

A special magazine for florists and flower shops



A special magazine published every second month will be appreciated not only by the florists. It contains the current information from the floristry and it advices of the new trends, drapery techniques and modern materials. Work of individual florists is being presented to the readers in the framework of actions hold throughout the year.

Magazine *Floristika* recommends new book

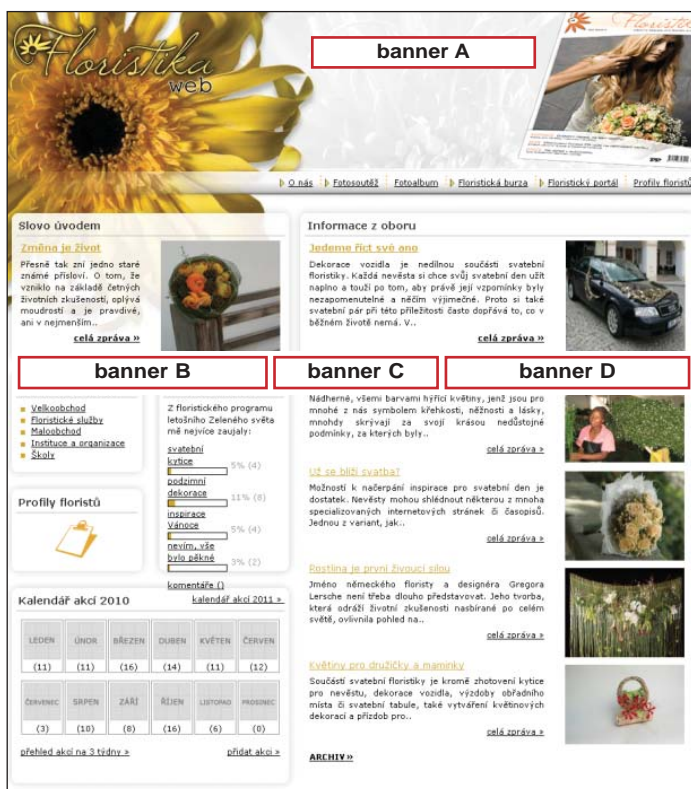
BLOOM'S WORLD



Hundreideighty pages book full of new trends, ideas and inspiration created by the world's leading florist. Provides an overview of creative ideas that combine the latest developments in the world of

design and floristry. Appreciate the beautiful photos every lover of flowers and design. The publication will be a valuable guide not only for professionals.

Books based on 2x per year:
Spring-Summer and Autumn-Winter
For the first time in the Czech and Slovak.
There is a possibility of inserting advertising.



Banner	Price (EUR/month)	Size (px)
A	160	318 x 50
B	120	318 x 50
C	100	250 x 50
D	120	318 x 50

1/1 241 x 316 fall out	1/1 200 x 265 mirror	1/4 123 x 153 fall out
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1/2 200 x 132 241 x 155 fall out	1/2 120 x 316 fall out	1/8 100 x 65
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1/3 200 x 88	1/3 81 x 316 fall out
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Floristika – published every 2nd week in a month

Month	Supplement	Deadline	Advertising planing
1	St. Valentine's Day, additional materials	6. 12. 2010	
3	Easter, dry flowers	14. 2. 2011	
5	Pot flowers decoration	11. 4.	
7	Wedding bouquets and decoration	6. 6.	
9	All Soul's Day and funeral decoration	15. 8.	
11	Christmas holiday	10. 10.	
1/2012	St. Valentine's Day, additional materials	5. 12.	

Page ratio	Size (mm)	Price (EUR)
1/1	241 x 316 (fall out)	1200
1/1	200 x 265 (mirror)	1200
1/2	200 x 132 (241 x 155)	680
1/2	120 x 316	680
1/3	200 x 88 (241 x 110)	480
1/3	81 x 316	480
1/4	100 x 130 (123 x 153)	400
1/8	100 x 65	220



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Inserted advertisements

Price of ads EUR 1000 + price for insertion / piece				
Weight (in grams) of inserted material	Till 20 g	Till 50 g	Till 200 g	Till 350 g
Price for insertion / piece	0,02 EUR	0,10 EUR	0,18 EUR	0,26 EUR
Division according to the weight of inserted material is based on current tariffs issued by the Czech Post Service				

