



THE BEST-SELLING GOLF MAGAZINE

Golf Digest C&S is the official Czech and Slovak licensed version of the world's best-selling golf magazine published since 1950. The magazine's content is divided into two basic parts.

Service

- Provides advice on game technique, equipment and rules from the best international and Czech golfers and professional coaches.
- Introduces new trends in equipment, clothing and other accessories. Gives advice on travelling and leisure time.
- Topics for women and children in an independent section.

Professional and entertaining journalism

- Interviews with high-ranking players, coaches and golf personalities, reportages, profiles and analyses.

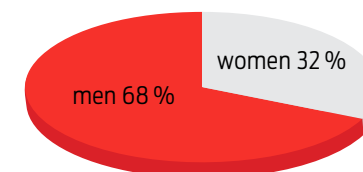
Technical Specification

- Published since 2003
- Monthly periodical
- Number of pages: 136
- Print: offset
- Inside paper: 80g LWC NovaPress
- Cover paper: 200g coated gloss, dispersion varnish
- Binding: V2
- Print run: 12 000 copies, audited by ABC ČR
- Price: 99 CZK
- www.golfdigest.cz

Profile of the readers

- Age of readers is between 25 a 55
- Affinity university 344%, high school 158%
- Affinity according to socioeconomic classification group A a B is 385%

Proportions of the readers



Source: Atemi reader research



ATEMI s.r.o. | Velvarská 45
160 00 Prague | CZ | www.atemi.cz

www.golfdigest.cz

Golf Digest

C&S

Advertisement data

Prices not included VAT. Specific placement surcharge +15%.

All data are in millimetres. Advertising rates valid from 1. 10. 2011

* cropped advertisements require a 5 mm bleed

Type of Advertisement	Mirror		Crop*		Price (CZK)
	width	height	width	height	
2 nd cover	173	232	203	267	220 000
3 th cover	173	232	203	267	170 000
Back cover	173	232	203	267	240 000
Standard page	173	232	203	267	150 000
Standard page in 1. 1/3	173	232	203	267	160 000
Spread (material for a spread must be provided as two single pages)					210 000
1/2 page horizontal	173	113	203	133	95 000
1/2 page vertical	84	232	98	267	95 000
1/3 page horizontal	173	72	203	92	70 000
1/3 page vertical	55	232	69	267	70 000
1/4 page	84	113	98	133	40 000
1/4 footer	173	55	203	72	40 000

Insert Advertisement (1 sheet 1/1 of page, price per 1 piece)

1 sheet	2,50
2 sheets	4,00
4 sheets	6,50
6 sheets	7,50
8 sheets	8,00
Insert Advertisement only for abonents	15,00



Contact: **Michaela Hromádková**, sales director | tel.: +420 233 025 508 |
 fax: +420 233 025 502 | mobil: +420 602 853 496 |
 e-mail: m.hromadkova@atemi.cz
Edita Hanušová | tel.: +420 233 025 520 | fax: +420 233 025 502
 mobil: +420 724 150 784 | e-mail: e.hanusova@atemi.cz

Advertisement schedule for 2012

Issue	Year	Advertisement materials	Distribution
1	2012	13. 12. 2011	3. 1. 2012
2	2012	17. 1. 2012	2. 2. 2012
3	2012	14. 2. 2012	1. 3. 2012
4	2012	20. 3. 2012	5. 4. 2012
5	2012	16. 4. 2012	3. 5. 2012
6	2012	21. 5. 2012	6. 6. 2012
7	2012	15. 6. 2012	3. 7. 2012
8	2012	17. 7. 2012	2. 8. 2012
9	2012	21. 8. 2012	6. 9. 2012
10	2012	17. 9. 2012	4. 10. 2012
11	2012	16. 10. 2012	1. 11. 2012
12	2012	20. 11. 2012	6. 12. 2012
1	2013	11. 12. 2012	3. 1. 2013

Technical Specification

In electronic format for PCs or MACs: CD, DVD or via email (up to 10MB).

In the following applications: Adobe Photoshop, Illustrator, Indesign.

Advertisements should be supplied in the following formats:

PDF, EPS, JPG, TIFF, AI.

Colour regime: CMYK, image resolution 300 dpi.

To ensure accurate colouring imprint according to the ISO 12647-2:

2004 standard and colour profile ISO coated/FOGRA27.

Cropped advertisements require a 5 mm bleed. Please take into account the space on the side of the spine (adapt the whole concept of an advertisement to this – for example, text must be set 4 mm from the edge).

Black font smaller than 6 points must not include any other colour than black (CO MO YO K100).

Print: cover – flat offset, inside – rotary offset.

Parameters: 2 400 dpi, 175 lpi, standard screen angle.