaning of Regulation (EU) 2016/679) is the controller of such data. In particular, it is prohibited to use such data other than for the purposes of normal advertising targeting and to process special categories of data within the meaning of No. 9 and data pursuant to Article 10 of Regulation (EU) 2016/679. Advertising targeting persons under 18 years of age is also prohibited. The Publishing House shall not obtain any consent for the advertiser (or the relevant controller) 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 advertiser (controller), the advertiser 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 advertiser undertakes to keep users properly informed of the ongoing processing of their personal data. The advertiser 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 advertiser (controller) 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 system operated by a third party (in particular the IAB Europe Transparency

and Consent Framework 2.2), the advertiser, if consent to the processing of personal data is obtained through such system by agreement with the Publishing House, undertakes to comply with the conditions laid down for participation in such a system and for the handling of the data concerned, and undertakes to ensure that the relevant personal data controller also complies with them. At its own expense and responsibility, the advertiser 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 above mentioned 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. The advertiser is fully responsible for compliance with the rules for the transfer of data outside the European Union, and, in particular, is obliged to ensure compliance with the rules set out in Chapter V of Regulation (EU) 2016/679 and to duly inform users about any transfers outside the EU. Any data collected independently by the advertiser in connection with the website of the Publishing House may not be used to support the activities of competing publishing houses.
In the case of Advertisements that are to be displayed on the online platforms of the Publishing House within the meaning of EU Regulation No. 2022/2065, the advertiser undertakes to hand over the data to the Publishing House at its own expense together with the Advertisement in the format specified by the Publishing House and at the time specified by the Publishing House (or even in real time) necessary for the fulfilment of the Publishing House's obligations set out in this regulation (especially its Article 26). The Publishing House may stipulate that a third-party technical system (e.g. the IAB Europe organization) will be used to display the data specified by this regulation. In such a case, the advertiser is obliged to ensure connection to such a system at its own expense.

The advertiser undertakes to ensure increased protection of minors with regard to advertising. In particular, in the case of advertisements to be displayed on online platforms of the Publishing House within the meaning of Regulation (EU) 2022/2065, the advertiser undertakes to implement appropriate and proportionate measures to ensure a high level of privacy, security and protection of minors and not to transmit advertisements for display that would be based on profiling within the meaning of Article 4(4) of Regulation (EU) 2016/679 using the personal data of minors or profiling; which is based on the special categories of personal data referred to in Article 9(1) of Regulation (EU) 2016/679.

In the event that an advertisement constituting a political advertising service within the meaning of Article 3(5) of Regulation (EU) 2024/900 is placed, the advertiser is obliged to notify the Publishing House of this fact in writing when placing the advertisement and to ensure proper completion of the form specified by the Publishing House. At the same time, it is obliged to provide the Publishing House, fully, accurately and without undue delay, with all necessary information in writing, e.g. on the fulfilment of the conditions under Article 5(2) of Regulation (EU) 2024/900 and the relevant information necessary to comply with the requirements under Article 9(1), Article 11(1) and Article 12(1) of that Regulation.. The advertiser is obliged to inform the Publisher in writing without delay of any changes to such data, any identified errors therein, and any additions. The advertiser is obliged to immediately, fully and accurately, provide the Publishing House with other necessary cooperation and information to meet itsobligations under Regulation (EU) 2024/900. The advertiser is obliged to ensure that the creative materials of the relevant advertisement contain all information and elements prescribed by this Regulation and its implementing acts (in particular Regulation (EU) 2025/1410). Where both the Publishing House and the advertiser (or another cooperating person) are deemed to be political advertising publishers, the advertiser shall ensure that all obligations of a political advertising publisher are fulfilled by it or by the relevant cooperating person, at its own expense.

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 measurements, a difference of no more than 10% will be accepted compared to the advertising system statistics of the Publishing House, at the discretion of the Publishing House.

