media group mafra

PRESS · ONLINE · TV · PRINT

Price List of Printed Publications Valid from 1. 1. 2018

media group mafra

PRESS · ONLINE · TV · PRINT

Printed Publications of the MAFRA Media Group

DNES

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

LIDOVÉ NOVINY

Lidové noviny is the oldest Czech daily still in circulation, established in 1893.
It has permanently positioned itself as a quality national newspaper with a special focus on politics, business and culture. It is sought after by its **204 thousand** readers every day for its comprehensive political and economic news coverage, proficient commentaries and opinions by top figures from the Czech Republic as well as abroad. Its regular everyday supplements and special magazines of Lidové noviny – the Friday's attractive Pátek LN magazine with **277 thousand** readers, the quality business monthly magazine Index or the exclusive lifestyle monthly Esprit magazine also enjoy high prestige.

metro

The **METRO** daily is distributed FREE OF CHARGE in the readership of **330,000** copies every business day. With its unique focus, it allows easily targeting younger readers up to the age of thirty. In the XXL advertising combination – combining the 5plus2 weekly and the METRO daily – it thus offers the largest impact on readers in the market. METRO confirms its unique position in the capital city in readership statistics – repeatedly ranking as the most read daily in Prague.

5 PLUS 2

The second publication in the group distributed free of charge is **the 5plus2 weekly**. Published on Fridays in the readership of almost **820,000 copies**, it is the largest weekly in the whole Czech market. Its district editions offer a huge and, at the same time, very accurate targeting of your campaign down to the level of individual municipalities. The advertising **XXL package** combined with METRO, includes two publications with a total distributed circulation of more than **1,150,000** copies.

TÉMA

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.

Data sources: Media project, Publishers Association – AKA, Median – STEM/MARK, Q2-3/2016;
ABC ČR, April-September 2017

Structure of MF DNES and Lidové noviny Dailies

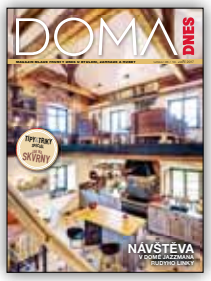
Valid from 1. 1. 2018

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: 564,000

Thursday edition published with its usual Employment supplement.

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



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

MONDAY	Ona DNES national edition, readership: 423,000
TUESDAY	Auto DNES national edition, readership: 195,000
WEDNESDAY	Doma DNES national edition, readership: 277,000
THURSDAY	DNES+TV national edition, readership: 667,000
FRIDAY	Rodina DNES national edition, readership: 195,000
SATURDAY	Víkend DNES national edition, readership: 394,000

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

LIDOVÉ NOVINY

Lidové noviny is a daily for educated readers. Established in 1893, this oldest Czech daily still in circulation positions itself today as a national newspaper with a special focus on politics, business, culture, science and education. Lidové noviny is published on weekdays in a convenient single-book structure. **Readership 204,000**

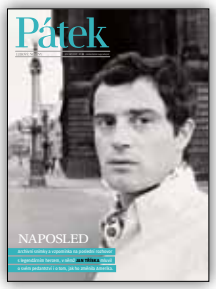
It includes the following sections every day: Home, World, Culture, Opinions, Economy, Sport, TV Programme and a unique authors' last page with special stories and topics.

Regular weekly supplements:

MONDAY	Law and justice
TUESDAY	Academy
WEDNESDAY	Medicine
THURSDAY	Economy+, half-page Managers Movements
FRIDAY	Service LN, Friday LN magazine, national edition readership: 277,000
SATURDAY	The edition contains four books, in addition to the main book, there is Czech position, Orientation and Relax

14 times a year, Lidové noviny with the inserted lifestyle magazine Esprit – national edition, the first Wednesday in a month

11 times a year, Lidové noviny brings their readers the economic magazine Index – national edition, published on Monday



Each Friday
Friday LN magazine

First Wednesday in a month
Esprit magazine

First Monday in a month
INDEX magazine

Data source: Media project, Median STEM/MARK, Q2-3/2017

DNES LIDOVÉ NOVINY metro 5 PLUS 2

	TOP KOMBI	MF DNES		LIDOVÉ NOVINY
Prices of 4C adverts (advertising part)	1 mm/1 cl.	1 mm/1 cl.	1 line/1 cl. (BW)	1 mm/1 cl.
Mon, Tue, Wed, Sat	€ 13	€ 11	€ 23	€ 4
Thu	€ 15	€ 13	€ 29	€ 4
Fri	€ 13	€ 11	€ 23	€ 5
Thu (MFD), Fri (LN)	€ 16	x	x	x

				ULTRA KOMBI				TOP KOMBI				MF DNES		LIDOVÉ NOVINY	
FORMATS	MFD, LN W x H in mm	METRO W x H in mm	5+2 W x H in mm	Mon, Tue, Wed, Sat	Thu	Fri	Thu (MFD) Fri (LN)	Mon, Tue, Wed, Sat	Thu	Fri	Thu (MFD) Fri (LN)	Mon, Tue, Wed, Fri, Sat	Thu	Mon, Tue, Wed, Thu, Sat	Fri
2/1 panoramic spread	600 x 435	428 x 286	428 x 286	€ 103 024	€ 113 762	€ 106 603	€ 117 341	€ 70 758	€ 85 263	€ 73 427	€ 88 551	€ 60 715	€ 75 838	€ 25 864	€ 30 905
1/1 Page	285 x 435	204 x 286	204 x 286	€ 51 613	€ 56 569	€ 53 265	€ 58 221	€ 32 676	€ 39 352	€ 33 890	€ 40 870	€ 28 022	€ 35 002	€ 11 937	€ 14 264
Big corner (Junior page)	237 x 345	163 x 232	152 x 213	€ 34 073	€ 37 349	€ 35 165	€ 38 441	€ 21 596	€ 26 009	€ 22 398	€ 27 012	€ 18 520	€ 23 134	€ 7 890	€ 9 427
1/2 page portrait	141 x 435	99 x 286	99 x 286	€ 25 856	€ 28 334	€ 26 682	€ 29 160	€ 16 338	€ 19 676	€ 16 945	€ 20 435	€ 14 011	€ 17 501	€ 5 969	€ 7 132
1/2 page landscape	285 x 217	204 x 142	204 x 142	€ 25 823	€ 28 296	€ 26 647	€ 29 120	€ 16 300	€ 19 631	€ 16 906	€ 20 388	€ 13 979	€ 17 461	€ 5 955	€ 7 116
1/3 page portrait	93 x 435	80 x 286	-	x	x	x	x	€ 10 892	€ 13 117	€ 11 297	€ 13 623	€ 9 341	€ 11 667	€ 3 979	€ 4 755
1/3 page landscape	285 x 145	204 x 95	204 x 95	€ 17 235	€ 18 887	€ 17 785	€ 19 437	€ 10 892	€ 13 117	€ 11 297	€ 13 623	€ 9 341	€ 11 667	€ 3 979	€ 4 755
1/4 pageportrait (middle corner)	141 x 217	99 x 142	99 x 142	€ 12 913	€ 14 149	€ 13 325	€ 14 561	€ 8 150	€ 9 815	€ 8 453	€ 10 194	€ 6 989	€ 8 730	€ 2 977	€ 3 558
1/4 page landscape (bottom)	285 x 109	204 x 71	204 x 71	€ 12 946	€ 14 187	€ 13 359	€ 14 601	€ 8 188	€ 9 861	€ 8 492	€ 10 241	€ 7 022	€ 8 771	€ 2 991	€ 3 574

