



PPK Czech Republic

Magazine Profile

↳ Launched	December 1998
↳ Frequency	Bi-weekly
↳ Language	Czech
↳ Market	Czech Republic / Slovakia
↳ Printed circulation ¹⁾	68,872
↳ Sold circulation ¹⁾	51,379
↳ Subscribers ¹⁾	13,409
↳ Readers per issue ²⁾	98,000
↳ Number of pages	68
↳ Newsstand copy price	CZK 55.-
↳ Editor in chief	Ivan Heisler
↳ Online	www.ppk.cz

1) Audited by ABC Czech Republic (av. 1st half-year 2005)

2) Audited by GfK Praha – Median, Mediaprojekt (1st half-year 2005)

Characteristic

“PPK-Pocitac pro kazdeho” (literally “Computer for everybody”) is a magazine, which accompanies computer novices through their first steps into the world of computers. By providing them the necessary information they can't find in technical books or in sophisticated articles in professional magazines. The editorial content focuses on easy to understand tips, product tests and practical advice. A detachable partwork in the magazine center can be collected and filed in a folder for future reference. News, Q&A, current product price information plus other special sections round up the magazine. PPK – Pocitac pro kazdeho is the only computer title in this market that covers the beginner's section.

Target Group

The readership, which represents all age groups and professions, consists of beginners or intermediate PC users. These readers usually don't read other computer magazines.

Publication Schedule 2006

Issue	Publication date	Booking deadline	Material deadline
01	Jan 09	Dec 16	Dec 19
02	Jan 23	Jan 02	Jan 09
03	Feb 06	Jan 16	Jan 23
04	Feb 20	Jan 30	Feb 06
05	Mar 06	Feb 13	Feb 20
06	Mar 20	Feb 27	Mar 06
07	Apr 03	Mar 13	Mar 20
08	Apr 18	Mar 28	Apr 03
09	May 02	Apr 10	Apr 18
10	May 15	Apr 24	May 02
11	May 29	May 09	May 15
12	Jun 12	May 22	May 29
13	Jun 26	Jun 05	Jun 12

Issue	Publication date	Booking deadline	Material deadline
14	Jul 10	Jun 19	Jun 26
15	Jul 31	Jul 10	Jul 17
16	Aug 21	Jul 31	Aug 07
17	Sep 04	Aug 14	Aug 21
18	Sep 18	Aug 08	Sep 04
19	Oct 02	Sep 1	Sep 18
20	Oct 16	Sep 25	Oct 02
21	Oct 30	Oct 09	Oct 16
22	Nov 13	Oct 23	Oct 30
23	Nov 27	Nov 06	Nov 13
24	Dec 11	Nov 20	Nov 27
25	Dec 27	Dec 06	Dec 13

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	210 x 297	€3,150.-
Type area	180 x 270	
1/2 page Vertical	88 x 270	€1,850.-
Horizontal	180 x 132	
1/3 page Vertical	58 x 270	€1,300.-
Horizontal	180 x 82	
1/4 page Vertical	88 x 132	€1,000.-
Horizontal	180 x 60	
4th cover Trim size	210 x 297	€4,850.-
3rd cover Trim size	210 x 297	€4,000.-
2nd cover Trim size	210 x 297	€4,000.-

Inserts (Price per 1,000)

Loose inserts	€115.-
Bound inserts	On request

Volume Discounts

3 pages	7%
6 pages	10%
10 pages	12%
15 pages	20%
20 pages	25%

Frequency Discounts

5 insertions	5%
10 insertions	10%
15 insertions	15%
20 insertions	20%

Surcharges

Guaranteed position	25%
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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

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	Saddle wire 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
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