

Price list for subscription and advertising in Sovak in 2025

Subscription

The annual subscription for internal customers is 800 CZK, the foreign subscription is 1,000 CZK. The price of one copy is 70 CZK (double issue 140 CZK).

Advertising price list

Advertising on the cover::

design	whole page	1/2 page	
1 st page (only for regular members of SOVAK ČR)	11,000		
the other sides of the cover	24,000	•• 12,000	
advertising sleeve	32,000		

vertical



horizontal



Advertising inside the journal (journal is published on glossy paper with full-color printing):

design	whole page	1/2 page	1/3 page	1/4 page	1/6 page	flap 70 mm	flap 100 mm
full color	22,000	• 11,000	• 7,700	• 5,500	• 3,300	17,000	25,000

text advertising

text and graphics full color	11,000	5,500
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For added extent, the price of the text advertising is determined by a multiple of the price per half page. Text advertising is processed by the style (font, page editing) and method of a standard article. The advertiser's requests for placing a graphic on the page can be met only to a limited extent – depending on the capabilities and principles of the column break. The advertiser's logo can be added to the text.

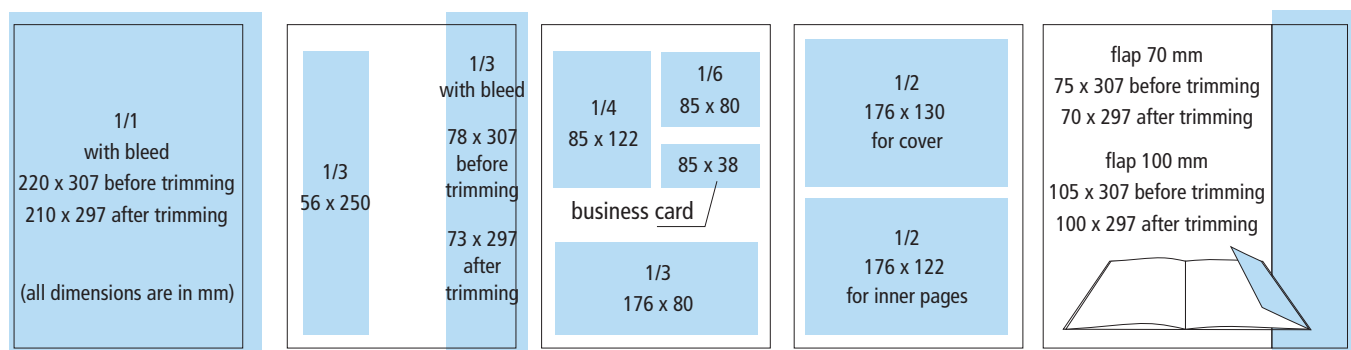
Business cards

black and white	1,200	this price holds for publishing a business card three times in a row
full color	3,000	this price holds for publishing a business card three times in a row

•• only after prior consultation, • formats marked in this way only for the mirror (see the following diagram), with the exception of 1/3 of the page in the vertical version. A different solution have to be agreed in advance.

All prices are in CZK and without VAT. Advertising prices (excluding business cards) are understood for one publication of an advertisement or an advertising article. A 25% discount is provided for the fourth publication (the first three publications are invoiced in full price, the fourth is free). The number of publications have to be agreed in advance, a series of four advertisings must be published within seven months, the discount does not apply to business card advertising.

NOTICE of increased prices for whole page advertising inside the journal and text advertising in issues with increased circulation, intended for distribution of the journal at events organized by SOVAK ČR (Sovak No. 3/2025 – World Water Day, 5/2025 – VODOVODY–KANALIZACE exhibition and 11/2025 – conference Operation of water supply and sewerage). Increased prices are listed in the supplement to this price list at www.sovak.cz.



Advertising sleeve: glued paper strip, threaded on the journal in the horizontal or vertical direction, with advertising print on the front and back. The documents preparation always have to be consulted in advance.

Advertising flap: opening extension of the left or right page of the journal. It is always necessary to use its front and back. It can be linked to another advertising or advertising article on this page. For such solutions, the price is determined by agreement. The documents preparation always have to be consulted in advance. The editors reserve the right to regulate the amount of this advertisement in one issue of the journal.

Distribution of advertising handbill and brochures: they are inserted as a free supplement to the journal. The maximum permissible weight of the supplement is 70 g. The editors reserve the right to regulate the scope and number of free supplements to the journal. The maximum allowable size of the attachment is A4 format, the recommended maximum size is 205 x 292 mm. The price for distribution is 12,000 CZK for attachments up to 10 g, 19,000 CZK from 11 g to 40 g and 30,000 CZK from 41 g to 70 g.

Address for orders: Sovak journal editorial office, Novotného lávka 5, 110 00 Prague 1, tel.: 221 082 628, e-mail: redakce@sovak.cz

The documents assume and technical consultations are provided by: studio Silva, s. r. o., e-mail: pfck@bon.cz

Warning - important for invoicing

If it is important for your accounting system, the order to be issued by name on the invoicing supplier, address the order directly to the publisher that invoices the subscription and advertisement:
Mgr. Pavel Fučík, vydavatelství a nakladatelství, Čs. armády 488, 254 01 Jílové u Prahy, IČO: 4756 7601, DIČ: CZ430327489
Send the modified order to the editors and the publisher directly to e-mail: pfck@bon.cz

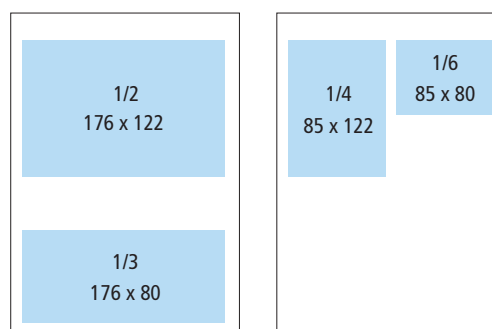
**Supplement to the price list for advertising in Sovak journal for 2025
valid for advertising in issues with increased circulation
intended for distribution of the journal at events organized by SOVAK ČR**

Advertising on the cover:		
design	whole page	1/2 page
2 nd , 3 rd or 4 th sides of the cover	26,000	•• 14,000

Advertising inside the journal					
design	whole page	1/2 page	1/3 page	1/4 page	1/6 page
full color	24,000	• 13,000	• 9,700	• 7,500	• 5,300
text advertising	whole page	1/2 page			
text and graphics full color	13,000	7,500	For added extent, the price of the text advertising is determined by a multiple of the price per half page.		
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- formats marked in this way only for the mirror (see the adjacent diagram)

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