

MEDIAKIT 2016

OK! MAGAZINE IS A MONTHLY PUBLICATION FEATURING EXCLUSIVE INTERVIEWS WITH CZECH AND FOREIGN CELEBRITIES ALONG WITH UNIQUE PHOTOGRAPHS.

OK! FOLLOWS FASHION TRENDS IN COMPLEMENT TO SHARING LIFESTYLE AND BEAUTY NEWS. PUBLISHED IN A LICENSED FORMAT ACROSS 25 OTHER COUNTRIES, OK! HAS BECOME THE MOST WIDELY READ MAGAZINE IN THE WORLD.

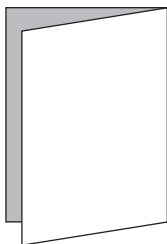
WE HOPE TO RETAIN YOUR PREFERENCE AND LOOK FORWARD TO COOPERATING IN THE FUTURE! DETAILS OF ADVERTISING POSSIBILITIES AND OTHER USEFUL INFORMATION, IS SHOWN IN THE FOLLOWING PAGES.



PRICE LIST 2016 (CZK CURRENCY)

(PREFERRED POSITIONS)

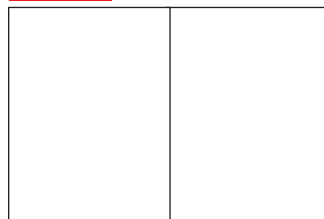
V-GATE



2/1

600 000 CZK

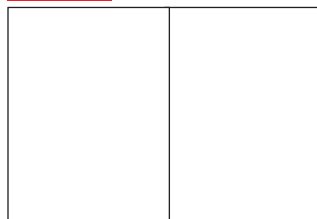
1. POSITION



2/1

535 000 CZK

2. POSITION



2/1

485 000 CZK

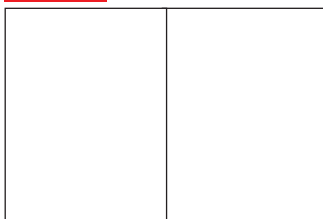
3. POSITION



2/1

462 000 CZK

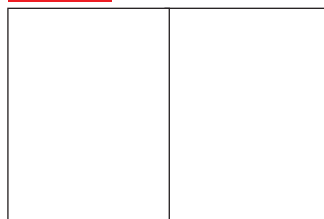
4. POSITION



2/1

450 000 CZK

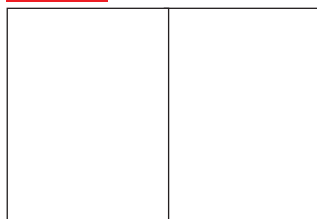
5. POSITION



2/1

445 000 CZK

6. POSITION



2/1

435 000 CZK

2nd and 3rd covers:
240 000 CZK

4th cover: 265 000 CZK

1. POSITION



1/1

260 000 CZK

2. POSITION



1/1

250 000 CZK

3. POSITION



1/1

240 000 CZK

4. POSITION



1/1

230 000 CZK

5. POSITION



1/1

225 000 CZK

6. POSITION



1/1

220 000 CZK

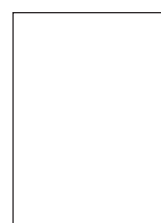
7. POSITION



1/1

215 000 CZK

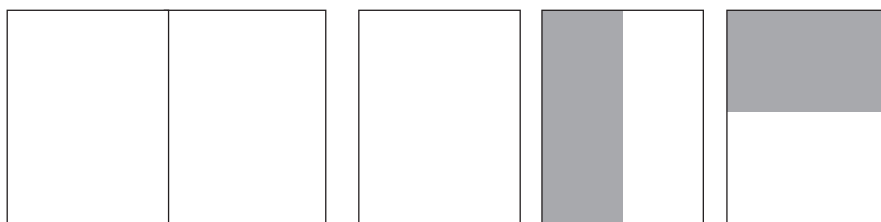
8. POSITION



1/1

210 000 CZK

PRICE LIST 2016 (CZK CURRENCY)