EXAMPLES OF SPECIAL FORMATS	MFD, LN W x H in mm	METRO W x H in mm	5+2 W x H in mm	Mon, Tue, Wed	Thu	Fri	Thu (MFD) Fri (LN)	Mon, Tue, Wed, Sat	Thu	Fri	Thu (MFD) Fri (LN)	Mon, Tue, Wed, Fri, Sat	Thu	Mon, Tue, Wed, Thu, Sat	Fri
Advert on title, nationwide	58 x 48 (MFD) 45 x 39 (LN)	38 x 40	37 x 70	€ 8 267	€ 8 807	€ 8 512	€ 9 051	€ 3 608	€ 4 260	€ 3 896	€ 4 656	€ 3 013	€ 3 772	€ 1 238	€ 1 582
Advert on title page	45 x 70	-	-	x	x	x	x	€ 3 986	€ 4 798	€ 4 126	€ 4 970	€ 3 326	€ 4 171	€ 1 360	€ 1 610
Advert on title page	141 x 64	-	-	x	x	x	x	€ 10 930	€ 13 140	€ 11 279	€ 13 605	€ 9 109	€ 11 434	€ 3 721	€ 4 380
Bottom advert on title page	285 x 50	204 x 60	204 x 57	€ 39 562	€ 42 039	€ 40 292	€ 42 769	€ 24 813	€ 28 297	€ 25 160	€ 28 934	€ 21 279	€ 24 767	€ 9 065	€ 10 093
Advert in text section, nationwide*	1 or 2 cl. (price for mm/cl.)	-	-	€ 62	€ 70	€ 65	€ 72	€ 50	€ 60	€ 52	€ 63	€ 43	€ 54	€ 18	€ 22

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! >

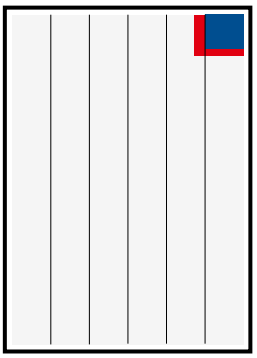
In addition to standard formats, there is a separate offer of special formats, such as panoramic spread (600 x 435 mm), super-panoramic spread (1202 x 435 mm), various panoramic advertisements, advertisements of special shapes and reaching into editorial text. We will provide you with samples of advertisements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

ADDITIONAL INFORMATION AND EXAMPLES OF ADVERTISEMENT FORMATS >

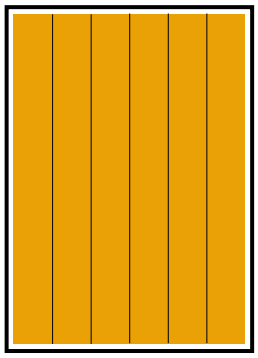
Deadline for orders:
MF DNES, Lidové noviny and Top Kombi: 3 to 5 business days prior to publishing, depending on location.
Deadline for input materials: 3 business days prior to publishing.
Cancellation fees: From 3 business days prior to publishing: 100 %

Deadline for orders Ultra Kombi: 8 business days prior to publishing.
Deadline for input materials: 5 business days prior to publishing.
Cancellation fees: From 5 business days prior to publishing: 100 %
Discounts and surcharges: see page 17

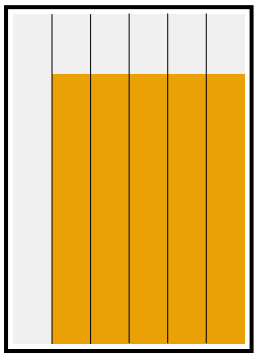
For text advertisements that are 435 mm high and are graphically similar to editorial material, MAFRA reserves the right to designate such an advertisement in its upper area with the ADVERTISEMENT sign of the size of 10 points. The client is not entitled to a reduction of the advertisement price.



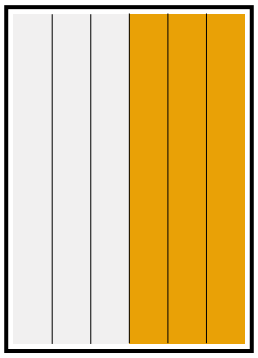
Advert on title
MF DNES 58 x 48 mm
LN 45 x 39 mm



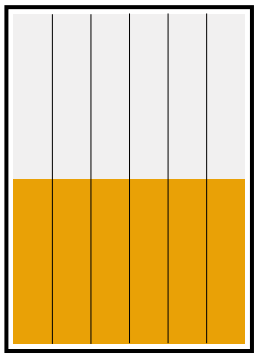
1/1 page
6 columns - 285 x 435 mm



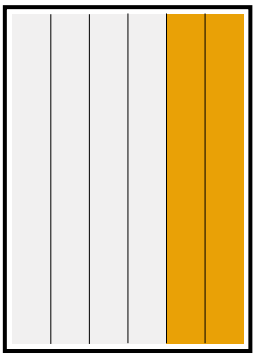
Big corner (Junior page)
5 columns - 237 x 345 mm



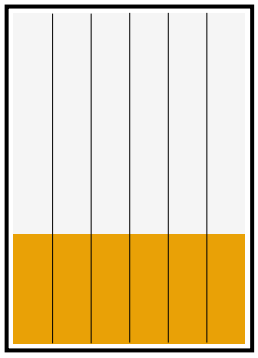
1/2 page portrait
3 columns - 141 x 435 mm



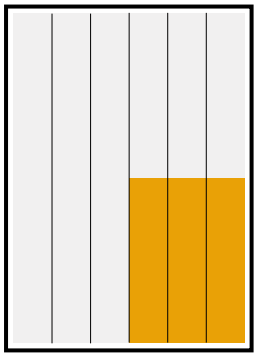
1/2 page landscape
6 columns - 285 x 217 mm



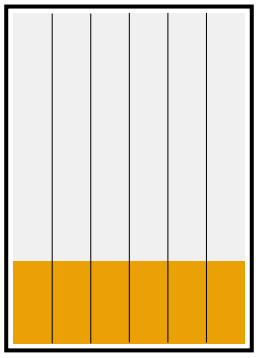
1/3 page portrait
2 columns - 93 x 435 mm



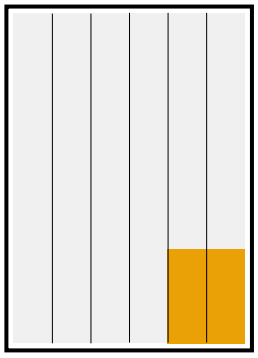
1/3 page landscape
6 columns - 285 x 145 mm



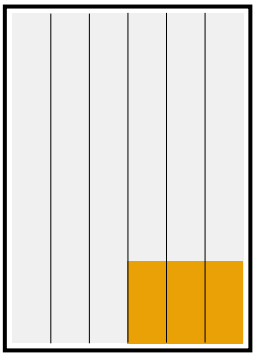
1/4 page portrait (midd. corner)
3 columns - 141 x 217 mm



1/4 page landscape (bottom)
6 columns - 285 x 109 mm



Small corner
2 columns - 93 x 139 mm



1/8 page
3 columns - 141 x 109 mm

EXPLANATORY NOTES >

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

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

ALL FORMATS WITHOUT CROP MARKS AND BLEEDS

ADDITIONALLY CHARGED POSITIONS >

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

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

DNES magazín+TV | Pátek LIDOVÉ NOVINY | OnaDnes

			ONA DNES	AUTO DNES	DOMA DNES	MAGAZINE DNES + TV	RODINA DNES	VÍKEND DNES	PÁTEK LN
FORMATS	bleed W x H in mm	type area W x H in mm	Mon	Tue	Wed	Thu	Fri	Sat	Fri
2/1 panoramic spread	420 x 285	386 x 261	€ 22 616	€ 18 112	€ 18 112	€ 30 163	€ 18 112	€ 19 221	€ 12 791
1/1 Page	210 x 285	181 x 261	€ 11 434	€ 9 147	€ 9 147	€ 15 233	€ 9 147	€ 9 610	€ 7 713
2nd cover page	210 x 285	181 x 261	€ 13 151	€ 10 523	€ 10 523	€ 16 085	€ 10 523	€ 10 581	€ 8 915
3rd cover page	210 x 285	181 x 261	€ 13 151	€ 10 523	€ 10 523	€ 16 085	€ 10 523	€ 10 581	€ 8 527
4th cover page	210 x 285	181 x 261	€ 14 450	€ 11 562	€ 11 562	€ 19 132	€ 11 562	€ 11 047	€ 9 302
1/2 pg. landscape, portrait	210 x 140 102 x 285	181 x 128 88 x 261	€ 5 717	€ 4 574	€ 4 574	€ 7 682	€ 4 574	€ 4 961	€ 4 651
1/3 pg. landscape (bottom) - portrait	210 x 114 72 x 285	181 x 95 55 x 261	€ 3 814	€ 3 054	€ 3 054	€ 5 074	€ 3 054	€ 3 333	€ 3 488
1/4 page - corner - portrait - landscape (bottom)	- 60 x 285 210 x 84	88 x 128 42 x 261 181 x 65	€ 2 860	€ 2 291	€ 2 291	€ 3 891	€ 2 291	€ 2 519	€ 2 713
FORMATS IN THE EDITORIAL SECTION (placed separately on the page)									
Big corner (Junior page)	135 x 215	122 x 200	€ 10 818	€ 8 643	€ 8 643	€ 14 547	€ 8 643	€ 9 109	€ 6 589
2/3 page	132 x 285	111 x 261	€ 8 004	€ 6 403	€ 6 403	€ 12 186	€ 6 403	-	-
1/2 pg. - portrait - landscape	102 x 285 210 x 140	88 x 261 181 x 128	€ 6 291	€ 5 035	€ 5 035	€ 11 426	€ 5 035	-	-
1/3 pg. - portrait - landscape - (bottom)	72 x 285 210 x 114	55 x 261 181 x 95	€ 4 957	€ 3 969	€ 3 969	€ 8 124	€ 3 969	-	-
1/4 page page corner, - landscape (bottom)	- 210 x 84	88 x 128 181 x 65	€ 4 291	€ 3 434	€ 3 434	€ 7 616	€ 3 434	-	-
1/4 - floating advert in text	-	88 x 128	€ 8 581	€ 6 872	€ 6 872	€ 11 674	€ 6 872	-	-