Discounts

Title option		Publishing option (price in EUR)	
Discount depends on the number of repeating ads in one journal in given year and can possibly be calculated retrospectively as well		Discount depends on the total sum of book prices stated in the binding order of ads to be published in any title of our publishing house and this bonus for exceeding a given limit is set in the following way:	
		2000	5 %
Number of repeating	Discount	2800	7 %
3x	5 %	4000	10 %
6x	7 %	8000	11 %
9 x and more	10 %	12 000	12 %
And further on + 1 % per every EUR 3510			

Extra charges

2 nd page of cover	25 %
3 rd page of cover	20 %
4 th page – back cover	30 %
5 th page (next to the contents)	10 %
Special size of advertisement	40 %
Exact placing of advertisement	20 %
Fifth colour print	10 %

Technical requirements

PC platform

Transmission medium: CD ROM (700 Mb), JAZ (1 GB), ZIP (100 Mb), e-mail (up to 9 Mb)

a) GRAPHICALLY READY ADVERTISEMENTS:

PDF (300 DPI, saved as CMYK, scrubbed to the PRESS quality, suitable for QuarkXpress output)

TIFF, JPG (300 DPI, CMYK)

AI, EPS, CDR (all in curves, CMYK, 300 DPI)

b) ADS TO BE PRODUCED:

Texts: Word for Windows

Tables: Word for Windows

Graphs: Excel for Windows

Logos: EPS (curved, saved without background)

Photograph to be scanned: masters to be scanned up to the A3 format

Photographs in data form: TIFF, JPG (all in 300 DPI). All fall out formats needs to be bigger at least about 3 mm on each side for the cutting process in printer.

Detailed information will be send by e-mail or fax on demand.

The rules for publishing all-type advertisements and company articles

1. All-type advertisements – the price corresponds with the prices for conventional sheet advertisement

All-type ads are equivalent to the conventional sheet ads. This kind of ads paid in full amount according to the price list does not have to be designed in the same manner as the own journal but it can be supplied completely by the client (firm, PR agency). Logos and contacting data of the producer or vendor can be part of this ad. The article will be marked as advertisement. All-type ads have to delivered by the client in complete form. The copy editors will not prepare this type of ads.

2. Company text paid by 50 % of the price for sheet advertisement according to the price list

It concerns a commercial article that does not include client's logo and contact. The theme should at least generally correspond with the theme of a given journal. The name of the author and company is given together with the author's signature. The article is marked as advertisement, it has the same graphics as the journal and it is produced by our graphic studio. Company text has to be delivered by the client in complete form. The copy editors will not prepare this type of ads.

General Terms of Advertising

1. Ordering an ad

- The publisher accepts the advertisements on the basis of written order or contract and data supplied only. The order has to contain the following: trade name of the company, seat of the company, place of business or place of residence, company ID, tax code, stamp and signature of the client, date of signature.
- The client is responsible for the actual delivery of text and faultless background data.
- The client is responsible for the content and legal admissibility of texts and pictures to be advertised.
- The publisher is not responsible for the accuracy of data in published ads and he is not obliged to examine whether the rights of third persons are violated by them.

2. Returning the background materials and revision of the prints

- The background materials will be returned to the client on his demand only. Revised ads produced by the publisher will be sent to the client for approval. In case the client does not approve the design of an ad within given period, publisher takes it as approved.
- The publisher grants the normal print quality within the scope of the material supplied and the technology used.

3. Edits and placing the ads in the journal

Ads that are not possibly recognised as advertisements due to their stylisation, will be marked by the word „advertisement“.

4. Right to reject an ad

- The publisher retains the right to reject an advertisement due to its content or technical quality, in case it is in conflict with valid legal or official standards, morals and custom practice, technical conditions set or with the client's interests.
- The publisher retains the right to reject the order from client that did not pay for the previously published advertisements, or he can eventually suspend fulfilment of the order till the amount due is covered.

5. Payment for advertising

- The price for publishing an ad will be invoiced by the publisher within 5 days after the actual date of publishing. An invoice will be sent to the client together with the sample copy. Normally, the maturity of an invoice is 14 days. However, if both the parties agree, it can be stipulated otherwise.
- In case of the client's payment delay, the publisher retains the right to charge the punitive interest in agreed amount. In case, this amount is not agreed in advance, it is set in the level of 0.1 % of the amount due per every calendar day delayed.

6. Reclamation - facultative compensation

- In case an ad is printed unreadable, incorrectly or incompletely, the client has the right to get discount or to have an ad printed again perfectly.
- Advertisement can be reclaimed within 14 calendar days after its publication.

7. Prices in the price list are given in CZK without VAT (EUR)

Both the parties can agree on different terms of publication. An agreement represents necessary condition for arranging other than common terms of mutual co-operation.