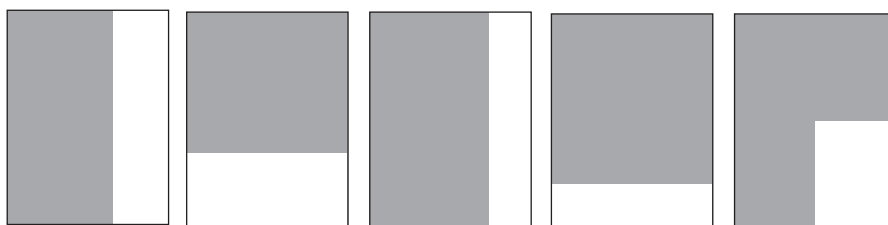


2/1
400 000 CZK

1/1
206 000 CZK

1/2 výška
120 000 CZK

1/2 šířka
120 000 CZK



1/3 výška
95 000 CZK

1/3 šířka
95 000 CZK

1/4 výška
75 000 CZK

1/4 šířka
75 000 CZK

1/4
75 000 CZK

The price of advertising applies for standardized formats PDF, JPG, EPS, with the differential aptitude for 300 DPI and in color scale CMYK (without colorful profile). Non-standardized formats are possible to publish only after the consultations with publisher, and with an individual agreement for fee.

SIZES OF ADVERTISING PAGES

FORMAT	BLEED SIZE	MIRROR SIZE
2/1	460 x 297 + 5 mm	450 x 287 mm
1/1	230 x 297 + 5 mm	220 x 287 mm
1/2 Height	110 x 297 + 5 mm	95 x 277 mm
1/2 Width	230 x 144 + 5 mm	210 x 128 mm
1/3 Height	78 x 297 + 5 mm	57 x 277 mm
1/3 Width	230 x 94 + 5 mm	210 x 84 mm
1/4 Height	52 x 297 + 5 mm	37 x 277 mm
1/4 Width	230 x 69 + 5 mm	210 x 59 mm
1/4 Page	110 x 143 + 5 mm	95 x 128 mm

BASIC INFORMATION

ISSUED: monthly;

PRICE: 69 CZK

EDITION: 20 000 - 30 000 pieces

PAPER: 80g UPM Star, cover 200g/LK UV finish 1/0

BINDING: V2

READERS' PROFILE: Women (79%) and men (21%),
between 25-40 years old, with secondary and university
education

SOCIOECONOMIC GROUP: A, B

READERS' AGE: 28% (15-24 years old,);
40% (25-34 years old,);
45% (35-44 years old,);
12% (45-54 years old,);
6% (55+ years old)

OK!ISSUE	DISTRIBUTION	PURCHASE ORDERS	UNFINISHED MATERIALS	COMPLETED MATERIALS
1	17. 12. 2015	3. 12. 2015	30. 11. 2015	4. 12. 2015
2	21. 1. 2016	7. 1. 2016	4. 1. 2016	8. 1. 2016
3	18. 2. 2016	4. 2. 2016	1. 2. 2016	5. 2. 2016
4	17. 3. 2016	3. 3. 2016	29. 2. 2016	4. 3. 2016
5	21. 4. 2016	7. 4. 2016	4. 4. 2016	8. 4. 2016
6	19. 5. 2016	5. 5. 2016	2. 5. 2016	6. 5. 2016
7	16. 6. 2016	2. 6. 2016	30. 5. 2016	3. 6. 2016
8	21. 7. 2016	7. 7. 2016	4. 7. 2016	8. 7. 2016
9	18. 8. 2016	4. 8. 2016	1. 8. 2016	5. 8. 2016
10	15. 9. 2016	1. 9. 2016	29. 8. 2016	2. 9. 2016
11	20. 10. 2016	6. 10. 2016	3. 10. 2016	7. 10. 2016
12	16. 11. 2016	2. 11. 2016	30. 10. 2016	3. 11. 2016
1	15. 12. 2016	1. 12. 2016	29. 11. 2016	2. 12. 2016

CONTACT DETAILS (BUSINESS DEPARTMENT):

JANETTE VALENTOVÁ

business director

janette.valentova@cncenter.cz

(420) 724 208 551

ZUZANA HANUŠOVÁ

Key account manager

zuzana.hanusova@cncenter.cz

(420) 606 613 825

LENKA ADÉLA ŽILKOVÁ

key account manager

lenka.adela.zilkova@cncenter.cz

(420) 602 831 620

CZECH NEWS CENTER a.s.,

Komunardů 1584/42,

170 00 Praha 7

IČO: 02346826