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

DOMA DNES rodina DNES Víkend DNES

FORMATS IN TV PROGRAME	bleed W x H in mm	type area W x H in mm	DNES+TV	PÁTEK LN
ADVERTISEMENT IN TV PROGRAME	-	40 x 30	€ 829	€ 388
TV tip 1	-	59 x 59	€ 2 236	–
TV tip 2	-	59 x 123	€ 4 659	–
TV tip 3	-	123 x 59	€ 4 659	–
TV tip 4	-	93 x 51	–	€ 775

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: 15 business days prior to publishing. **Deadline for input materials:** 10 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
Ona DNES magazine - Paper: 57 g/m^2
Magazines Auto DNES, Doma DNES, DNES+TV, Pátek LN, Rodina DNES, Víkend DNES - Cover paper: 90 g/m^2. Inner paper: 52g/m^2.

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

SURCHARGES AND DISCOUNTS >

COMBINATION DISCOUNT: Ona DNES, Auto DNES, Doma DNES, DNES+TV, Pátek LN, Rodina DNES, Víkend DNES magazines, weekly Téma

The advertisements must have the same size, colour, and be published in the same week.
2 titles ..... 10 %
3 titles ..... 20 %
4-8 titles ..... 30 %

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.

FORMATS	ESPRIT LN * bleed (W x H in mm) trimmed size	type area (W x H in mm)	price
2/1 panoramic spread	472 x 297	-	€ 15 116
1/1 Page	236 x 297	190 x 254	€ 8 527
2nd or 3rd cover page	236 x 297	190 x 254	€ 9 690
4th cover page	236 x 297	190 x 254	€ 10 853
1st right advert page	236 x 297	190 x 254	€ 10 078
1/2 page landscape	236 x 147	190 x 126	€ 5 039
1/2 page portrait	116 x 297	93 x 254	€ 5 039
1/3 page landscape (bottom)	236 x 99	190 x 78	€ 3 488
1/3 page portrait	78 x 297	55 x 254	€ 3 488

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

Esprit LN magazine is issued 14 times a year, each first Wednesday in a month.

EDITION PLAN	
7. 2.	Love
7. 3.	Fashion trends for spring and summer
4. 4.	Art
18. 4.	Success
2. 5.	Architecture
16. 5.	New generation
6. 6.	Craft
3. 7.	POP - movies, music
5. 9.	Fashion trends for autumn and winter
19. 9.	Food & drink
3. 10.	Design
7. 11.	Watches and Jewellery
21. 11.	Beauty
5. 12.	Extravaganza & Christmas

SUPPLEMENTARY INFORMATION >

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

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

OUR TIP! >

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

METROPOLITNÍ LUXUSNÍ MAGAZÍN MF DNES

citylife

FORMATS	CityLife		
	bleed (W x H in mm) trimmed size	type area (W x H in mm)	price
2/1 panoramic spread	434 x 297	-	€ 15 465
1/1 Page	217 x 297	181 x 261	€ 8 721
2nd or 3rd cover page	217 x 297	181 x 261	€ 9 884
4th cover page	217 x 297	181 x 261	€ 11 240
1st right advert page	217 x 297	181 x 261	€ 9 884
1/2 page landscape	217 x 148	181 x 130	€ 5 194
1/2 page portrait	108 x 297	90 x 261	€ 5 194
1/3 page landscape (bottom)	217 x 99	181 x 81	€ 3 876
1/3 page portrait	72 x 297	54 x 261	€ 3 876

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

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

EDITION PLAN	
26. 1.	Issue No. 1
23. 2.	Issue No. 2
23. 3.	Issue No. 3
27. 4.	Issue No. 4
25. 5.	Issue No. 5
29. 6.	Issue No. 6
31. 8.	Issue No. 7
21. 9.	Issue No. 8
26. 10.	Issue No. 9
30. 11.	Issue No. 10
14. 12.	Issue No. 11

SUPPLEMENTARY INFORMATION >

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

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

OUR TIP! >

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

INDEX LN

FORMATS	bleed (W x H in mm)	price
2/1 panoramic spread	420 x 285	€ 13 566
4th cover page	210 x 285	€ 10 853
2nd or 3rd cover page	210 x 285	€ 9 690
1st right advert	210 x 285	€ 10 078
1/1 Page	210 x 285	€ 8 527
Big corner (Junior page)	135 x 215	€ 6 202
1/2 page - landscape - portrait	210 x 140 102 x 285	€ 5 039
1/3 pages - landscape (bottom) - portrait	210 x 114 72 x 285	€ 3 488

Non-standard formats are allowed upon agreement. Prices are shown without discounts and VAT.
(The INDEX magazine is published 11 times a year, always on Monday.)

EDITION PLAN	
29. 1.	Issue No. I
26. 2.	Issue No. II
26. 3.	Issue No. III
23. 4.	Issue No. IV
28. 5.	Issue No. V
25. 6.	Issue No. VI
17. 9.	Issue No. VII
8. 10.	Issue No. VIII
29. 10.	Issue No. IX
26. 11.	Issue No. X
17. 12.	Issue No. XI

SUPPLEMENTARY INFORMATION >

Deadline for orders: 10 business days before the edition.
Deadline for input materials: 6 business days before the edition.
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 22-24

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	€ 13 566
4th cover page	210 x 285	181 x 261	€ 11 628
2nd cover page	210 x 285	181 x 261	€ 10 078
3rd cover page	210 x 285	181 x 261	€ 9 690
1/1 Page	210 x 285	181 x 261	€ 9 690
Big corner (Junior page)	135 × 215	122 × 200	€ 7 364
1/2 page - landscape - portrait	210 x 140 102 x 285	181 x 128 88 x 261	€ 5 814
1/3 page - landscape (bottom) - portrait	210 x 114 72 x 285	181 x 95 55 x 261	€ 3 876
1/4 page - corner - landscape (bottom) - portrait	- 210 x 84 60 x 285	88 x 128 181 x 65 42 x 261	€ 3 488

Non-standard formats are allowed upon agreement. Prices are shown without discounts and VAT.
Inserted adverts are possible. For discounts and surcharges see page 17.
(issued every Friday except for holidays)

SPECIAL THEMATIC ISSUES	
5. 1.	Healthy lifestyle
2. 3.	Relax, wellness
29. 3.	Travelling
13. 4.	Housing and gardening
27. 4.	Vaccination
25. 5.	Summer by the sea
22. 6.	Gourmet barbecue
27. 7.	Summer drinks
7. 9.	Natural medicine
5. 10.	Cars
26. 10.	Development
16. 11.	Modern technologies
7. 12.	Christmas

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 22-24

DNES LIDOVÉ NOVINY

TOP KOMBI Advert prices	Advert part 1 mm/1 cl.				Floating advert* 1 mm/1 cl.			
	Mon, Tue, Wed, Sat	Thu	Thu (MFD) Fri (LN)	Fri	Mon, Tue, Wed, Sat	Thu	Thu (MFD) Fri (LN)	Fri
Edition for the Prague area	€ 4,92	€ 5,74	€ 6,09	€ 5,19	€ 19,69	€ 22,95	€ 24,34	€ 20,78
Edition for the Bohemian area	€ 6,55	€ 7,44	€ 7,98	€ 7,02	€ 26,20	€ 29,77	€ 31,94	€ 28,06
Edition for Northern Moravia	€ 3,02	€ 3,41	€ 4,11	€ 3,22	€ 12,09	€ 13,64	€ 16,43	€ 12,87
Edition for Southern Moravia	€ 2,44	€ 2,83	€ 3,53	€ 2,60	€ 9,77	€ 11,32	€ 14,11	€ 10,39

