

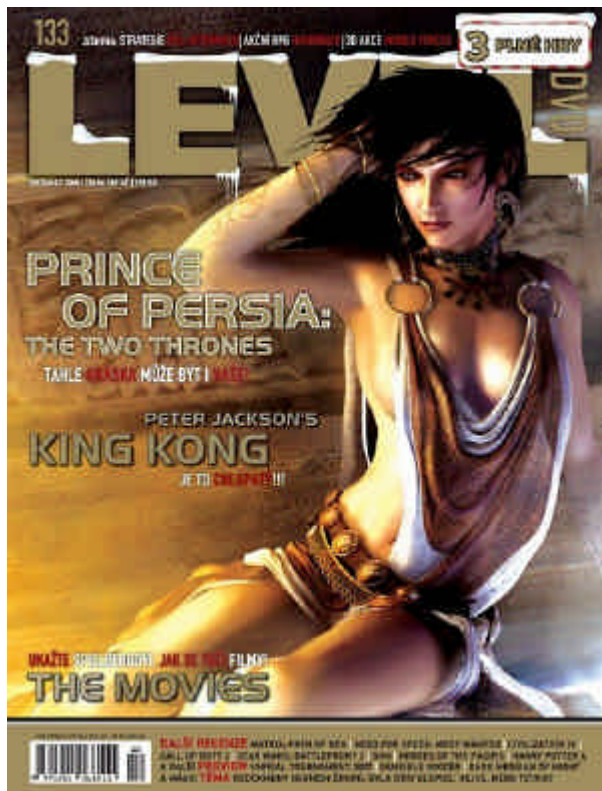
LEVEL Czech Republic

Magazine Profile

➤ Launched	January 1995
➤ Frequency	Monthly
➤ Language	Czech
➤ Market	Czech Republic / Slovakia
➤ Printed circulation ¹⁾	40,143
➤ Sold circulation ¹⁾	28,332
➤ Subscribers ¹⁾	4,340
➤ Readers per issue ²⁾	93,000
➤ Number of pages	140+
➤ News-stand copy price	CZK 179.- (CZK 219 with DVD)
➤ Editor-in-chief	Ondrej Prusa
➤ Online	www.level.cz

1) Audited by ABC Czech Republic (av. Jul-Sep 2005)

2) Audited by GfK Praha - Median, Mediaprojekt (Q2 + Q3/2005)



Characteristic

LEVEL is the leading PC games magazine in the Czech Republic. With 140 pages it covers all major formats. LEVEL also contains articles about multimedia products, new books, movies and music.

Target Group

Readers between the ages of 15-30 years with a strong purchasing power.

Publication Schedule 2006

Issue	Publication date	Booking deadline	Material deadline	Major Czech IT fairs
02 (135)	Jan 19	Dec 23	Jan 02	
03 (136)	Feb 16	Jan 27	Feb 01	
04 (137)	Mar 16	Feb 28	Mar 01	
05 (138)	Apr 13	Mar 24	Mar 28	
06 (139)	May 11	Apr 20	Apr 25	
07 (140)	Jun 15	May 23	May 30	
08 (141)	Jul 13	Jun 23	Jun 27	
09 (142)	Aug 03	Jul 14	Jul 18	
10 (143)	Aug 31	Aug 11	Aug 15	
11 (144)	Sep 27	Sep 08	Sep 12	Invex, Brno, October 09-13, 2006
12 (145)	Oct 26	Oct 06	Oct 10	
13 (146)	Nov 23	Nov 03	Nov 07	
01/2007 (147)	Dec 20	Nov 30	Dec 04	

Advertising Rates

All prices listed in EUR. Prices valid as of Jan 01, 2006.

Size	Format in mm (width x height)	4 colors
1/1 page Trim size	220 x 290	€2,650.-
1/2 page Vertical	93 x 247	€1,600.-
Vertical trim	109 x 290	
Horizontal	188 x 122	
Horizontal trim	220 x 140	
1/3 page Vertical	69 x 247	€1,100.-
Vertical trim	85 x 290	
Horizontal	188 x 80	
Horizontal trim	220 x 98	
1/4 page Vertical	45 x 247	€850.-
Vertical trim I	61 x 290	
Vertical trim II	93 x 122	
Horizontal	188 x 59	
Horizontal trim	220 x 78	
2/1 page Trim size	440 x 290	€4,550.-
4th cover Trim size	220 x 290	€3,600.-
3rd cover Trim size	220 x 290	€2,750.-
2nd cover Trim size	220 x 290	€3,000.-

Inserts (Price per 1,000)

Loose inserts	€115.-
Bound inserts	On request

Volume Discounts

3 pages	7%
6 pages	10%
9 pages	12%
12 pages	20%

Frequency Discounts

3 insertions	5%
6 insertions	7%
9 insertions	10%
12 insertions	15%

Surcharges

Guaranteed position	25%
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Technical Specifications

Printing Materials/Mechanicals

Printing process	4 color rotary offset
Printing material	Digital files only
Bleed trim	Minimum 4 mm on each side
Binding	Perfect binding

Digital Data Standards

Platform used	PC
Software used	Quark X-Press, Illustrator, Photoshop, PageMaker
File format	JPEG, EPS, high-resolution PDF

Data Delivery

Carrier	CD-ROM
Via Email	GST@vogelburda.com (up to 10 MB)
FTP server	ftp://ftpanonym.vogel @ftp.vogel.cz/upload
Via post	Vogel Burda Communications, s.r.o. Attn. Mr. Vit Fiala Na Florenci 19 110 00 Praha 1 Czech Republic Phone +420 225 018 568 Fax +420 225 018 500

Terms of Payment

Net within 30 days from date of invoice

Bank Account

Commerzbank Würzburg, Bank Code 790 400 47
Account Number 689 992 600
S.W.I.F.T-Code: CoBa DE FF 790