

PUBLISHING PLAN 2018

Issue	Month	Date	Business focus (part of The Slovak Spectator)	Orders & materials
24.01	JANUARY	29.01.	Shared Service Centers	15.01.
24.02	FEBRUARY	26.02.	Taxes, Auditing & Accounting	12.02.
24.03	MARCH	26.03.	Corporate Responsibility	12.03.
24.04	APRIL	30.04.	Telecommunications & IT	16.04.
24.05	MAY	28.05.	Legislation	14.05.
24.06	JUNE	25.06.	Tourism	11.06.
24.07	JULY	30.07.	Germany	16.07.
24.08	AUGUST	27.08.	USA	13.08.
24.09	SEPTEMBER	24.09.	Careers	10.09.
24.10	OCTOBER	29.10.	Innovation & Research	15.10.
24.11	NOVEMBER	26.11.	Logistics & Transport	12.11.
24.12	DECEMBER	17.12.	Automotive	03.12.

Date	Annual Publications	Orders & materials
26.02.	Career & Employment Guide 2018	30.01.
26.11.	Investment Advisory Guide + Real Estate 2018	23.10.
17.12.	Book of Lists 2019	13.11.

ADVERTISING RATES in The Slovak Spectator monthly

<p>2/1 (540 x 345 mm)</p> <p>bw: €3,400 colour: €4,200</p>	<p>1/1 (258 x 345 mm)</p> <p>bw: €2,250 colour: €2,800</p>	<p>1/2 A (258 x 171 mm)</p> <p>bw: €1,200 colour: €1,750</p>	<p>1/2 B (127,5 x 345 mm)</p> <p>bw: €1,200 colour: €1,750</p>	<p>1/3 A (258 x 113 mm)</p> <p>bw: € 850 colour: € 1,350</p>	<p>1/3 B (84 x 345 mm)</p> <p>bw: € 850 colour: € 1,350</p>	<p>1/4 A (127,5 x 171 mm)</p> <p>bw: € 670 colour: € 1,050</p>	<p>1/4 B (258 x 84 mm)</p> <p>bw: € 670 colour: € 1,050</p>	
<p>Junior Page (171 x 229 mm)</p> <p>bw: €1,350 colour: € 1,950</p>	<p>1/6 A (127,5 x 113 mm)</p> <p>bw: € 480 colour: € 750</p>	<p>1/6 B (171 x 84 mm)</p> <p>bw: € 480 colour: € 750</p>	<p>1/8 A (127,5 x 84 mm)</p> <p>bw: € 370 colour: € 600</p>	<p>1/8 B (84 x 127,5 mm)</p> <p>bw: € 370 colour: € 600</p>	<p>1/12 A (84 x 84 mm)</p> <p>bw: € 210 colour: € 330</p>	<p>1/12 B (127,5 x 55 mm)</p> <p>bw: € 210 colour: € 330</p>	<p>1/18 (84 x 55 mm)</p> <p>bw: € 150 colour: € 150</p>	<p>Business Card (84 x 50 mm)</p> <p>colour: € 150</p>

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

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