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)	€ 3,95	€ 4,88	€ 8,49	€ 10,47	€ 15,81	€ 19,53	€ 513,95	€ 634,88
Edition for Prague-City	€ 3,64	€ 4,34	€ 7,79	€ 9,30	€ 14,57	€ 17,36	€ 473,64	€ 564,34
Edition for Central Bohemian Region	€ 1,36	€ 1,59	€ 2,91	€ 3,37	€ 5,43	€ 6,36	€ 176,36	€ 206,59
Edition for the Region of Ústí n. L. or South Bohemian or Plzeň Region or Olomouc Region or Zlín Region	€ 1,20	€ 1,40	€ 2,56	€ 3,02	€ 4,81	€ 5,58	€ 156,20	€ 181,40
Edition for the Liberec Region or the Region of Hradec Králové or Pardubuce Region or Vysočina Region	€ 1,09	€ 1,24	€ 2,33	€ 2,67	€ 4,34	€ 4,96	€ 141,09	€ 161,24
Edition for the Region of Karlovy Vary	€ 0,93	€ 1,09	€ 1,98	€ 2,33	€ 3,72	€ 4,34	€ 120,93	€ 141,09
Edition for the Moravian and Silesian Region	€ 1,63	€ 1,90	€ 3,49	€ 4,07	€ 6,51	€ 7,60	€ 211,63	€ 246,90
Edition for the South Moravian Region	€ 1,78	€ 2,17	€ 3,84	€ 4,65	€ 7,13	€ 8,68	€ 231,78	€ 282,17

LIDOVÉ NOVINY Advert prices	Advert part 1 mm/1 cl.		Floating advert* 1 mm/1 cl.	
	Mon, Tue, Wed, Thu, Sat	Fri	Mon, Tue, Wed, Thu, Sat	Fri
edition for the Prague area***	€ 2,21	€ 2,56	€ 8,84	€ 10,23
edition for the Bohemian area***	€ 2,21	€ 2,56	€ 8,84	€ 10,23
edition for Northern Moravia and Southern Moravia***	€ 1,12	€ 1,20	€ 4,50	€ 4,81

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.

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

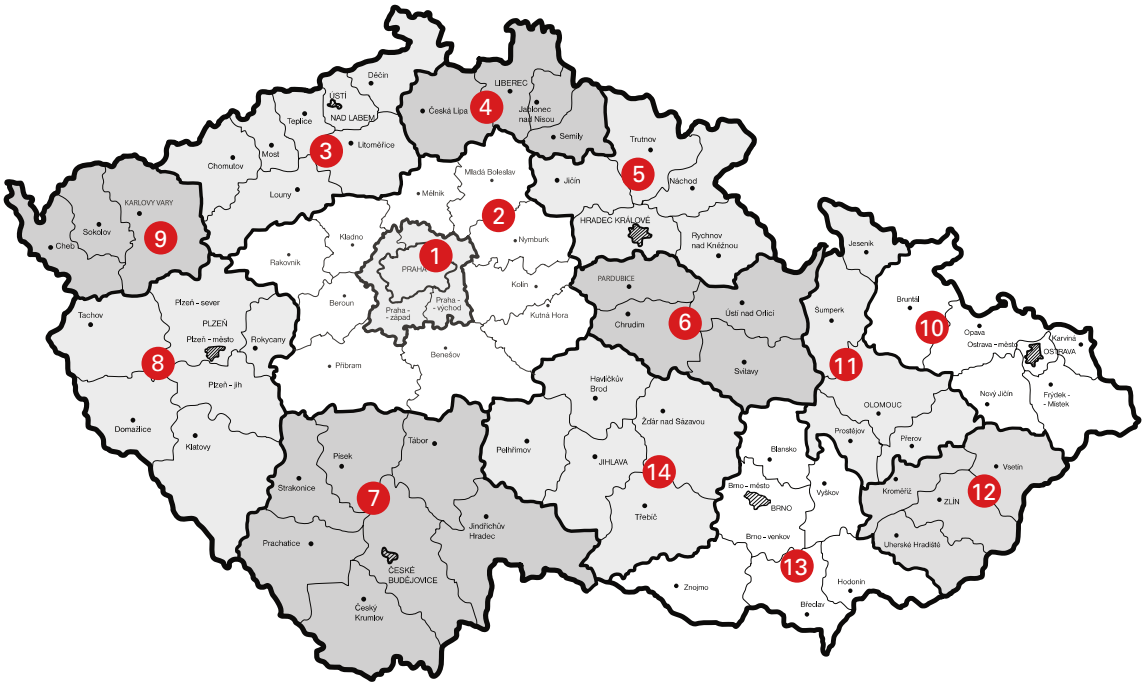
OUR TIP! >

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

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

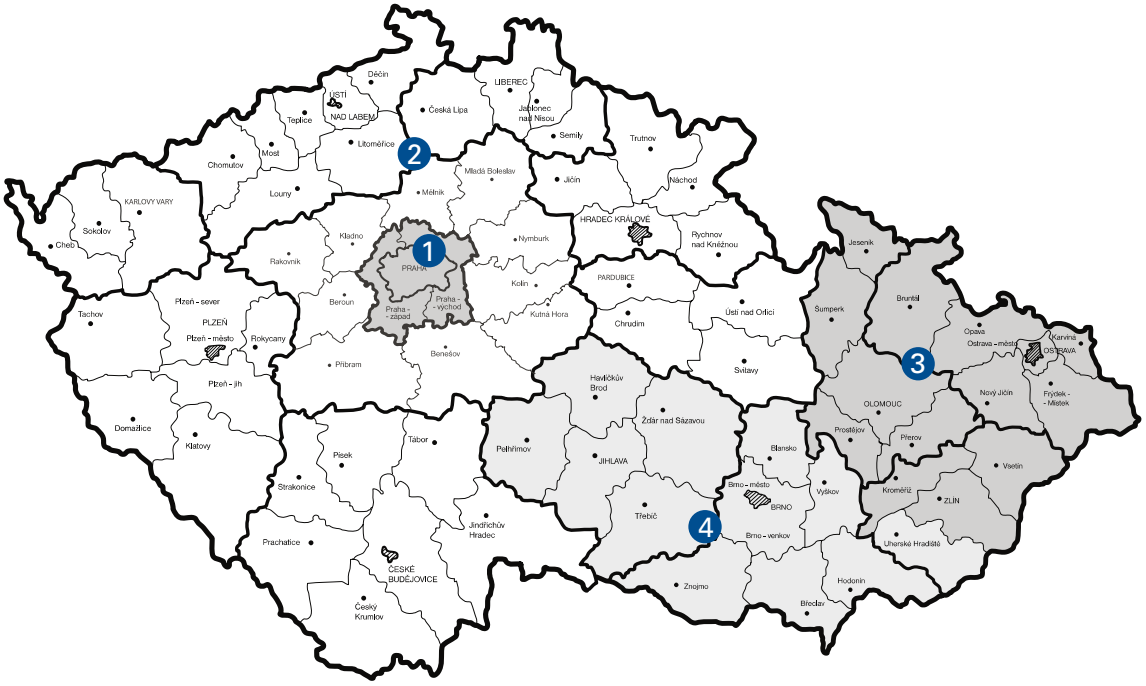
Cancellation fees: from 2 business days prior to publishing – 100 %.
Prices are shown excl. VAT. For discounts and surcharges see page 17.
Advertisements may be placed in crossword puzzles of the regional editions for a 25% surcharge (advertisement size of 93 x 55 mm).

REGIONAL 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 = Plzeň Region
9 = Region of Karlovy Vary
10 = Moravian and Silesian Region
11 = Olomouc Region
12 = Zlín Region
13 = South Moravian Region
14 = Vysočina Region

REGIONAL EDITIONS IN LIDOVÉ NOVINY DAILY>



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

* Subscribers in Central Bohemian Region receive the edition for Prague Area.