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 universally binding legislation, particularly Act No. 40/1995 Coll., on Regulation of Advertising, as amended, Act No. 132/2010 Coll. on Linear Audiovisual Media Services, Act No. 242/2022 Coll., on Video Sharing Platform Services (in particular, it will not contain elements prohibited under Section 7 of this Act), or, where applicable, Act No. 231/2001 Coll., on Radio and Television Broadcasting, as amended, and that all financial claims arising from the use of copyrighted works or, where applicable, portraits of natural persons used in the Advertisement, and from copyright-related rights have been settled by the advertiser as of the date of transmitting the input materials for the Advertisement; this does not apply to claims from collecting societies, i.e. notably OSA – Copyright Protection Association for Music Rights and INTERGRAM - Independent Society of Performers and Producers of Phonograms and Audiovisual Fixations, but solely to the extent of remuneration for disseminating the Advertisement in the broadcasting of radio stations or television channels. The advertiser expressly undertakes not to spread advertising for gambling operated without a basic authorisation pursuant to Act No 186/2016 Coll. on Gambling, or regulations replacing it. The advertiser undertakes that if the Publishing House or the publisher or, where applicable, the operator of the respective Media suffers any damage or other harm as a result of the dissemination of the Advertisement, the advertiser shall compensate such damage (harm) in full. Damage is also deemed to include the cost of judicial or arbitration proceedings, including the cost of legal representatives in such matters. The advertiser undertakes that the Advertisement submitted to the Publishing House for dissemination will not be in breach of Act No. 634/1992 Coll., on Consumer Protection, in particular, it will not contain misleading or unfair commercial practices. The advertiser also undertakes to comply with all restrictions on election advertising under the relevant election laws (e.g. Act No. 491/2001 Coll., on Elections to Municipal Councils, Act No. 247/1995 Coll., on Elections to the Parliament of the Czech Republic, Act No. 275/2012 Coll., on the Election of the President of the Republic, Act No. 234/2025 Coll., on Election Campaigns and on the Transparency and Targeting of Political Advertising, etc.).

5.
The Publishing House shall be given all necessary input materials for disseminating the Advertisement at 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. The advertiser confirms that it duly fulfils its obligations to archive the Advertisement and all related data, in particular the obligation under Section 7a of Act No. 40/1995 Coll. and Articles 9(3) and 19(1) of Regulation (EU) 2024/900, upon request of the Publishing House, the advertiser undertakes to provide it with such a copy of the Advertisement disseminated by the Publishing House and all related data, including information on the extent and duration of the distribution, without undue delay.

IV. FRAMEWORK CONTRACT

1.
If the advertiser intends 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 MF DNES, in the regional editions of MF DNES, for Advertisements in the DNES+TV Magazine and in the Metro daily, 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 entitles 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 already 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 ÓČKO 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; if 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.

7.
The Publishing House is entitled to terminate the contract in writing in the event that it ceases to publish or operate the medium in question to which this contract applies, or intends to do so within the next 90 days; if the contract applies to several media, the Publishing House is entitled to partially terminate the contract to the extent that it concerns the expiring medium. The notice period is 10 days from the delivery of the notice to the advertiser.

V. ORDER EXECUTION

1.
The Publishing House reserves the right to refuse to disseminate an Advertisement:

a) if the Advertisement ordered fails to comply with the concluded 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 trade practices and fair conduct, or decisions by public administration authorities, or it is prohibited to disseminate or otherwise process advertising for this Advertiser or the person represented by it;
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 where 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 or which does or might cause damage to the reputation 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 ÓČKO 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; if 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;
l) in the case of anonymous Advertisements concerning elections during an election campaign under election laws or Advertisements that fail to meet other requirements of the election laws and/or;
m) in the event that the advertiser fails to provide the necessary information together with the Order pursuant to these General Terms and Conditions or legal regulations.

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, if it is possible to remove the defectiveness of the advertisement. 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, but it is not obliged to check whether the advertisement is to be subject to the conditions under special legislation (e.g. Regulation (EU) 2024/900); The advertiser is always obliged to inform the publisher in writing about this in advance and to provide it with the necessary documents and instructions for their application. 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 content or to other Advertisements.

