

KAM

Po Česku

FREE OF CHARGE

Mediaplan

The colour monthly KAM po Česku has been running since 2007 and is sent out to readers in the Czech Republic FREE OF CHARGE, with the main aim of supporting the tourism industry in the Czech Republic and in the borderlands. The regular section entitled KAM za rohem (WHERE round the corner) offers tips for trips in neighbouring countries and border regions.

Periodicity

Monthly - 9x a year (6x monthly, 3x bi-monthly)

Main target groups

Families with children
Students
Active population
Senior citizens

Circulation

15 000 (monthly), 25 000 (bi-monthly)

Distribution FREE OF CHARGE

- Tourist information centres - almost 400 places throughout the Czech Republic
- Selected monuments, hotels, libraries and tourism schools

Bonus

The full versions of all printed editions (including commercial presentations) are published at www.kampocesku.cz, which is visited by around 50 000 people per month



KAM po Česku, o. s.

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www.kampocesku.cz

Printing requirements

Materials may be supplied in electronic form on CD, DVD and other data media or by e-mail

Illustrations, photos, drawings, logos
(min. size 800 x 600 pixels):

Bitmaps (images, photographs) – in JPEG (maximal quality / minimal compression), TIFF, EPS, BMP formats

Logotypes – vector, formats EPS, AI, CDR up to version 8, WMF, CMYK colour scheme, fonts in curves. Logos in DOC, PPT, GIF formats cannot be used.

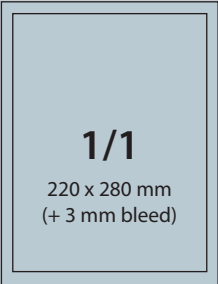
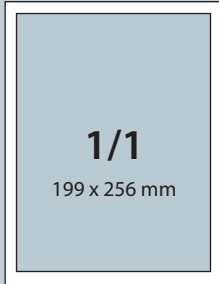
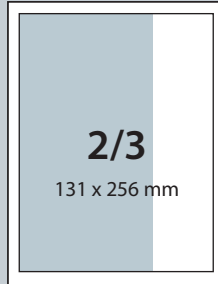
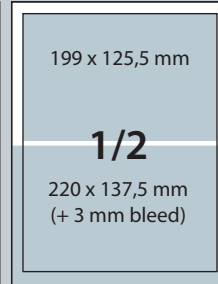
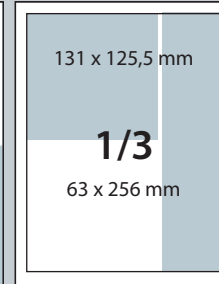
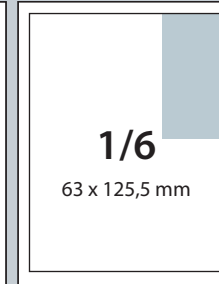
Formats of ready-made advertisements

PDF – in print quality (either clear format or with 3 mm bleeds), CMYK, images min. 300 dpi

AI – texts must be in curves, CMYK

Advertising prices (excluding 20 % VAT)

Format	Price
Back cover	1,200 €
Inner cover	1,040 €
1/1	915 €
2/3	710 €
1/2	585 €
1/3	375 €
1/6	210 €

 <p>1/1 220 x 280 mm (+ 3 mm bleed)</p>	 <p>1/1 199 x 256 mm</p>	 <p>2/3 131 x 256 mm</p>	 <p>199 x 125,5 mm 1/2 220 x 137,5 mm (+ 3 mm bleed)</p>	 <p>131 x 125,5 mm 1/3 63 x 256 mm</p>	 <p>1/6 63 x 125,5 mm</p>
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Closing dates in 2011

April

Closing date 15th March, distribution 31st March

May

Closing date 12th April, distribution 28th April

June

Closing date 14th May, distribution 31st May

July - August

Closing date 14th June, distribution 30th June

September

Closing date 12th August, distribution 31st August

October

Closing date 13th September, distribution 29th September

November–December

Closing date 12th October, distribution 31st October

Discount for repetitions:

2 presentations – 10%

3 presentations – 20%

4 presentations – 30%

5 presentations – 40%

KAM po Česku



www.kampocesku.cz

TRAVEL EYE



www.travel-eye.eu

OPEN Czechia



www.openczechia.eu