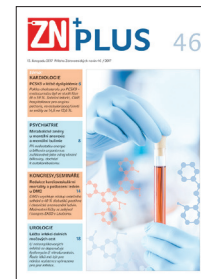


A professional medical weekly journal of public health and social care.



SPECIFICATIONS OF ZN

Year: 67
Periodicity: weekly
Distribution: Public or private health care institutions, subscribers, members of expertise companies, expertise events – congresses, conferences and fairs, pharmaceutical companies, representatives in public administration and authority.
One-year subscription: 1 196 CZK
Format: A3
Size: 297 x 420 mm
Range: 8 pages
Print – colours: 4/4

Paper: 52g Brite 76C
Attachments: The journal Zdravotnické noviny covers an expertise ZN PLUS attachment (only for medical professionals) which contains expertise thematic articles and congressional reports

Released every Monday.

Main target group for ZN:

A weekly journal for doctors, nurses and other non-medical health care professionals, health care managers, public authorities, employees of a public authority and for non-expert public.

SPECIFICATIONS OF ZN PLUS ATTACHMENT

Format: A4
Size: 210 x 297 mm (A4)
Range: 16 pages
Print – colour: 4/4
Paper: 52g Brite 76C

Other technical specifications are identical to specifications of a weekly journal Zdravotnické noviny.

Main target group for ZN PLUS:

ZN PLUS is intended for medical professionals.

CHARACTERISTIC

Zdravotnické noviny is the only traditional expertise journal of public health and social work. A quality and correctness of ZN, like an independent journal, is dated from 1952.

The fundamental elements of Zdravotnické noviny

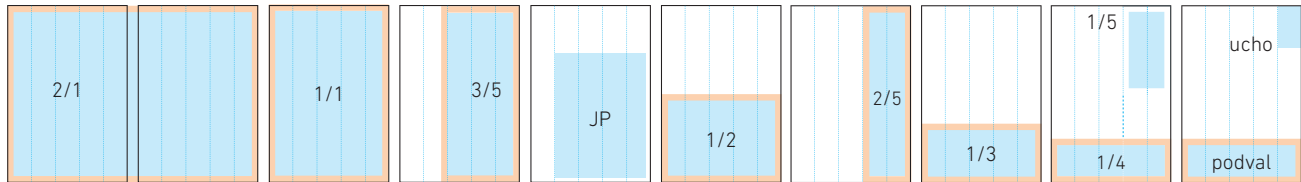
Proficiency – it is the main synonym for this weekly journal, it is guaranteed by close collaboration with principal professionals, expertise companies, health care institutions, insurance companies and other institutions in the field of health care industry.

Independence – loan license contract is definitely a guarantee of independence and precludes any pressures on a manner of interpretation and objectivity or truthfulness of a tone of news under the political, business and interest groups.

Propriety – since the history it is the main principle and in the current publishing a factual truthfulness and balance are proposed to build on it in the area of professional topics.

Cooperation – the main principle, like in a history, is a close cooperation among principal professionals, expertise companies, health care institutions, insurance companies and other institutions in the field of health care industry.

Comprehensibility – Zdravotnické noviny emphasize a high importance on a process of these professional subjects in a manner which is easy to understand by lay people while maintaining a high quality of expertise. It means that patients and other lay people will be able to become acquainted with professional topics except from doctors.

PRICE LIST OF ADVERTISING IN ZDRAVOTNICKÉ NOVINY, ZN PLUS
ZDRAVOTNICKÉ NOVINY

**THE WHOLE
A3 FORMAT**
 **CLEAN
SIZE**
 **BLEED
SIZE***
**PRICE
(EXCLUDING
VAT)****

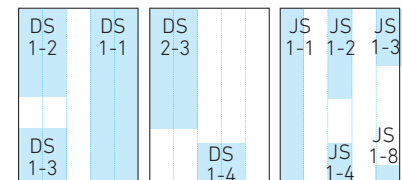
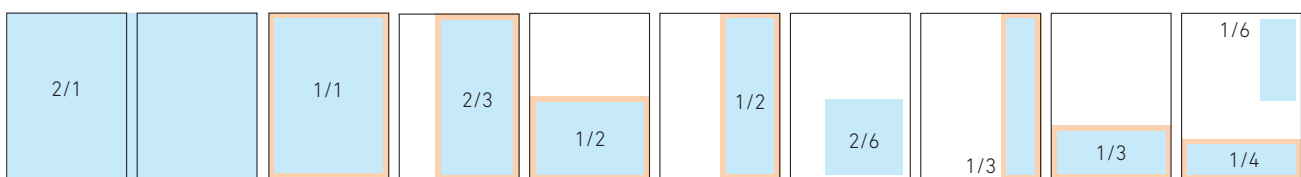
 Classified advertisement
(on pages 6–7)

