

VOGUE

pricelist and schedule 2021

pricelist

STANDARD		MAGAZINE	SUPPLEMENT
SINGLE PAGE		275 000	225 000
DOUBLE PAGE		550 000	450 000
ADVERTORIAL			
SINGLE PAGE		350 000	265 000
DOUBLE PAGE		700 000	530 000
PAGES / POSITION			
OUTSIDE BACK COVER		450 000	350 000
INSIDE BACK COVER		360 000	255 000
1 ST	SINGLE PAGE	400 000	320 000
2 ND	SINGLE PAGE	390 000	310 000
3 RD	SINGLE PAGE	380 000	300 000
4 TH	SINGLE PAGE	370 000	290 000
5 TH	SINGLE PAGE	360 000	280 000
6 TH	SINGLE PAGE	350 000	270 000
7 TH	SINGLE PAGE	340 000	260 000
8-10 TH	SINGLE PAGE	330 000	250 000
DOUBLE PAGE / POSITION			
V-GATE COVER		1 100 000	850 000
INSIDE BACK COVER - DOUBLE PAGE		620 000	460 000
1 ST	DOUBLE PAGE	800 000	640 000
2 ND	DOUBLE PAGE	780 000	620 000
3 RD	DOUBLE PAGE	760 000	600 000
4 TH	DOUBLE PAGE	740 000	580 000
5-10 TH	DOUBLE PAGE	720 000	560 000
DOUBLE PAGE BETWEEN THE SPECIAL POSITIONS		700 000	540 000

schedule

	BOOKING	MATERIAL DEADLINE	ON SALE
JANUARY-FEBRUARY 2021	19. 11. 2020 Thu	26. 11. 2020 Thu	17. 12. 2020 Thu
MARCH 2021	14. 1. 2021 Thu	19. 1. 2021 Út	11. 2. 2021 Thu
APRIL 2021	11. 2. 2021 Thu	16. 2. 2021 Út	11. 3. 2021 Thu
MAY 2021 + LEADERS	18. 3. 2021 Thu	23. 3. 2021 Út	15. 4. 2021 Thu
JUNE 2021	15. 4. 2021 Thu	20. 4. 2021 Út	13. 5. 2021 Thu
JULY 2021	13. 5. 2021 Thu	18. 5. 2021 Út	10. 6. 2021 Thu
AUGUST 2021	17. 6. 2021 Thu	22. 6. 2021 Út	15. 7. 2021 Thu
SEPTEMBER 2021	15. 7. 2021 Thu	20. 7. 2021 Út	12. 8. 2021 Thu
OCTOBER 2021	19. 8. 2021 Thu	24. 8. 2021 Út	16. 9. 2021 Thu
NOVEMBER 2021	16. 9. 2021 Thu	21. 9. 2021 Út	14. 10. 2021 Thu
DECEMBER 2021	14. 10. 2021 Thu	19. 10. 2021 Út	11. 11. 2021 Thu
JANUARY 2022	18. 11. 2021 Thu	23. 11. 2021 Út	16. 12. 2021 Thu

INSERT

1 Sheet: 2,5 CZK/PCS
2 Sheets: 4 CZK/PCS
4 Sheets: 6,5 CZK/PCS
6 Sheets: 7,5 CZK/PCS
8 Sheets: 8 CZK/PCS

Inserts for subscribers: 15 CZK/PCS

PRODUCTION COST

Insert with placing: 0,70 CZK/PCS
Silicone point: 1,40 CZK/PCS
Sheet glued into binding: 0,25 CZK/PCS

TECHNICAL SPECIFICATIONS

Periodicals: monthly
Format: 230x285 mm
Cover: 250g KL / 4+4 colour,
Paper: 80g MWC / 4+5 colour
Binding: V2 - Perfect bound