** The edition for Southern Moravia is distributed in the district of Uherské Hradiště.

DISPLAY ADVERTISING Advert prices	W x H in mm	Total	Bohemia	Prague + Central Bohemia	Moravia	Brno	Plzeň+KV or PC+HK or LC+UL or Ostrava or ZL+OL	Southern Bohemia	Vysočina
Printed readership		330 000	259 000	210 000	60 000	30 000	14 000	7 000	6 000
1/1 Page	204 x 286	€ 13 890	€ 11 733	€ 9 164	€ 4 940	€ 3 088	€ 2 527	€ 1 643	€ 1 643
1/2 page - portrait – landscape	99 x 286 204 x 142	€ 7 015	€ 5 925	€ 4 628	€ 2 495	€ 1 559	€ 1 276	€ 830	€ 830
1/3 page – landscape (bottom)	204 x 95	€ 4 695	€ 3 966	€ 3 097	€ 1 670	€ 1 044	€ 854	€ 555	€ 555
1/4 page - portrait – landscape (bottom)	99 x 142 204 x 71	€ 3 542	€ 2 992	€ 2 337	€ 1 260	€ 787	€ 644	€ 419	€ 419
Price per 1 mm/1cl.		€ 10,04	€ 8,45	€ 6,59	€ 3,57	€ 2,29	€ 1,82	€ 1,20	€ 1.20

CLASSIFIED ADS* Prices of advertisement	Total	Praha	Bohemia	Moravia
1 mm/1 cl.	€ 4,84	€ 3,22	€ 4,34	€ 1,86

* Display advertising on pages and in classified advertising sections. (Width of columns in mm: 32 - 66 - 100 - 134 - 168 - 202)

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

ADDITIONAL INFORMATION >

Metro daily: published from Monday to Friday

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

Discounts and surcharges: see page 17.

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 22-24.

OUR TIP! >

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

Discount on orders of Ultra Kombi advertising combination.

Price of advertisement	W x H in mm	Total	Praha	Central Bohemia Region	Plzeň Region	Karlovy Vary Region	South Bohemian Region	Hradec Králové Region	Pardubice Region	Ústí nad Labem Region	Liberec Region	South Moravia Region	Moravian and Silesian Region	Olomouc Region	Zlín Region	Vysočina
Printed readership		820,378	121,427	79,784	48,159	23,449	51,603	44,524	41,065	67,186	35,013	82,775	89,404	47,455	47,084	41,450
2/1 page	428 x 286	€ 37 690	€ 8 425	€ 6 651	€ 3 991	€ 3 104	€ 3 991	€ 3 991	€ 3 991	€ 4 434	€ 3 547	€ 6 651	€ 6 651	€ 3 991	€ 3 991	€ 3 991
1/1 Page	204 x 286	€ 18 845	€ 4 212	€ 3 326	€ 1 995	€ 1 552	€ 1 995	€ 1 995	€ 1 995	€ 2 217	€ 1 774	€ 3 326	€ 3 326	€ 1 995	€ 1 995	€ 1 995
1/2 page landscape	204 x 142	€ 9 422	€ 2 091	€ 1 651	€ 991	€ 771	€ 991	€ 991	€ 991	€ 1 101	€ 881	€ 1 651	€ 1 651	€ 991	€ 991	€ 991
1/2 page portrait	99 x 286	€ 9 422	€ 2 106	€ 1 663	€ 998	€ 776	€ 998	€ 998	€ 998	€ 1 109	€ 887	€ 1 663	€ 1 663	€ 998	€ 998	€ 998
1/3 page landscape	204 x 95	€ 6 260	€ 1 399	€ 1 105	€ 663	€ 516	€ 663	€ 663	€ 663	€ 736	€ 589	€ 1 105	€ 1 105	€ 663	€ 663	€ 663
1/4 page landscape	204 x 71	€ 4 678	€ 1 046	€ 826	€ 495	€ 385	€ 495	€ 495	€ 495	€ 550	€ 440	€ 826	€ 826	€ 495	€ 495	€ 495
Price per 1 mm/1 cl.		€ 16,47	€ 3,68	€ 2,91	€ 1,74	€ 1,36	€ 1,74	€ 1,74	€ 1,74	€ 1,94	€ 1,55	€ 2,91	€ 2,91	€ 1,74	€ 1,74	€ 1,74

ADDITIONAL INFORMATION >

Prices are shown excl. VAT. Other formats are possible.
Discounts and surcharges: see page 17.
The prices in district editions are stated in a separate price list of the 5plus2 weekly.

TECHNICAL CONDITIONS >

PAGE SIZE

Type area size: 204 x 286 mm
Number of columns: 4
Width of the column: 47 mm
Number of columns / Width in mm:
1/47 2/99 3/152 4/204
Minimal height of display advertisements: 15 mm

INPUT MATERIALS

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

OUR TIP! >

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

Discount on orders of Ultra Kombi advertising combination.

Price of advertisement	W x H in mm	Total	Prague and Central Bohemia	Plzeň Region	Karlovy Vary Region	South Bohemia Region	Hradec Králové Region	Pardubice Region	Ústí nad Labem Region	Liberec Region	South Moravia Region	Moravian and Silesian Region	Olomouc Region	Zlín Region	Vysočina
Printed readership		1 150 000	411 311	58 159	27 449	58 603	51 524	48 065	74 186	42 013	119 775	103 404	54 455	54 084	47 450
2/1 page	428 x 286	€ 46 820	€ 24 299	€ 5 836	€ 4 176	€ 4 841	€ 5 836	€ 5 836	€ 6 169	€ 5 504	€ 8 462	€ 9 366	€ 5 836	€ 5 836	€ 4 841
1/1 Page	204 x 286	€ 26 188	€ 13 982	€ 3 392	€ 2 396	€ 2 729	€ 3 392	€ 3 392	€ 3 558	€ 3 226	€ 4 810	€ 5 038	€ 3 392	€ 3 392	€ 2 729
1/2 page landscape	204 x 142	€ 13 150	€ 7 005	€ 1 697	€ 1 200	€ 1 365	€ 1 697	€ 1 697	€ 1 780	€ 1 615	€ 2 408	€ 2 511	€ 1 697	€ 1 697	€ 1 365
1/2 page portrait	99 x 286	€ 13 150	€ 7 028	€ 1 703	€ 1 204	€ 1 370	€ 1 703	€ 1 703	€ 1 786	€ 1 619	€ 2 416	€ 2 524	€ 1 703	€ 1 703	€ 1 370
1/3 page landscape	204 x 95	€ 8 764	€ 4 687	€ 1 138	€ 803	€ 914	€ 1 138	€ 1 138	€ 1 193	€ 1 083	€ 1 611	€ 1 682	€ 1 138	€ 1 138	€ 914
1/4 page landscape	204 x 71	€ 6 576	€ 3 521	€ 855	€ 603	€ 686	€ 855	€ 855	€ 896	€ 814	€ 1 210	€ 1 260	€ 855	€ 855	€ 686
1/4 page portrait	99 x 142	€ 6 576	€ 3 521	€ 855	€ 603	€ 686	€ 855	€ 855	€ 896	€ 814	€ 1 210	€ 1 260	€ 855	€ 855	€ 686

Non-standard formats are possible by agreement. Prices are specified exclusive of discounts and VAT.
The advertisements must have the same motif, size, colour, and be published on the same day.

ADDITIONAL INFORMATION >

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

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

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

Discounts: For the number of publications see page 17.

Discounts, Surcharges and Example of Advertising Price Calculation in Dailies

DNES LIDOVÉ NOVINY metro 5PLUS2

Discounts	MF DNES, LN for area – agreement per mm	MF DNES, LN, Metro, 5plus2 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 TOP KOMBI is not required; as the amount of discounts granted in TOP KOMBI is based on the number of mm and repetitions achieved in MF DNES.

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

Surcharge for fixed position:	Surcharge
Display advertisement on the cover page (MF DNES, LN), 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, LN)	350 %
display advertisement on page A3 (MF DNES, LN)	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 and 5plus2, 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 and LN, 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	€ 2
delivery by post, email	€ 4
delivery by post abroad	€ 12

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

With HR advertising in the MF DNES daily you will receive a free 14-day placement of your print advertisement on the online employment portal JobDNES.cz.