THE WHOLE A3 FORMAT	CLEAN SIZE	BLEED SIZE*	PRICE (EXCLUDING VAT)**	Classified advertisement (on pages 6–7)
2/1 pages	572 x 396 mm	594 x 420 mm	119 000 CZK	– up to 5 lines 550 CZK
1/1 pages	275 x 396 mm	297 x 420 mm	79 000 CZK	– up to 10 lines 1 100 CZK
3/5 pages	163 x 396 mm	174 x 420 mm	55 000 CZK	– up to 15 lines 1 600 CZK
1/2 pages	275 x 195 mm	297 x 210 mm	45 000 CZK	– up to 20 lines 2 000 CZK
Junior Page (JP)	219 x 293 mm	not available	42 000 CZK	– up to 30 lines 2 900 CZK
2/5 pages	107 x 396 mm	118 x 420 mm	39 000 CZK	
1/3 pages	275 x 130 mm	297 x 142 mm	35 000 CZK	
1/4 pages	275 x 98 mm	297 x 110 mm	24 000 CZK	
1/5 pages	107 x 195 mm	not available	18 000 CZK	
In the upper corner – title	51 x 85 mm	not available	39 000 CZK	
In the lower part – title	275 x 98 mm	297 x 110 mm	50 000 CZK	

Advertising on pages 2–3 for an excess charge 20 %

RECRUITMENT ADVERTISEMENT (ON PAGES 6-7)

DC 1-1	107 x 369 mm	25 000 CZK	SC 1-1	51 x 369 mm	15 000 CZK
DC 2-3	107 x 244 mm	16 000 CZK	SC 1-2	51 x 182 mm	5 500 CZK
DC 1-2	107 x 182 mm	12 000 CZK	SC 1-3	51 x 120 mm	4 000 CZK
DC 1-3	107 x 120 mm	8 000 CZK	SC 1-4	51 x 89 mm	3 000 CZK
DC 1-4	107 x 89 mm	6 000 CZK	SC 1-8	51 x 42 mm	2 000 CZK

 SC – singlecolumn
DC – doublecolumn

ZN PLUS

**THE WHOLE
A3 FORMAT**
 **CLEAN
SIZE**
 **BLEED
SIZE***
**PRICE
(EXCLUDING
VAT)****

Cover page

THE WHOLE A3 FORMAT	CLEAN SIZE	BLEED SIZE*	PRICE (EXCLUDING VAT)**	Cover page
2/1 pages	not available	420 x 297 mm	119 000 CZK	2nd page of CP 91 000 CZK
1/1 pages	190 x 277 mm	210 x 297 mm	79 000 CZK	3rd page of CP 86 000 CZK
2/3 pages	125 x 277 mm	135 x 297 mm	55 000 CZK	4th page of CP 109 000 CZK
1/2 pages width	190 x 139 mm	210 x 149 mm	45 000 CZK	
1/2 pages height	95 x 277 mm	105 x 297 mm	45 000 CZK	
2/6 pages	125 x 139 mm	not available	39 000 CZK	
1/3 pages width	190 x 92 mm	210 x 102 mm	35 000 CZK	
1/3 pages height	60 x 277 mm	70 x 297 mm	35 000 CZK	
1/4 pages	190 x 70 mm	210 x 80 mm	24 000 CZK	
1/6 pages	60 x 139 mm	not available	18 000 CZK	

*by advertisement of size „bleed“ adverts it is necessary + crossover 5 mm

**all prices are valued excluding VAT 21 %

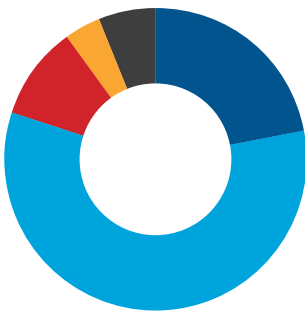
STATISTICAL DATE

READERS:



In-patient Care incl. Hospitals	29 %
Polyclinics	9 %
Primary Out-patient Care	26 %
Specialized Out-patient Care	14 %
Pharmacy – Pharmacy, Distributors and Drug Manufactorse	8 %
Educational Institution – University, Secondary Medical School,	
Organizers of Courses, Seminars, Conferences	3 %
Management – Government, Management of Health Care Facilities	11 %

