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CREATIVE ADVERTISING

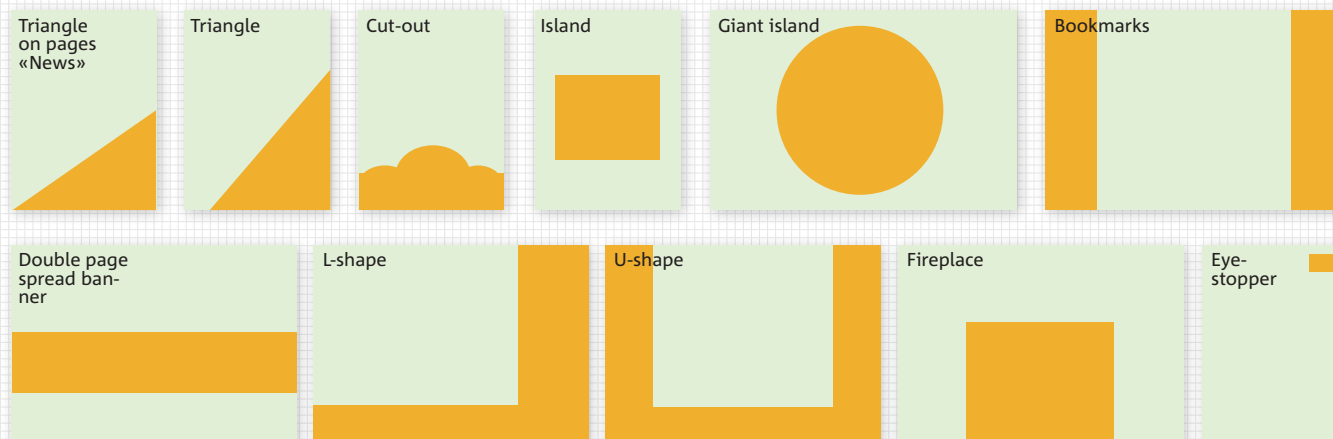
Effective as of February 01, 2016



Ad format*	Size, mm	Area, sq. sm	Price, EURO
Triangle on pages «News»	263 x 176,5	232,10	15 500
Double page spread (pages 2-3)	550 x 356	1 958,00	58 165
Triangle	218,5 x 248,5	271,48	15 040
Double triangle	462 x 248,5	586,84	34 703
Cut-out	not more than 300 sq. sm		16 420
Island	174,5x140,5 / 130x176,5	245 / 229	14 375
Giant island	Diameter - 340 sm.		38 430
Bookmarks**	85,5 x 356 + 85,5 x 356	608,76	24 430
Double page spread banner	550 x 105	577,50	34 848
L-shape	550 x 69 + 130 x 289	744,20	36 784
U-shape	2 (275,5x69 + 85,5x289)	863,36	38 817
Fireplace	288 x 212,5	612,00	36 179
Eye-stopper**	85,5 x 31,75	27,15	3 485

* All the formats are exclusive (the only ad on the page), except Bookmarks and Eye-stopper

** That formats are not exclusive



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