



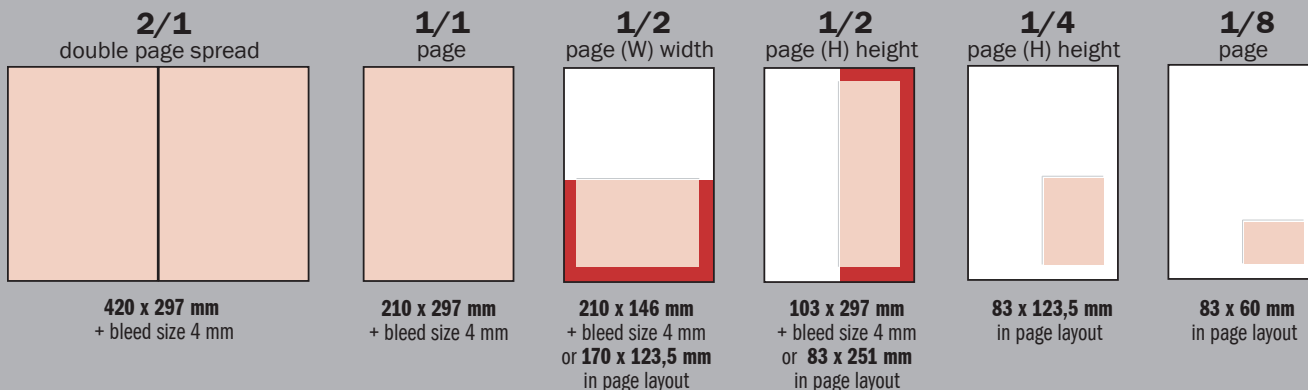
This specialised monthly magazine focuses on all aspects of the military and is distributed across the Czech Republic and the Slovak Republic. Thanks to its high level of specialisation, extent, circulation and distribution network, it has enjoyed an exclusive status in the specialised media segment. The magazine has been published since 1969.

**TARGET GROUP:** Readers aged 20-55.

**CONTENTS:**

- information on current armed conflicts, missions and exercises in the world,
- news on land, air and naval systems,
- military history articles,
- special editions of ATM International are published for military exhibitions such as IDET, IDEB, Eurosatory and others.

## SIZES OF ADVERTISEMENTS



## TECHNICAL SPECIFICATIONS

### Documents delivered by advertiser

The text of the advertisement is required to be in the format of Microsoft Office Word (doc/docx) and proofread. The logo is required to be enclosed in a separate file in the EPS and AI vector formats. Similarly, pictures are required to be submitted in the EPS, TIFF, JPG, RAW, PSD formats, or as picture files for scanning. Unacceptable are the picture data from the Internet or any other data with decreased quality of raster content! The name of the file should not contain any diacritical marks or any other special signs.

### Ready-made advertisements

The format for electronic data is PostScript (ps) or printed PDF (press optimized) to be of the exact size as ordered by you. You can submit the advertisement in the EPS or AI format, however, it must have a resolution of 300 dpi and the letters must be converted into vector curves! For control purposes, we require that a print from a colour printer be submitted to us as evidence. The PDF data files must be created by the Adobe Acrobat Distiller software, while the profile for the creation of a PDF document should be properly set with standards corresponding to the professional print quality. We kindly ask you to deliver your advertisement to our publishing house stored on a CD or DVD. You can also forward it via email (up to 10 MB). The name of the file should not contain any diacritical marks or any other special signs.

Unacceptable are:

- the data containing the RGB colour scale,
- the direct colours (if CMYK only is to be printed),
- the data of a lower resolution than 300 dpi.

## POINT OF CONTACT

### IN THE CZECH REPUBLIC:

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### IN THE SLOVAK REPUBLIC:

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## PRICELIST FOR ADVERTISING SPACE FOR THE YEAR 2018

SPACE	PRICE
2/1	86 400 Kč € 3 400
1/1	51 300 Kč € 2 015
1/2	28 400 Kč € 1 115
1/4	15 500 Kč € 610
1/8	8 500 Kč € 335
Front cover	97 500 Kč € 3 830
2nd cover page	82 350 Kč € 3 230
3rd cover page	82 350 Kč € 3 230
4th cover page	92 500 Kč € 3 630
AD located at lower front cover section (210x50 mm)	20 000 Kč € 785
1/1 PR	42 500 Kč € 1 670
1/2 PR	23 800 Kč € 935

### INSERTED ADS

Maximum size		
185 x 267 (a piece)	2,50 Kč	€ 0,1

Prices are listed without VAT.

Periodical publication: monthly	Discounts for repeated advertising:
Number of pages: 92	3 – 5 x = 10 %
No. of copies: 12 000	6 – 9 x = 20 %
Additional fees charged:	10 x and over = 30 %
– for placement of ADs at 10 %	
– for graphical processing at 10 – 15 %	

Publishing House: MAGNET PRESS, SLOVAKIA s.r.o., Šustekova 8,  
 851 04 Bratislava, IČO: 31356958 IČ DPH: SK2020295948

## TIME SCHEDULE FOR 2018

Volume:	1	2	3	4	5	6	7	8	9	10	11	12
Day of Publishing:	5/1	2/2	2/3	29/3	27/4	1/6	29/6	27/7	31/8	27/9	26/10	30/11
Deadline for Entries:	22/12	19/1	16/2	15/3	13/4	18/5	15/6	13/7	17/8	13/9	12/10	16/11
Documents to be submitted no later than:	15/12	12/1	9/2	8/3	6/4	11/5	8/6	6/7	10/8	6/9	5/10	9/11