IN-PATIENT CARE:



University Hospitals	22 %
Regional and County Hospitals	58 %
Institute for Long-Term Patients	10 %
Spas and Sanatoria	4 %
Other – Hospices, etc.	6 %

OUT-PATIENT CARE:

Internal medicine	18 %	Neurology and psychiatry	15 %
Cardiology	4 %	Urology	3,5 %
Rheumatology	0,8 %	Dermatovenereology	4 %
Diabetology and Endocrinology	2,5 %	Clinical Oncology	3 %
Gastroenterology and Hepatology	2 %	General Practise for Adults and Children	35 %
Pneumology, alergology and Otorhinolaringology	10 %	Others	2,2 %



EDITING PLAN

NUMBER	HANDING OVER OF DOCUMENTS*	ZDRAVOTNICKÉ NOVINY, ZN PLUS – MAIN TOPICS	DATE OF PUBLISHING
1-2/2018	29. 12.		8. 1.
3/2018	5. 1.	ZN PLUS	15. 1.
4/2018	12. 1.		22. 1.
5/2018	19. 1.	ZN PLUS	29. 1.
6/2018	26. 1.		5. 2.
7/2018	2. 2.	ZN PLUS	12. 2.
8/2018	9. 2.		19. 2.
9/2018	16. 2.	ZN PLUS	26. 2.
10/2018	23. 2.		5. 3.
11/2018	2. 3.	ZN PLUS	12. 3.
12/2018	9. 3.		19. 3.
13/2018	16. 3.	ZN PLUS	26. 3.
14/2018	25. 3.		2. 4.
15/2018	1. 4.	ZN PLUS	9. 4.
16/2018	8. 4.		16. 4.
17/2018	15. 4.	ZN PLUS	23. 4.
18/2018	22. 4.	Onkologie	30. 4.
19/2018	29. 4.	ZN PLUS	7. 5.
20/2018	6. 5.		14. 5.
21/2018	13. 5.	ZN PLUS	21. 5.
22/2018	20. 5.		28. 5.
23/2018	27. 5.	ZN PLUS	4. 6.
24/2018	3. 6.		11. 6.
25/2018	10. 6.	ZN PLUS	18. 6.
26/2018	17. 6.	Matka a dítě	25. 6.
27/2018	24. 6.	ZN PLUS	2. 7.
28-29/2018	8. 7.		16. 7.
30-31/2018	22. 7.	ZN PLUS	30. 7.
32-33/2018	5. 8.	ZN PLUS	13. 8.
34-35/2018	19. 8.	ZN PLUS	27. 8.
36/2018	26. 8.		3. 9.
37/2018	2. 9.	ZN PLUS	10. 9.
38/2018	9. 9.		17. 9.
39/2018	16. 9.	ZN PLUS	24. 9.
40/2018	23. 9.	Kardiabetes	1. 10.
41/2018	30. 9.	ZN PLUS	8. 10.
42/2018	7. 10.		15. 10.
43/2018	14. 10.	ZN PLUS	22. 10.
44/2018	21. 10.	Onkologie	29. 10.
45/2018	28. 10.	ZN PLUS	5. 11.
46/2018	4. 11.		12. 11.
47/2018	11. 11.	ZN PLUS	19. 11.
48/2018	18. 11.	Revmatologie	26. 11.
49/2018	25. 11.	ZN PLUS	3. 12.
50/2018	2. 12.		10. 12.
51-52/2018	9. 12.	ZN PLUS	17. 12.

*The collection date for handing over of documents for advertising is at the latest on Monday, a week before publishing of this number.

TECHNICAL PRESCRIPTIONS FOR ADVERTISING ITEMS

1. Composite PDF to print, all data in CMYK, see-through numbers, cutting numbers, resolution of 300 dpi with 100 % for all image materials used in an advertisement , „bleed“ 5 mm. Font size not less than 5 b.
2. Data produced in InDesign – graphic CMYK, photos on 300 dpi, packed, texts in curves or added font
3. Data produced in Photoshop for demanded size, CMYK, 300 dpi with 100 %. Procurement in a format psd, tif, jpg, png.
4. Data produced in Illustrator for demanded size, graphic in CMYK, unloaded photos CMYK, 300 dpi with 100 % of the size filed photo, fonts in curves, to place cutting numbers. Termination .ai, .eps.

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