



FOCUS, the magazine of the British Chamber of Commerce, is issued twice a year in English. It features a host of interviews with key people connected to the Czech and British Scene as well as a complete list of members, descriptions of new members and photos of past Chamber events.

Focus is a **high quality magazine with a longer shelf life** and one that members and other institutions are proud to have in their offices.

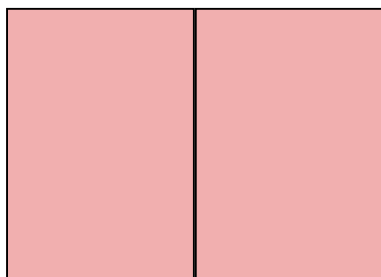
3000 copies distributed to 260 companies members of the British Chamber of Commerce, leading Czech and international companies, embassies and their trade sections, government, financial and trade Institutions in the CR and U.K., COBCOE members, regional chambers of commerce and their selected members, www.britishchamber.cz - web site visitors .



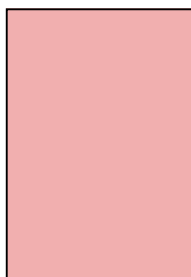
FOCUS 1/2012 ADVERT Price list

	Member	Non-member
Full page, inside front/back cover	CZK 30 550	CZK 47 000
Full page, back cover	CZK 38 000	CZK 52 000
Full page, inside middle page	CZK 25 000	CZK 36 000
Full double inside middle page	CZK 47 000	CZK 63 000
Half page horizontal/vertical	CZK 14 000	CZK 18 500
1/3 of a page horizontal	CZK 9500	CZK 14 000
Column	CZK 9500	CZK 14 000
Runner 1 – ¼ of a page horizontal	CZK 8500	CZK 13 000
Runner 2 - 1//8 of a page horizontal	CZK 5000	CZK 9 000
Inserts (non exclusive)	CZK 10 000	CZK 15 000
Inserts (exclusive)	CZK 25 000	CZK 40 000

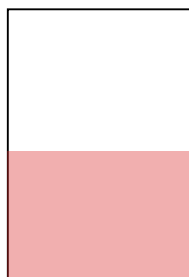
ADVERTISEMENT FORMATS / FORMÁTY INZERCE



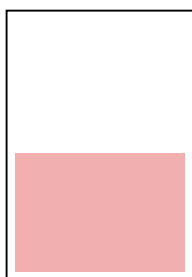
2/1 page/ dvoustrana
420 x 297 mm
+3 mm bleed on each side
+ 3 mm spad na každé straně



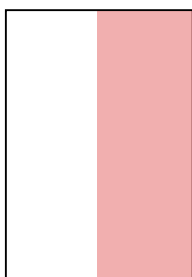
Full Page / celostrana
210 x 297 mm
+3 mm bleed on each side
+ 3 mm spad na každé straně



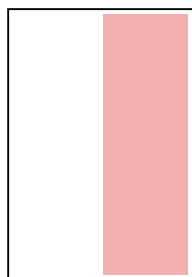
½ page horizontal –
bleše
½ strany – na spad
210 x 148,5 mm
+3 mm bleed on
each side
+ 3 mm spad na
každé straně



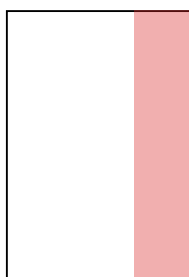
½ page horizontal –
live area
½ strany na šířku – na
zrcadlo
180 x 126 mm



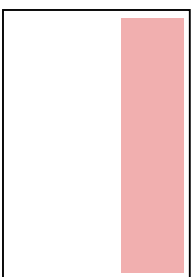
½ page vertical –
bleed
½ strany na výšku –
na spad
102 x 297 mm
+3 mm bleed on
each side
+ 3 mm spad na
každé straně



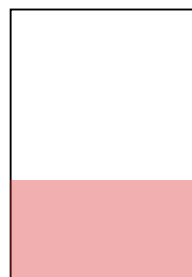
½ page vertical – live
area
½ strany na výšku – na
zrcadlo
88 x 257 mm



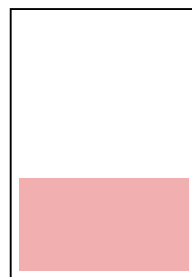
Column – bleed
Sloupec – na spad
71 x 297 mm
+3 mm bleed on
each side
+ 3 mm spad na
každé straně



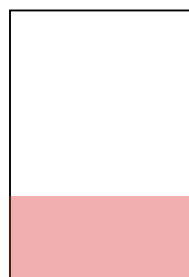
Column – live area
Sloupec – na zrcadlo
57 x 257 mm



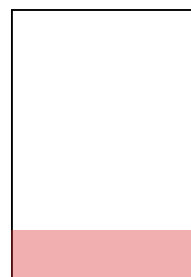
1/3 page horizontal –
bleed
1/3 strany na šířku – na
spad
210 x 99 mm
+3 mm bleed on each
side
+ 3 mm spad na každé
straně



1/3 page horizontal –
live area
1/3 strany na šířku – na
zrcadlo
180 x 82 mm



Runner 1 – bleed
Podvál 1 – na spad
210 x 82 mm
+3 mm bleed on each
side
+ 3 mm spad na každé
straně



Runner 2 – bleed
Podvál 2 – na spad
210 x 41 mm
+3 mm bleed on
each side
+ 3 mm spad na
každé straně

TECHNICAL PARAMETERS / TECHNICKÉ PARAMETRY

Format/Formát: 210 x 297 mm,
Colour/barva: CMYK
Type of print/Tisk: ofset,
Screen/frequency/Rastr: 175 lpi
Resolution/Rozlišení: 2400 dpi

PRE-PRINT DOCUMENTS / PŘEDTISKOVÁ PŘÍPRAVA

PDF for print. Adobe Ilustrátor EPS
or AI files, with all texts converted
to curves. Other formats should be
discussed with graphic department
Evocreative s.r.o.
Fernando Davila,
nando@evocreative.com

Tiskové pdf. Adobe Ilustrátor EPS
anebo AI soubory, se všemi texty
převedenými do křivek. Ohledně
jiného formátu, kontaktujte prosím
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