



## A MAGAZINE BY THE NORDIC CHAMBER OF COMMERCE IN THE CZECH REPUBLIC

Nordic Year Book 2018, the Chamber's printed yearbook, is published once a year (in late February/early March) and is distributed free of charge to all members and parties interested in the Nordic Chamber. It covers a variety of subjects that are of interest to both foreign and local investors in the Czech Republic. The Yearbook also provides information about the Chamber's life and its events, changes and plans for the near future.

Nordic News gives members an excellent opportunity to promote their company, strengthen. In addition, it provides a review of events being held by the Chamber and a preview of those to come. Currently, the magazine has the circulation of 1,500 copies/3,500+ readers. In addition, it provides a review of events being held by the Chamber and a preview of those to come. Currently, the magazine has a print run of 1 200 copies/2 500+ readers.

### DISTRIBUTION >>>

1. Members of the Nordic Chamber of Commerce
2. Major Nordic and Czech companies
3. Representatives of important government, financial and trade institutions in the Czech Republic
4. Other foreign embassies and chambers of commerce
5. Participants of all events of the Nordic Chamber
6. An unlimited number of online visitors can view the online version at the Chamber's website

### ADVERTISING DETAILS >>>

FULL COLOUR	MEMBERS	NON-MEMBERS
Full page, back cover, last page	30.000 CZK	60.000 CZK
Full page, inside, front cover	20.000 CZK	40.000 CZK
Full page, inside, back cover	20.000 CZK	40.000 CZK
Full page, back cover	20.000 CZK	40.000 CZK
Half page horizontal/vertical	12.000 CZK	24.000 CZK
Inserts	12.000 CZK	24.000 CZK
Banner in eN for one issue	5.000 CZK	12.000 CZK
Web presentation, 1 month	5.000 CZK	9.000 CZK

### DEADLINES >>>

DEADLINES	2018
1. Deadline for receiving ad order form	Feb 2
2. Deadline for receiving press releases	Feb 2
3. Deadline for lay-out	Feb 11
4. Distribution	Feb 27
5. Issue Invoice latest 5 days after production	Feb 28

### TECHNICAL PARAMETERS >>>

Full page (210 x 297 mm / + 5 mm bleed on each side)  
 1/2 page (192 x 136 mm / + 5 mm bleed on each side)  
 Measurements are width x height.  
 Press-ready PDF (CMYK, bitmap images 300 dpi, no spot-colours). Margins between copy and edges should be at least 1cm. Different formats may be discussed with Ms. Lea Turcarová at info@nordicchamber.cz

### NORDIC eNEWSLETTER >>>

The chamber's electronic newsletter, Nordic eNewsletter, is published 20 times a year and is distributed free of charge to all members and parties interested in the Nordic Chamber. It focuses on a variety of news topics, both local and Nordic related, that are of interest to the Nordic Chamber's members and foreign investors in the country. Nordic eNewsletters also provides Chamber members with an excellent opportunity to promote their company, strengthen their profile and share their experiences with fellow members. The electronic newsletter is distributed to 4,500 recipients by e-mail at the beginning of each month:

#### Recommended parameters for presentations:

- > Banner size 282x44 mm (width x height)
- > Accepted file formats: JPEG, PNG, GIF

### WEB PRESENTATION >>>

Recommended format of presentation material:

- > Normal size 225 x 90 mm or 465 x 90 mm
- > Special size 465 x 180 mm
- > Members Market Banner size 164 x 42 mm
- > Format: JPG, GIF, FLASH (SWF)
- > Size: max 150 kB

In case of interest please contact us on info@nordicchamber.cz.