

## Pricelist for auditing periodic press valid since 1. 1. 2023

(prices without VAT)

## STANDARD SERVICES (CZK)

| Circulations up to 10 000         | Paušál | TN    | P      | PP     | OP     | Kontrola ceny KS | Celkem za rok |
|-----------------------------------|--------|-------|--------|--------|--------|------------------|---------------|
| Longer period duration*           | 5 620  | 920   | 1 380  | 1 795  | 1 380  | 920              | 12 015        |
| Weekly                            | 5 620  | 1 840 | 2 760  | 3 585  | 2 760  | 920              | 17 485        |
| Daily                             | 5 620  | 2 300 | 3 445  | 4 480  | 3 445  | 920              | 20 210        |
| <b>Circulations up to 50 000</b>  |        |       |        |        |        |                  |               |
| Longer period duration*           | 5 620  | 1 330 | 1 990  | 2 590  | 1 990  | 920              | 14 440        |
| Weekly                            | 5 620  | 2 655 | 3 985  | 5 180  | 3 985  | 920              | 22 345        |
| Daily                             | 5 620  | 3 320 | 4 980  | 6 475  | 4 980  | 920              | 26 295        |
| <b>Circulations up to 100 000</b> |        |       |        |        |        |                  |               |
| Longer period duration*           | 5 620  | 1 840 | 2 760  | 3 585  | 2 760  | 920              | 17 485        |
| Weekly                            | 5 620  | 3 675 | 5 515  | 7 170  | 5 515  | 920              | 28 415        |
| Daily                             | 5 620  | 4 595 | 6 895  | 8 965  | 6 895  | 920              | 33 890        |
| <b>Circulations up to 200 000</b> |        |       |        |        |        |                  |               |
| Longer period duration*           | 5 620  | 2 350 | 3 525  | 4 580  | 3 525  | 920              | 20 520        |
| Weekly                            | 5 620  | 4 700 | 7 050  | 9 160  | 7 050  | 920              | 34 500        |
| Daily                             | 5 620  | 5 875 | 8 810  | 11 455 | 8 810  | 920              | 41 490        |
| <b>Circulations up to 300 000</b> |        |       |        |        |        |                  |               |
| Longer period duration*           | 5 620  | 2 655 | 3 985  | 5 180  | 3 985  | 920              | 22 345        |
| Weekly                            | 5 620  | 5 310 | 7 965  | 10 355 | 7 965  | 920              | 38 135        |
| Daily                             | 5 620  | 6 640 | 9 960  | 12 945 | 9 960  | 920              | 46 045        |
| <b>Circulations above 300 000</b> |        |       |        |        |        |                  |               |
| Longer period duration*           | 5 620  | 2 960 | 4 445  | 5 775  | 4 445  | 920              | 24 165        |
| Weekly                            | 5 620  | 5 925 | 8 885  | 11 550 | 8 885  | 920              | 41 785        |
| Daily                             | 5 620  | 7 405 | 11 110 | 14 440 | 11 110 | 920              | 50 605        |

## DE1

|                         |       |
|-------------------------|-------|
| Longer period duration* | 3 000 |
| Weekly                  | 5 900 |
| Daily                   | 7 500 |

\* Longer period duration = bi-weeklies, three-weeklies, monthlies and publications with other period

If the publisher registers into the auditing system within the 2nd half - year, he shall pay the full flat sum and half of the above - stated annual fees for individual audited circulations and BCP check.

## Example: Weekly, average paid circulation= 95 000 pcs

Fee per year = 5620 + 3675 +5515 +7170 +5515 +920 = 28 415 CZK

Fee per half year = 5620 + 1838 + 2758 + 3585 + 2758 + 460 = 17 019 CZK

## For standard services for members of the Czech Publishers Association - discount 10 %

| Circulations up to | Total price per year (CZK) |        |        |
|--------------------|----------------------------|--------|--------|
|                    | Longer period*             | Weekly | Daily  |
| 10 000             | 10 814                     | 15 737 | 18 189 |
| 50 000             | 12 996                     | 20 111 | 23 666 |
| 100 000            | 15 737                     | 25 574 | 30 501 |
| 200 000            | 18 468                     | 31 050 | 37 341 |
| 300 000            | 20 111                     | 34 322 | 41 441 |
| above 300 000      | 21 749                     | 37 607 | 45 545 |

## For premium services (CZK)

| Circulations up to | Flat sum | CD    | OD    | DE2   | TDC   | Overall circulations |
|--------------------|----------|-------|-------|-------|-------|----------------------|
| 10 000             | 2 555    | 1 380 | 1 380 | 1 380 | 1 380 | 1 380                |
| 50 000             | 2 555    | 1 990 | 1 990 | 1 990 | 1 990 | 1 990                |
| 100 000            | 2 555    | 2 760 | 2 760 | 2 760 | 2 760 | 2 760                |
| 200 000            | 2 555    | 3 525 | 3 525 | 3 525 | 3 525 | 3 525                |
| 300 000            | 2 555    | 3 985 | 3 985 | 3 985 | 3 985 | 3 985                |
| above 300 000      | 2 555    | 4 445 | 4 445 | 4 445 | 4 445 | 4 445                |

Used abbreviations see Methodology (Appendix I.).

Prague, .....

.....  
ABC ČR  
Martina Čermáková

The publisher has taken the pricelist into account.

Prague .....

.....  
Publisher