12.
The Publishing House is entitled to use the Advertisement published in its media to a reasonable extent for promotion, if it is displayed simultaneously with this media. The advertiser acknowledges that the Publishing House's media are usually available without a time limit (e.g. within online archives).

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 and expense (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. The proof of the dissemination of the advertisement is not entitled to be used by the advertiser for any purpose other than to control how the advertisement was disseminated.

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, unless otherwise agreed in writing. 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 period of one calendar year, 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 is published on another day, for example, due to a public holiday, the Thursday rate 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 M Kombi) are placed as a single order, which is always invoiced after first publication.

13.
The advertiser agrees that invoices will only be sent electronically to the advertiser's e-mail address. The Publishing House may also 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 price list advertising prices, inclusive of VAT, relating to specific formats of MF Dnes 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 broadcasting or other dissemination of an Advertisement in other Media, the advertiser is entitled to a price Discount or to a dissemination of a flawless substitute Advertisement but only to the extent to which the purpose of the Advertisement was harmed. The advertiser is obliged to claim this right from the Publishing House in writing within 2 weeks from the date of dissemination of the Advertisement, otherwise such right expires. It is the discretion of the Publishing House to choose from among the options specified in the first sentence above. If the Publishing House fails to publish the substitute Advertisement without undue delay or if the substitute Advertisement repeatedly fails to be flawless, the advertiser is entitled to a price Discount.

2.
When an Advertisement is disseminated repeatedly, the advertiser is obliged to check the correctness and completeness thereof immediately after each publication. The Publishing House will not admit a claim for publishing a substitute Advertisement if the same deficiency occurs in the repeated Advertisement without being reported to the Publishing House immediately (within no later than 3 days) after the previous publication.

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 also, 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 and is not obliged to pay any damage other than actual damage. This is without prejudice to other limitations of liability stipulated herein.

5.
Advertisement texts are only sent (in the manner determined by the Publishing House) to the advertiser for proofreading at the advertiser's explicit written request and only if this is feasible and customary 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), fulfilment 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 restriction applies to information provided by the Publishing House to the advertiser.

2.
In recovering its claims due from the advertiser, the Publishing House is entitled to use a third party. The Publishing House is entitled to transmit information about 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.

3.
The instructions on processing of personal data from the Publishing House is available at www.mafra.cz/pouceni.

IX. OTHER PROVISIONS

1.
Should reasonable doubts about the advertiser's solvency occur or should the advertiser be late in paying any invoice of the Publishing House that is due (albeit issued under a different contract), the Publishing House, at its own discretion, is entitled:
a) to withdraw from the contract;
b) to interrupt its performance; or
c) to condition its further performance (including performance already ordered) on payment in advance.
The Publishing House is not obliged to notify the advertiser of the performance interruption pursuant to item b).

2.
Order cancellation, which must be made in writing in any event, is without prejudice to the Publishing House's rights to receive the payment of the Advertisement price (i.e. the Publishing House is entitled to a withdrawal fee at the rate of 100% of the price in that event). 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.

3.
If the input material of the Advertisement ordered is not delivered or its delivery is late, the Publishing House reserves the right to demand a cancellation fee at the rate of 100% of the agreed price, unless a different cancellation fee is specified in the price list.

