

# Legalizace<sup>®</sup>

The magazine which widens your pupils

## Advertising price list 2021



**Dear business partners,**

We would like to interest you in our 2021 advertising price list of the first Czech cannabis lifestyle magazine – Legalizace.

As the first periodical dedicated to cannabis lifestyle in Czech history, Legalizace Magazine is available for purchase in the official distribution network of newsagents, newsstands, and department stores in more than 2,500 locations across the country for 99 CZK. The magazine is also distributed in Slovakia for 4,99 €.

Every two months, the magazine comes out in a printing of 12,000 copies and brings the readers many interesting, factual, but also entertaining articles and reports from the world of cannabis. Thanks to its original graphic design and extensive informative content, the magazine has managed to gain a wide and steady readership during its existence. A magazine like Legalizace has apparently been lacking on the market, and it has quickly established itself a respectable reputation not just amongst young people – its popularity spans across the age and class spectrum.

This presentation offers not only the potential for advertising in our medium, but also an extensive overview of supplementary services that can be profited from through cooperation. For your commercial needs, we are capable of translating any given text from several world languages and assisting you with the design and graphic layout of promotional material and their subsequent printing. In addition, we also offer the possibility of advertising on the magazine's official website, [www.magazin-legalizace.cz](http://www.magazin-legalizace.cz).

We thus offer you the unique opportunity to present yourselves both in the printed and electronic form of our magazine on very reasonable terms.

Cooperation with us pays off – we have experience and we stand out.

**Legalizace®**

You can find the online magazine at [www.magazin-legalizace.cz](http://www.magazin-legalizace.cz)

## 01 Distribution / Print-run

- Edition bimonthly / 6 issues per year
- Czech republic – 9,500 copies
- Slovakia – 500 copies
- Subscription – 2,000 copies

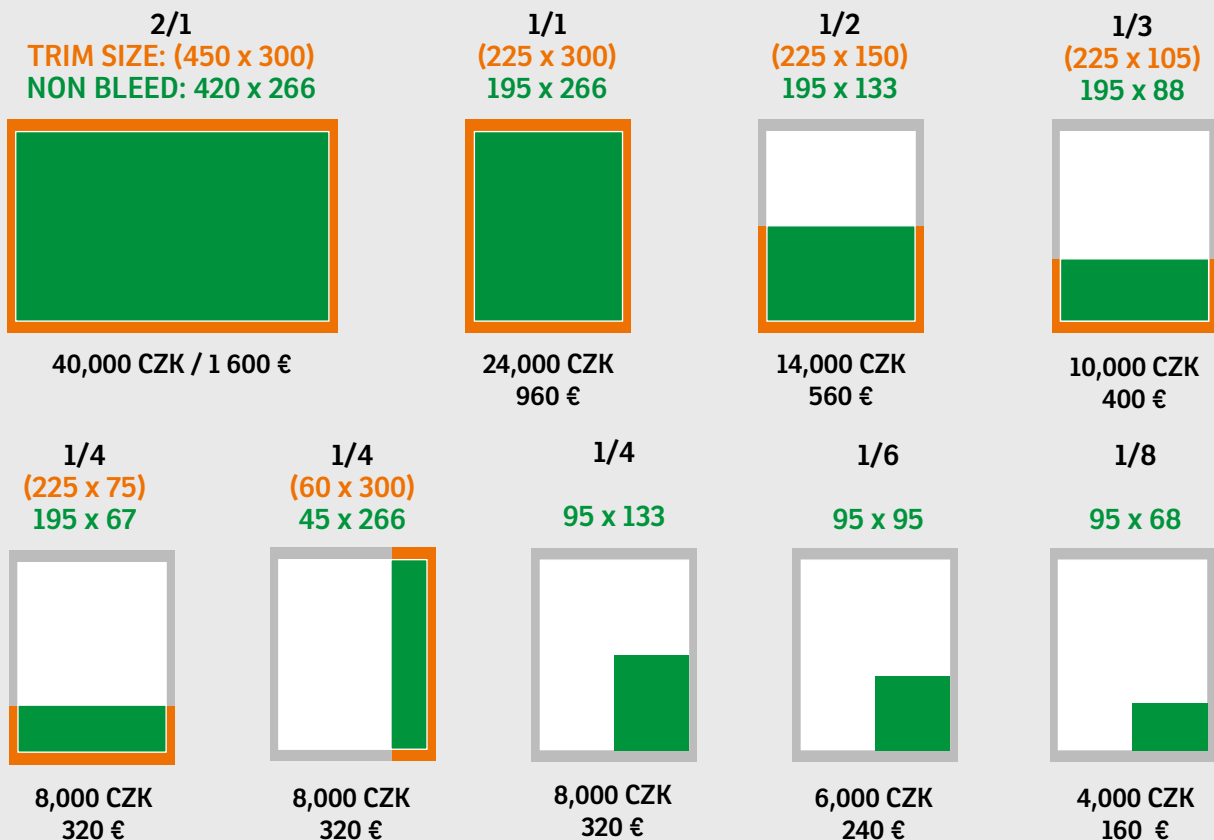
**Distribution:** Newsagents, newsstands and gas stations (more than 2500 places), hempshops, skateshops, libraries, related organizations, cultural events, subscriptions, online version

## 02 Content

Interviews, legislation, growing, medical marijuana, news, reports, legal processes, products information, activism, other drugs, ecology, history, cannabis culture, shop register, recipes, contests, opinions, lists of events and actions

## 03 Printed edition / formats of advertisement

**Standard formats (dimensions in millimeters):**



**For another advertising formats please contact us. ([marketing@legalpub.cz](mailto:marketing@legalpub.cz))**

Trim size are dimensions after trimming. For bleed please add 5 mm on all sides.