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

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

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

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

Discounts, Surcharges and Example of Advertising Price Calculation in Dailies

DNES LIDOVÉ NOVINY metro 5 PLUS 2

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 EUR 11)	€ 3 058
Surcharge for placement in the editorial section (100% of EUR 3,058)	€ 3 058
Final price (excl. VAT)	€ 6 116

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
Basic price (80 mm x EUR 11)	€ 880
Discount for the number of repetitions (15% of EUR 880)	€ 132
Final price (VAT excl.)	€ 748

ADDITIONAL INFORMATION >

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

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

Inserted Advertisements

Valid from 1. 1. 2018

DNES LIDOVÉ NOVINY metro 5 PLUS 2

Price/1 000 pcs (applicable for inserting and sewing in)	Combined insertion ULTRA KOMBI *	Combined insertion TOP KOMBI **	Dailies: MF DNES, Lidové noviny	Daily Metro, weekly 5plus2	Magazines: Ona DNES, Téma, City life, Esprit, Index
up to 10 g/piece	€ 48,45	€ 52,33	€ 56,20	€ 48,45	€ 62,02
up to 20 g/piece	€ 56,20	€ 60,08	€ 63,95	€ 56,20	€ 73,64
up to 30 g/piece	€ 63,95	€ 67,83	€ 71,71	€ 63,95	€ 81,40
up to 40 g/piece	€ 71,71	€ 75,58	€ 79,46	€ 71,71	€ 93,02
up to 50 g/piece	€ 79,46	€ 83,33	€ 87,21	€ 79,46	€ 104,65

* insertion in the national edition of MF DNES, LN, Metro and 5plus2

* insertion in the national edition of MF DNES and LN

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 ULTRA KOMBI, TOP KOMBI, MFD	Number of-pieces LN	Number of pieces Metro or 5plus2
3 %	3 x	500 000	200 000	500 000
5 %	6 x	1 000 000	350 000	1 000 000
10 %	8 x	1 500 000	500 000	1 500 000
15 %	10 x	2 000 000	650 000	2 000 000
20 %	12 x	2 500 000	800 000	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 100 CZK 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.
For printed circulations of dailies see page 21.

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. 2018

DNES LIDOVÉ NOVINY metro 5PLUS2

PASTING ONTO TITLE PAGE Price/1000 pcs	Format (W x H in mm)	Price ULTRA KOMBI (MFD + LN + Metro + 5plus2)	Price TOP KOMBI (MFD + LN)	Price per 1 title MF DNES or Lidové noviny	Price per 1title Metro or 5plus2
A6 tag (printed on one or two sides)	**105 x 148**	€ 89,15	€ 96,90	€ 108,53	€ 89,15
A7 tag (printed on one or two sides)	**74 x 105**	€ 69,77	€ 77,52	€ 89,15	€ 69,77

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.
For printed circulations of dailies see page 19.
Due to the limited space capacity of the stock, it is necessary to deliver the material for pasting to the printing house on the date specified on the order confirmation, not before. Otherwise we will charge a 100 CZK fee per pallet and day.

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)
- offset woodfree uncoated or matte chalk uncoated paper: min. paper density is 170 g/m² for A6 and 130 g/m² for A7
- glossy chalk uncoated paper: min. paper density is 200 g/m² for A6 and 150 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.

Printed circulation

Valid from 1. 1. 2018

DNES LIDOVÉ NOVINY metro 5 PLUS 2

Printed circulations of MFD dailies (informative)	Mon with ONA DNES magazine	Tue with AUTO DNES magazine	Wed with DOMA DNES magazine	Thu with DNES+TV magazine	Fri with RODINA DNES magazine	Sat with VÍKEND DNES magazine
National edition	146 300	120 900	123 100	253 100	120 600	159 400
Prague edition	32 500	27 300	27 500	53 200	27 500	32 800
edition for Central Bohemian Region	12 600	9 900	10 300	23 700	10 100	14 400
edition of Ústí nad Labem Region	7 500	6 400	6 500	12 500	6 200	7 600
edition of Liberec Region	6 100	5 100	5 100	10 800	5 000	6 700
edition of Karlovy Vary Region	7 200	5 700	6 000	13 300	5 800	8 100
edition for Pardubice Region	6 300	5 000	5 500	11 600	5 000	7 000
edition for South Bohemian Region	8 900	6 900	7 400	15 500	7 300	9 400
edition for Plzeň Region	8 200	6 800	6 800	13 300	6 700	8 900
edition for the Region of Karlovy Vary	3 700	3 300	3 200	5 700	3 000	3 700
edition of Vysočina Region	6 100	5 000	5 200	11 400	4 900	6 900
edition for Moravian and Silesian Region	13 800	11 600	11 800	23 600	11 700	16 400
edition of Olomouc Region	7 900	6 400	6 400	13 600	6 200	8 600
edition of Zlín Region	9 000	7 500	7 600	16 700	7 400	10 500
Brno + South Moravia Region	16 500	14 000	13 800	28 200	13 800	18 400

Printed circulations of LN dailies (informative)	Monday	Tuesday	Wednesday	Thursday	Fri with Friday LN magazine	Saturday
national edition	38 800	38 300	39 300	40 600	66 800	57 200
Prague edition	15 300	15 200	15 600	15 000	24 200	19 500
Edition of Bohemia	12 300	12 000	12 200	13 600	22 500	19 700
Edition of Moravia	6 900	6 800	7 000	7 000	12 100	10 800
Brno edition	4 300	4 300	4 500	5 000	8 000	7 200

Printed circulations of Metro dailies (informative)	Mon-Fri	Printed circulations of 5plus2 dailies (informative)	Fri	Printed circulations of TÉMA dailies (informative)	Fri
national edition	330 000	national edition	820 000	national edition	75 000

Places of Delivering Flyers

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	Severotisk, spol. s r. o. Mezní 7 Ústí nad Labem Tel.: 472 770 180	Svoboda Press, s. r. o. Sazečská 560/8 Praha 10 Tel.: 266 021 101
Dailies MF DNES, Lidové noviny, Metro, Weekly 5plus2	✓	✓		
Magazines Ona DNES, City life, Index, Téma			✓	
Magazine Esprit				✓

PRINT >

Dailies MF DNES, Lidové noviny, Metro, weekly 5plus2

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 and LN 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)

- **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)

- **Weekly 5plus2 204 x 286** mm (w x h)
  Paper: UPM News 45 g/m²
  Raster: 40 lines/cm (100 lpi)
  (published every 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 LWU Smart
  Raster: 52 lines/cm (133 lpi)
  (published every Monday, apart from holidays)

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

- **DOMA DNES 210 x 285** mm (w x h)
  Paper inside: 60 g/m² UPM Brite
  Raster: 40 lines/cm (100 lpi)
  Paper cover: 90 g/m² – GP
  Raster: 52 l/cm, (133 lpi)
  (published every Wednesday, apart from holidays)

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

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

- **CITY DNES 210 x 285** mm (w x h)
  Paper inside: 52 g/m² UPM Brite
  Raster: 40 lines/cm (100 lpi)
  Paper cover: 90 g/m² – GP
  Raster: 52 l/cm, (133 lpi)
  (based on every last Wednesday of the month)

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

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

- **CITY LIFE 217 x 297** mm (w x h)
  Paper inside: 80 g/m², UPM STAR SILK
  Paper cover: 170 g/m² – GP, lak
  Raster: 52 l/cm, (133 lpi)
  (published last Friday in the month, apart from holidays)

- **ESPRIT 236 x 297** mm (w x h)
  Paper inside: 80 g/m², UPM STAR MATT
  Paper cover: 170 g/m² – GP, lak
  Raster: 52 l/cm, (133 lpi)
  (published the first Wednesday in the month, apart from holidays)

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

- **INDEX 210 x 285** mm (w x h)
  Paper inside: 57 g/m², LWC
  Paper cover: 115 g/m² – GP
  Raster: 52 l/cm, (133 lpi)
  (published once a month on Monday)

Technical details and conditions

Valid from 1. 1. 2018

FORMATS, TYPE AREA, WIDTH OF COLUMNS >

MF DNES, LIDOVÉ NOVINY
(Berlin format)

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

METRO (tabloid format)

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

Weekly 5plus2 (tabloid format)

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

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

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	

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

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

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

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

2. INPUT MATERIALS IN ELECTRONIC FORMAT:

PDF or, where appropriate, EPS or PostScript files, composite, with images and fonts included. Halftone image inputs with minimum resolution of 250 dpi. On request, the publishing house may present the customer with its own simulated printout on newsprint for colour proofs.

