



Koktejl is the original Czech Geographic magazine that hatched out twenty seven years ago thanks to the unfailing desire of a few enthusiasts. Its content, in contrast to licensed magazines, consists almost entirely of materials of Czech travelers, journalists and photographers. Koktejl is a synonym for diversity. Besides articles about traveling, topics like history, nature, biology, science or even space as well as interviews are presented in every issue, so the magazine will suit liking of most readers.

PROMOTION AND COMMERCIAL TERMS

ADVERTISING PRICE LIST

Inside

page	3.800 EUR
half-page	2.100 EUR
1/3 page	1.500 EUR
1/4 page	1.100 EUR
1/6 page (even PR)	950 EUR
strip	460 EUR

Cover

2. page of the cover	4.400 EUR
3. page of the cover	4.200 EUR
4. page of the cover	4.800 EUR
1. double page	5.200 EUR
2. double page	4.800 EUR
inner double page	4.400 EUR
map (400 x 574 mm)	2.500 EUR
folding supplement (3 page)	5.200 EUR

PRICE OF INSERTS, PASTE-INS

paste-in, insert up to 20 g	0,12 EUR/pc
paste-in, insert up to 50 g	0,2 EUR/pc
paste-in, insert above 50 g	to be calculated

Details of paste-ins and inserts needs to be consulted with the Commercial Dpt. of the publishing house. Whilst the price above is meant as base price, the final price per unit is set as per technical parameters.

DELIVERY OF INSERTS

Delivery address of inserts for Koktejl: Europrint, Pod Kotlářkou 3, Praha 5

DISCOUNTS

for recurrent advertisements:	
two repetitions	20%
three repetitions	30%
year-round advertising	40%
advance payment	5%

CANCELLATIONS

7 weeks prior to publication	100%
8 weeks prior to publication	80%
9 weeks prior to publication	60%
10 weeks prior to publication	30%

BACKGROUND DATA FOR ADVERTISING

PDF format, 300 dpi resolution, CMYK
 Advertisements are to be submitted via e-mail dtp@koktejl.cz

PROFILE OF MAGAZINE

Format: 187 x 262 mm
 Paper: 70 g LWC, Cover 170 g chalk paper + UV varnish
 Scope: 100 to 132 pages
 Type of magazine: monthly (11 issues per year)

SCHEDULE

issue	Koktejl out on	deadline for inserts	delivery of inserts
December 2020-January	1. 12. 2020	22. 11. 2020	23. 11. 2020
February-March	28. 1.	18. 1.	19. 1.
April-May	1. 4.	22. 3.	23. 3.
June-July	2. 6.	19. 5.	20. 5.
August-September	29. 7.	19. 7.	20. 7.
October-November	30. 9.	16. 9.	17. 9.
December-January 2022	1. 12.	18. 11.	19. 11.

● www.ikoktejl.cz

● facebook.com/ikoktejl

SIZE OF ADVERTS

+4 mm deposited edge gaps for all respective pages as per layout.