Print data has to be in CMYK color mode. Ink limit (sum of all the channels) is 300 %.

**Special formats:**

2. part of cover	32,000 CZK	1,280 €
3. part of cover (before backpage)	28,000 CZK	1,120 €
4. part of cover (backpage)	40,000 CZK	1,600 €
Double page in the middle	45,000 CZK	1,800 €
Inside back cover – folded double page	55,000 CZK	2,200 €
Map/shop register one year (6 issues)	1,800 CZK	72 €
Online map of shops at the magazin-legalizace.cz	1,200 CZK	48 €

**04****Magazine insert (price per copy):**

Insert up to 10 g	CZK 2.80	€ 0.11
Insert up to 20 g	CZK 3.10	€ 0.12
Insert up to 30 g	CZK 3.40	€ 0.13
Insert for subscribers	<b>individual price</b>	

- The price includes obligatory affixing of inserts onto a given place.
- Maximum size for insert is 210 x 290 mm.
- Thickness of insert can not exceed 1 mm.

**Discounts for printed magazine:**

ADVERTISEMENT REGULARITY		AMOUNT OF ADVERTISEMENT PER ISSUE	
2 issues	3 %	2–4 adverts	2 %
3 issues	6 %	5–9 adverts	5 %
4 issues	9 %	10 or more adverts	10 %
5 issues	12 %		
6 issues	15 %		

**Out of discount:**

Map / Shop register  
Inserts

## 05

**Internet advertisement at [www.magazin-legalizace.cz](http://www.magazin-legalizace.cz) – formats**

VISITS	2017	2018	2019
UNIQUE VISITORS	418 617	394 489	456 247
PAGE VIEWS	1 011 746	968 800	985 777

**Homepage square banner 1, 2 (400 x 400 px)**

Homepage. Bottom of the right column. [Preview.](#)

- 2 000 Kč (80 €) / month
- 20 000 Kč (800 €) / year (2 months free)

**Article side banner (300 x600 px)**

Article detail. Right column. 400x400 px for mobile devices. [Preview.](#)

- 4 000 Kč (160 €) / month
- 40 000 Kč (1 600 €) / year (2 months free)

**Article square banner (400 x 400 px)**

Article detail. Right column under Article side banner. [Preview.](#)

- 3 000 Kč (120 €) / month
- 30 000 Kč (1 200 €) / year (2 months free)

**Article AJAX square banner 1,2 (400 x 400 px)**

Right column in next article (endless article load). [Preview.](#)

- 2 500 Kč (100 €) / month
- 25 000 Kč (1 000 €) / year (2 months free)

**Section Side Banner (300 x 600 px)**

Right column in section detail. 400x400 px for mobile devices. [Preview.](#)

- 3 000 Kč (120 €) / month
- 30 000 Kč (1 200 €) / year (2 months free)

**Section Square Banner (400 x 400 px)**

Right column in chapter detail under Section Side Banner. [Preview.](#)

- 2 500 Kč (100 €) / month
- 25 000 Kč (1 000 €) / year (2 months free)

**Gallery Square Banner (400 x 400 px)**

Detail in photo gallery. [Preview.](#)

- 2 000 Kč (80 €) / month
- 20 000 Kč (800 €) / year (2 months free)



## 09 Translations and graphic work:

Translation from EN	700 CZK/NP	28 €/NP
Translations from NL, DE, ES, FR	800 CZK/NP	32 €/NP
Proofreading	300 CZK/NP	12 €/NP
DTP (typesetting, editing)	700 CZK/NP	28 €/NP
Above-standard services (text summarization, selections, etc.)	450 CZK/hour	18 €/hour
Design and advertisement layouts	900 CZK/hour	36 €/hour
Printing production (fliers, posters, promotional material, etc.)	negotiable price	

NP – norm page (1,800 letters including spaces)

*In the case of incomplete work we count at least half a standard page or half an hour.*

## 10 Issue release dates:

ISSUE	RELEASE DATE (DD.MM.YYYY)	DEADLINE FOR DATA
No. 62 Vol. 6/2020	26. 11. 2020	9. 11. 2020
No. 63 Vol. 1/2021	28. 1. 2021	11. 1. 2021
No. 64 Vol. 2/2021	25. 3. 2021	8. 3. 2021
No. 65 Vol. 3/2021	27. 5. 2021	10. 5. 2021
No. 66 Vol. 4/2021	29. 7. 2021	12. 7. 2021
No. 67 Vol. 5/2021	30. 9. 2021	13. 9. 2021
No. 68 Vol. 6/2021	25. 11. 2021	8. 11. 2021
No. 69 Vol. 1/2022	27. 1. 2022	10. 1. 2022

**11****Data / Contacts**

Data less than 5 MB please send to [marketing@legalpub.cz](mailto:marketing@legalpub.cz)

Data more than 5 MB please send via <http://www.uschovna.cz/en/>

We accept these formats: AI, EPS, PDF, JPG, TIFF (min. 300 dpi)

Invoice is due 14 days from the date of issue.

All prices in CZK are net of VAT.

Prices are valid from 12. 11. 2020

**Web:**

[www.magazin-legalizace.cz](http://www.magazin-legalizace.cz)

**E-mail:**

Advertisement and marketing: [marketing@legalpub.cz](mailto:marketing@legalpub.cz)

Redaction: [redakce@legalpub.cz](mailto:redakce@legalpub.cz)

**Contact:**

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Publisher: Robert Veverka, +420 773 691 561, [robert@legalpub.cz](mailto:robert@legalpub.cz)

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