Full colour advertisements (4C)
If RGB is converted into CMYK, the conversion parameters defined by the publishing house or, where applicable, an ICC profile defined and supplied by the publishing house must be used.
RGB to CMYK conversion file
– the printing machine's ICC profile is available at
http://www.mafra.cz/priloha-icc-profil

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

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

The detailed technical conditions are available in the Technical Conditions online at: **http://www.mafra.cz/sluzby**.
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 >

ONA DNES, DOMA DNES, CITY LIFE, ESPRIT, TÉMA, INDEX MAGAZINES

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

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

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

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

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

2. INPUT MATERIALS IN ELECTRONIC FORMAT: PDF or, where appropriate, EPS or PostScript files, composite, with images and fonts included. Halftone image inputs with minimum resolution of 300 dpi. Proof as preview.
Total Area Coverage (TAC): inner paper: no more than 240 %, cover: no more than 300 %.
Input materials for bleed: 5 mm over the edge, crop marks: 3 mm from trimmed size, safe distance of text from page edge: 8 mm. For V2 binding, the safe distance of text from page edge is 10 mm. Colours only in CMYK, other direct colours are not possible.
Detailed technical conditions available at http://www.mafra.cz/tp.

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

COVER ADVERTISEMENTS AND FULL-PAGE ADVERTISEMENTS:

The recommended ICC profile for images in advertisements is **PSO_LWC_Standard_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 the Mladá fronta DNES daily (and all of its supplements);
b) In the Lidové noviny daily (and all of its supplements);
c) In the Metro daily and Men Women ONLY magazines;
d) In the TOP KOMBI and ULTRA KOMBI offers;
e) In the 5plus2 weekly and TÉMA weekly;
f) On the iDNES.cz Internet server;
g) On the lidovky.cz and zpravy.cz Internet servers;
h) On the Internet servers: jobdnes.cz, aaapoptavka.cz, reality.idnes.cz, automodul.cz, akcniceny.cz, expres.cz;
i) On the 5plus2.cz Internet server;
j) In the television broadcasting of the ÓČKO, ÓČKO Star and ÓČKO Expres music channels; and;
k) In the other printed materials and other Media published, operated or represented by the Publishing House or by parties that constitute a holding with the Publishing House.

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

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

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

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

II. CONTRACT CONCLUSION

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

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

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

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

5.
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. ADVERTISEMENT

1.
The advertiser is responsible for supplying the input materials for the Advertisement in due time. If the input materials supplied according to the first sentence fail to meet the requirements specified or usually required by the Publishing House or are otherwise unsuitable for dissemination, the Publishing House shall notify the advertiser of this without undue delay. In that event, the advertiser is obliged to supply suitable substitute input materials in the required condition to the Publishing House immediately. In the event that the Advertisements use elements enabling the monitoring of user behaviour (cookies etc.) or personal data processing, the advertiser is fully responsible for compliance of such Advertisement with the law, in particular Act No 101/2000 Coll., Regulation (EU) No 2016/679 and Act No 127/2005 Coll., and is the administrator of such data. That is without prejudice to the right of the Publishing House to use the data collected by the advertiser separately.

2.
The Publishing House guarantees the print quality usual for the required printed Media, the quality of broadcasting or the quality of displaying usual for the required electronic Media to the extent allowed by input materials supplied.

3.
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 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.

4.
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.

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 Mladá fronta DNES, in the regional editions of MF DNES, for Advertisements in the DNES+TV Magazine, in Lidové noviny, in Lidové noviny's Pátek Magazine, in the Metro daily and the 5plus2 weekly, as well as for Advertisements as external supplements. The Publishing House is entitled to exclude completely certain Media types from the scope of framework contracts.

2.
Based on the framework contract, the advertiser is entitled to request the publication of a larger amount of Advertisements within the agreed period than provided for in the framework contract. The Publishing House undertakes not to refuse to grant consent to such an increase in the amount of Advertisements without a substantial reason. If, pursuant to the Publishing House's terms and conditions, such increase 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.

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;
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; and/or
l) anonymous Advertisements concerning elections during an election campaign under election laws or Advertisements that fail to meet other requirements of the election laws.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

VII. COMPLAINTS

1.
In the event of a wholly or partially illegible, incorrect, or incomplete Advertisement in printed Media, or a wholly or partially incorrect display or broadcasting 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, strike, lock-out, war and restrictions resulting from state of war, terrorist attacks, uprising, effects of the forces of nature, fire, etc.). The Publishing House is not obliged to pay damages to a party other than the advertiser. This is without prejudice to other limitations of liability stipulated herein.

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

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

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

VIII. DATA PROTECTION, COMMERCIAL COMMUNICATIONS

1.
Information provided by the advertiser to the Publishing House in connection with the contract for work shall only be used by the Publishing House for the agreed purposes (performance of the contract), 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.
Instructions on protecting personal data are provided in the annex hereto.

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:
a) entitled 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 charge a cancellation fee at the rate of 100%.

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) Letters of intent;
b) Use of trademarks, domains and other objects of industrial property;
c) Entering into licence and sub-licence agreements, excluding usual agreements with authors for contributions in Media;
d) Acquisition, encumbrance or alienation of real estate;
e) Any security or confirmation of debts of the Publishing House as well as third parties (including arrangements on contractual penalties and debt recognition, guarantees, financial guarantees, etc.);
f) Entering into a pledge agreement;
g) Public offer;
h) Arrangement on earnest payment;
i) Any disposition of a business plant or a portion of a plant that constitutes an 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 fails to pay any instalment, the contracting parties have agreed that the creditor is entitled to the settlement of the whole claim and may exercise this right even after the very next instalment comes due.

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

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

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

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

X. CHANGES TO GENERAL BUSINESS TERMS

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

a) Changes in the individual Media where such changes have an impact on Advertisement formats;
b) Introduction of new Advertisement formats or Media;
c) Change in the extent, periodicity or dissemination period of the individual Media, or their cancellation or replacement with others;
d) Legislative change or abolition of legislation, enactment of new legislation, or change in the interpretation of relevant legislation;
e) Change in the circulation volume or readership volume of the individual printed Media or in the reach of the other Media;
f) Changes in the prices of individual Advertisement formats;
g) Changes in the price level on the market;
h) Change in the interpretation of relevant legislation; or
i) Unforeseeable changes on the market.

Changes will be notified to the advertiser, at the Publishing House's discretion, either by sending the relevant information and the complete text of the changes of the terms in the appropriate format (e.g. .pdf or .html) to the advertiser's contact e-mail address or by written notification. Such a change comes into force between the Publishing House and the particular advertiser by the expiry of the period defined by the Publishing House, which is usually one month; however, this period shall be at least 25 days from the date of the change notification. If the advertiser does not agree with the change, the advertiser is entitled to terminate the relevant contract by notice of termination within the period defined in the foregoing sentence, with a 30-day period of notice. If the advertiser exercises this advertiser's right of termination by notice of termination, such early termination of the contract is not deemed to be the advertiser's breach of the contract, and the advertiser's right to Discounts agreed will not cease to exist or be curtailed (unless such right ceases to exist or (might be) curtailed for other reasons on the part of the advertiser). Unless the advertiser uses the advertiser's right to terminate the contract by notice of termination, the advertiser is deemed to agree with the change.

However, the Publishing House reserves the right to adopt such a change to the GBTs or price lists that will not involve the advertiser's right to terminate the contract by notice of termination, provided that the advertiser will only be bound by such a change if the advertiser agrees with it.

When launching new products, the Publishing House reserves the right to stipulate different General Business Terms, Technical Conditions or price lists for such products.

The same rules apply to changes to relevant Technical Conditions (see article I (4)).

