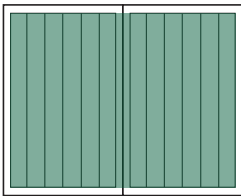
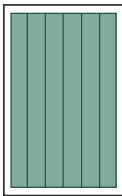
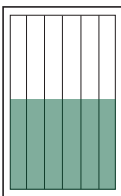
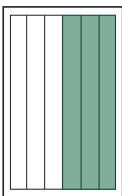
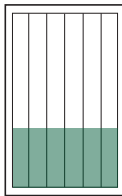
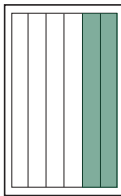
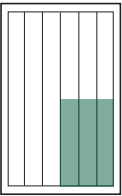
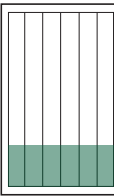
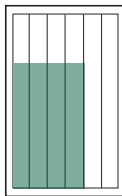
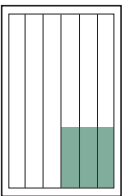
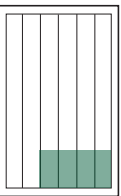
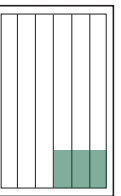
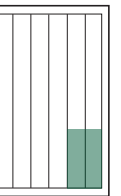
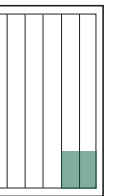
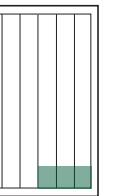
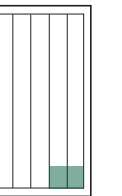



PUBLISHING PLAN 2021

Issue	Month	Date	Business focus (part of The Slovak Spectator)	Orders & materials
27.01	JANUARY	25.01.	Shared Service Centres	13.01.
27.02	FEBRUARY	22.02.	Education	10.02.
27.03	MARCH	29.03.	Corporate Responsibility	17.03.
27.04	APRIL	26.04.	Consulting / Real Estate	14.04.
27.05	MAY	31.05.	Real Estate / Finance	19.05.
27.06	JUNE	28.06.	Legislation	16.06.
27.07	JULY	26.07.	Germany	14.07.
27.08	AUGUST	30.08.	USA	18.08.
27.09	SEPTEMBER	27.09.	Logistics & Transport	16.09.
27.10	OCTOBER	25.10.	Innovation	13.10.
27.11	NOVEMBER	29.11.	Green Economy	18.11.
27.12	DECEMBER	20.12.	Slovak Brands	08.12.

Date	Annual Publications	Orders & materials
31.05.	Career & Employment Guide 2021	16.04
29.11.	Investment Advisory Guide + Real Estate 2021/2022	29.10.
15.12.	Largest in Business / Najväčší v biznise 2021	26.11.

ADVERTISING RATES in The Slovak Spectator monthly

2/1 (540 x 345 mm)  bw: € 4,400 colour: € 5,200	1/1 (258 x 345 mm)  bw: € 3,250 colour: € 3,800	1/2 A (258 x 171 mm)  bw: € 1,700 colour: € 2,250	1/2 B (127,5 x 345 mm)  bw: € 1,700 colour: € 2,250	1/3 A (258 x 113 mm)  bw: € 1,150 colour: € 1,650	1/3 B (84 x 345 mm)  bw: € 1,150 colour: € 1,650	1/4 A (127,5 x 171 mm)  bw: € 870 colour: € 1,250	1/4 B (258 x 84 mm)  bw: € 870 colour: € 1,250	
Junior Page (171 x 229 mm)  bw: € 1,350 colour: € 1,950	1/6 A (127,5 x 113 mm)  bw: € 480 colour: € 750	1/6 B (171 x 84 mm)  bw: € 480 colour: € 750	1/8 A (127,5 x 84 mm)  bw: € 370 colour: € 600	1/8 B (84 x 127,5 mm)  bw: € 370 colour: € 600	1/12 A (84 x 84 mm)  bw: € 210 colour: € 330	1/12 B (127,5 x 55 mm)  bw: € 210 colour: € 330	1/18 (84 x 55 mm)  bw: € 150 colour: € 200	Business Card (84 x 50 mm)  colour: € 200

Special advertising options

Front page top banner	40,5 x 84 mm, colour	€ 300
Front page bottom banner	84 x 55 mm, colour	€ 350
Front page bottom banner	84 x 84 mm, colour	€ 450
Insert advertisement & slip-cover	1 000 copies	€ 150
	3 000 copies	€ 420
	5 500 copies	€ 700
	Bratislava Region (approx. 60%)	€ 490
Regular columns: 1/3 page PR (Min. frequency for one order: 4)	258 x 113 mm, bw (No discount available)	€ 400
Sponsorship of Briefs (Business Briefs, News Briefs)	84 x 55 mm, bw	€ 180

The Rock, s.r.o.
 Lazaretská 12, 811 08 Bratislava
 IČO: 31 386 237
 IČ DPH: SK 2020308257

Bank: Tatra banka, a.s.
 IBAN:
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