4.
The contracting parties have agreed that the contracts (for work) concluded between them for the dissemination of the Advertisements and the relations arising from such contracts will be governed by Czech law, namely Act No. 89/2012 Coll., the Civil Code, as amended, specifically by the provisions governing contracts for work pursuant to Section 2586 et seq. of the Civil Code. The advertiser undertakes, at its own cost and risk, duly and within the statutory deadlines, to fulfil the obligations concerning the contract being concluded, as set out in Act No 340/2015 Coll. The contracting parties have agreed that in the case of expiry of the time limit set for sending such contract to the register administrator for publication, the Publishing House is entitled to withdraw from the contract. However, the Publishing House has a right to publish the contract independently if the advertiser does not publish the contract within 15 days of its conclusion, or on other reasonable grounds. The Publishing House may claim compensation for damage or non-material damage caused by breaching the contractual obligation of the advertiser to publish the contract duly and on time. To avoid any doubt it is agreed that this provision is separable from the other content and any ineffectiveness or invalidity of the contract due to its non-publication does not cause ineffectiveness or invalidity of this provision.
If that Act allows the exclusion of a part of the contract or information 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 340/2015 Coll. 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) Future agreements or contracts;
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 independent 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 (advertiser) fails to pay any instalment, the contracting parties have agreed that the creditor (Publishing house) 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 more precisely Regulation (EU) No 1215/2012, the contracting parties hereby agree on the jurisdiction of the Czech courts for all disputes between them arising from this Agreement, and in the case of persons who do not have another competent court in the Czech Republic, the territorial jurisdiction of the District Court for Prague 5 as the court of first instance. In the event that the court of first instance is a regional court, the contracting parties agree on the territorial jurisdiction of the Municipal Court in Prague for 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 for withdrawing from the contract under paragraph 2 is available here: https://casopisy.mafra.cz/odstoupeni

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 GoPay payment platform or by payment cards in MAFRA media group's service centres. However, the Publishing House reserves the right of choosing the required payment system for an individual contract or order.

6.
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

Mediation is governed by Act No. 202/2012 Coll., on Mediation and Amendments to certain Acts.

The supervisory authority where complaints can be submitted is The Czech Trade Inspection Authority (www.coi.cz).

XII. VALIDITY

These General Business Terms come into force on 1 January 2026.

media group mafra

PRESS · ONLINE · TV · PRINT

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: CZ9301000000001218942011

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 21-26)

PRINTED ADVERTISING

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

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

Receipt of agency advertisements
Phone: 22506 3403, 3431, 3453
E-mail: inzerce.agentury@mafra.cz

Recruitment agency advertising
Phone: 22506 3412
E-mail: personalni.agentury@mafra.cz

Foreign advertising
Phone: 22506 3434
E-mail: advertising@mafra.cz

Inserted advertisements
Phone: 22506 3403

SALES ACCOUNTING OFFICE
Phone: 22506 3217

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

Media Managers
Phone: 22506 3493
E-mail: reklama@idnes.cz

Sales Managers of jobdnes.cz
Phone: 22506 3370

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

RECEIPT OF ADVERTISEMENTS FOR PRAGUE, BOHEMIA AND MORAVIA

Prague-City and Central Bohemian Region
Jakub Urban
Phone: +420 734 517 483
E-mail: Jakub.Urban@mafra.cz

Liberec Region
Věra Novotná
Phone: +420 725 397 267
E-mail: Vera.Novotna@mafra.cz

Ústí nad Labem Region
Věra Novotná
Phone: +420 725 397 267
E-mail: Vera.Novotna@mafra.cz

West Bohemian Region
Milena Seidlerová
Phone: +420 775 347 752
E-mail: Milena.Seidlerova@mafra.cz

South Bohemian Region
Jakub Kolb
Phone: +420 724 256 067
E-mail: Jakub.Kolb@mafra.cz

East Bohemian Region
Václav Veselý
Phone: +420 702 021 398
E-mail: Vaclav.Vesely@mafra.cz

Moravian-Silesian Region
Petr Mlynář
Phone: +420 602 135 152
Phone: Petr.Mlynar@mafra.cz

Olomouc Region
Petr Mlynář
Phone: +420 602 135 152
E-mail: Petr.Mlynar@mafra.cz

Zlín Region
Petr Mlynář
Phone: +420 602 135 152
E-mail: Petr.Mlynar@mafra.cz

South Moravian Region
Marek Vysloužil
Phone: +420 734 517 472
E-mail: Marek.Vyslouzil@mafra.cz

Vysočina Region
Marek Vysloužil
Phone: +420 734 517 472
E-mail: Marek.Vyslouzil@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/.

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