XI. SPECIAL PROVISIONS FOR DISTANCE CONTRACTS AND/OR CONTRACTS CONCLUDED OUTSIDE BUSINESS PREMISES WITH CONSUMERS

1.
In view of statutory provisions, the Publishing House hereby notifies the following to the consumers who will conclude a distance contract with the Publishing House or who will conclude a contract with the Publishing House outside its business premises:

a) When concluding the contract to publish an Advertisement, the price of the Advertisement is set according to the valid price list of the Publishing House available at www.mafra.cz, with a Discount, where applicable, under the contract concluded;

b) Given the nature of the contract, the consumer incurs no costs of the service delivery;
c) The Publishing House reserves the right to request payment in advance;
d) In addition to the price agreed, the Publishing House will only charge the statutory value added tax, while other taxes, charges or costs will not be charged, unless these are put in place after the contract is concluded and, under statutory regulations, they hamper the provision of the relevant service;
e) A contract concluded in writing will be archived with the Publishing House, and the consumer is entitled to view it any time, on written request and after proving the consumer's identity,
f) No technical steps are required to conclude the contract except for contacts with the relevant member of staff at the Advertisement Department of the Publishing House;
g) Finding and correcting mistakes arising while entering data prior to placing an order are possible without limits before the contract is concluded;
h) The Publishing House is not bound by any code of conduct concerning the publication of Advertisements, as no such codes have been issued;
i) The contract may only be concluded in the Czech or Slovak language.

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

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

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

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

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

E-mail: adr@coi.cz
Web: adr.coi.cz

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

XII. VALIDITY

These General Business Terms come into force on 1 January 2018.

ANNEX: INSTRUCTIONS ON PROCESSING PERSONAL DATA

Information provided by the advertiser – natural person to the Publishing House in connection with the contract for work will be used by the Publishing House solely for the purposes of the contract (performance of the contract), fulfilment of statutory obligations or for the purposes of its legitimate interests or legitimate interests of third parties (in particular in the case of a litigation concerning the provided services or the advertisement content, for statistical purposes and improving the services and for direct marketing).

Personal data of the advertisers – natural persons that the Publishing House will process include in particular data provided by such persons. Such data will be processed for an appropriate period with regard to the purpose of their processing. If the processing period is set by legislation, the personal data will be processed for such period unless the reasons set out below justify a longer processing period. The appropriateness of the processing period shall be determined based on the following aspects: (i) length of the limitation period, (ii) likelihood of raising legal claims, (iii) common market practices and (iv) the likelihood and significance of the risks posed.

The legal basis for processing personal data of advertisers is the performance of the contract, legitimate interests of the Publishing House and of third parties and fulfilment of statutory requirements (in particular preventing offence, fulfilment of requirements arising from regulations on personal data protection, accounting, fulfilment of obligations arising from tax and accounting regulations and advertising regulations).

The advertiser notes that it will receive from the Publishing House unsolicited commercial communications within the meaning of Section 7 of Act No 480/2004 Coll. to its address (including e-mail), that it will be contacted with unsolicited direct mail containing commercial communications and through unsolicited telemarketing (including unsolicited SMS and MMS messages) containing commercial communications concerning products, trade and services of the Publishing House. The advertiser may reject such communications at any time at the official address of the Publishing House or through the e-mail address odhlasit@mafra.cz. Such rejection does not – unless the advertiser explicitly determines otherwise – have an impact on sending other types of unsolicited commercial communications, e.g. for the purposes of subscription etc.

The Publishing House hereby informs all advertisers – natural persons whose personal data it will process about their rights arising from Act No 101/2000 Coll. on personal data protection as amended (hereinafter the Act), i.e. in particular that the provision of such data is voluntary (however, the contract will not be concluded without providing certain data), that the advertiser has a right of access to them and that it is entitled to rectifying deficiencies in them, their blocking, correction, supplementing or destruction and has a right, if the Act is violated, to file a request for rectification to the Office for Personal Data Protection, as well as about other rights arising from Sections 11 and 21 of the Act.

Information for the advertiser – natural person about the statutory rights in personal data protection for the period from 25 May 2018 pursuant to Regulation of the European Parliament and of the Council (EU) No 2016/679 (hereinafter the Regulation):

a) to request access to personal data that the controller processes, which means a right to obtain confirmation from the controller whether the personal data concerning the natural person are processed or not, and if so, a right to obtain access to such personal data and to other information set out in Article 15 of the Regulation,
b) to request correction of the processed personal data concerning the natural person if they are incorrect. Taking into account the purposes of processing, it has a right, in some cases, to request supplementation of incomplete personal data,
c) to request erasure of personal data in cases described in Article 17 of the Regulation,
d) to request restriction on personal data processing in cases described in Article 18 of the Regulation,
e) to obtain personal data which concern the natural person and a. which are processed by the Publishing House with consent of the natural person, or b. which are processed by the Publishing House in order to execute the contract where the natural person is a contracting party or in order to carry out measures adopted before concluding the contract upon the natural person's request in a structured, normally used and machine-readable format, and it has the right to give such data to another controller under the conditions and with the restrictions set out in Article 20 of the Regulation, and
f) has a right to raise an objection against the processing within the meaning of Article 21 of the Regulation for reasons concerning the specific situation of the natural person.

If the Publishing House receives such request, it will inform the requesting party of the measures adopted without undue delay and in any case within one month of receiving the request. That period may be extended with another two months if necessary and with regard to the complexity and number of requests. In certain cases determined in the Regulation, the Publishing House is not obligated to grant the request in full or in part. That will occur if the request is apparently unjustified or unreasonable/excessive, in particular because it is repeated. In such cases, the Publishing House may (i) impose an adequate fee reflecting the administrative costs related to providing the requested information or communication or to carrying out the requested acts or (ii) refuse to act on the request. If the Publishing House receives the above-mentioned request but has reasonable doubts about the identification of the requester, it may ask the requester to provide additional information necessary for confirming its identity.

If the advertiser believes that the Publishing House is processing the advertiser's personal data without authorisation or otherwise violates its rights, the advertiser has a right to file a complaint to the supervisory authority (i.e. the Office for Personal Data Protection) or has a right to ask for judicial protection.

If the advertiser-natural person provides its birth identification number to the Publishing House based on or in connection with the concluded contract for work, it agrees as the bearer of such birth identification number within the meaning of Section 13c par. 1 of Act No 133/2000 Coll. that the Publishing House uses that birth identification number for keeping records of the contracts, of the provided performance and for protection of the Publishing House's rights and that the Publishing House archives, process and uses it for that purpose. Any withdrawal of the consent pursuant to this Article does not affect the authorisation of the Publishing House to process the information and data, which arises from the relevant regulations or for other purposes, unless they explicitly state otherwise.

The Publishing House may provide access to personal data to third parties only in cases where it is imposed or allowed by law or with the advertiser's consent. The Publishing House provides access to personal data only in the normal extent to processors or other recipients – suppliers of external services (typically the programming or other supporting technical services, server services, e-mail distribution), to operators of backup servers or operators of technologies used by the Publishing House who process the data in order to ensure the functioning of the relevant services. The personal data may also be made accessible in the necessary extent to legal, economic and tax advisors and auditors who process them in order to provide consultancy services, or to parties affiliated with the Publishing House. Personal data concerning debtors may be made accessible also to a company providing credit insurance or to collection agencies in order to recover or collect claims. Upon request or in the case of suspected illegal conduct, personal data may be also provided to public authorities.

Contacts

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 25-31)

PRINTED ADVERTISING

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

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

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

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

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

Inserted advertisements
Phone: 22506 3431
Fax: 22506 3479

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

SALES ACCOUNTING OFFICE
Phone: 22506 3499

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

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

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

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

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

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

RECEIPT OF ADVERTISEMENTS FOR PRAGUE, BOHEMIA AND MORAVIA

Prague-City and Central Bohemian Region
Phone: 22506 3412, **mobil:** 602 658 923
E-mail: inzerce.poradce@mafra.cz

Ústí nad Labem Region
Phone: 601 392 950
E-mail: inzerceul@mafra.cz

Liberec Region
Phone: 488 123 311, **mobil:** 601 392 950
E-mail: inzerceli@mafra.cz

Hradec Králové Region
Phone: 498 515 311, **mobil:** 702 021 398
E-mail: inzercehk@mafra.cz

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

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

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

Karlovy Vary Region
Phone: 374 333 311, **mobil:** 775 347 752
E-mail: inzercekv@mafra.cz

Moravian-Silesian Region
Phone: 558 959 317, **mobil:** 602 534 936
E-mail: inzerceos@mafra.cz

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

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

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

Vysočina Region
Phone: 516 202 311, 516 202 326, **mobil:** 734 397 961
E-mail: inzerceji@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/.