



# LETECTVÍ + KOSMONAUTIKA

Most widely read aviation magazine published in the Czech and Slovak Republics since 1921.

**TARGET GROUP:** Mostly men aged 20 - 60 with secondary school, college and university graduates.

## CONTENTS:

- current news,
- interviews, reports mapping out the current developments at home and abroad,
- sections focused on the history, contemporary period and future of transport, military aviation, aviation industry and airspace.

## SIZES OF ADVERTISEMENTS

2/1 double page spread	1/1 page	1/2 page (W) width	1/2 page (H) height	1/4 page (H) height	1/8 page
420 x 297 mm + bleed size 4 mm	210 x 297 mm + bleed size 4 mm	210 x 146 mm + bleed size 4 mm or 170 x 123,5 mm in page layout	103 x 297 mm + bleed size 4 mm or 83 x 251 mm in page layout	83 x 123,5 mm in page layout	83 x 60 mm in page layout

## 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:

Jan Čadil - Editor-in-Chief L+K  
Mobil.: 731 471 969  
e-mail: cadil@aeromedia.cz

### IN THE SLOVAK REPUBLIC:

Tibor Čičilla - Head of the Marketing Section  
Fixed line: 02 - 67 20 19 41,  
Mobile phone: 0903 265 392  
E-mail: cicilla@press.sk

## PRICELIST FOR ADVERTISING SPACE FOR THE YEAR 2019

SPACE	PRICE	PRICE
2/1	76 000 Kč	€ 2 980
1/1	40 000 Kč	€ 1 570
1/2	22 000 Kč	€ 865
1/4	13 000 Kč	€ 510
1/8	8 000 Kč	€ 315
2nd cover page	68 000 Kč	€ 2 670
3rd cover page	64 000 Kč	€ 2 510
4th cover page	72 000 Kč	€ 2 830
AD located at lower front cover section (210x50 mm)	20 000 Kč	€ 785

## INSERTED ADS

### Maximum size

185 x 267 (a piece)	2,50 Kč	€ 0,10
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Prices are listed without VAT.

### Periodical publication: monthly

Number of pages: 100

No. of copies: 16 000

Additional fees charged:

- for placement of ADs at 10 %
- for graphical processing at 10 - 15 %

### Discounts for repeated advertising:

3 - 5 x = 10 %

6 - 9 x = 20 %

10 x and over = 30 %

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

## TIME SCHEDULE FOR 2019

Volume:	1	2	3	4	5	6	7	8	9	10	11	12
Day of Publishing:	9/1	6/2	6/3	3/4	2/5	5/6	3/7	31/7	4/9	2/10	30/10	4/12
Deadline for Entries:	26/12	23/1	20/2	20/3	17/4	22/5	19/6	17/7	21/8	18/9	16/10	20/11
Documents to be submitted no later than:	19/12	16/1	13/2	13/3	10/4	15/5	12/6	10/7	14/8	11/9	9/10	13/11