

typography . graphic design . visual communication

Vydavatelství Svet tisku, Ltd., Hollarovo nam. 11, 130 00 Prague 3, Czech Republic
phone: +420 271 737 788, fax: +420 272 736 252, e-mail: sub@magtypo.cz → www.magtypo.cz

A98 5 B: C &\$\$*

TYPO.information:

TYPO is an inspiring professional magazine focusing on issues related to typography, graphic design and visual communication. Its main goal is to discuss typography from different points of view, and with connection to other fields such as architecture, photography, social science, aesthetics and many others. TYPO is a valuable resource of information and stimulation for professional typographers, graphic designers, marketing agents, students and their educators, as well as for typography enthusiasts.

TYPO is published bimonthly in English and Czech. Each issue is organized into clearly distinguished sections that cover main theme, significant people in the industry, interesting projects and events, exotic photo-essays and many others.

TYPO.circulation:

TYPO is published in February, April, June, August, October and December. Each issue has minimum of 32 pages in an unconventional format 250x310 mm and modern graphic design. TYPO is printed in 2,000 copies, plus it has an extensive online readership of 10,000 per month.

The magazine is available through annual subscription, online and is on sale at specialized bookshops throughout Europe. The magazine is a member of Icograda Design Media Network and is a media partner of important international events, such as Brno Bienale 2004, Icograda Design week in Brussels and 48th ATypI conference in Prague. We also exhibit at various trade fairs.

TYPO.advertising:

TYPO offers exclusive advertising in two forms of co-operation:

1. PARTNER PROGRAM

This unusual form of co-operation is based on a long-term relationship between TYPO and the partner.

The fundamental length of the program is one year (6 issues). The partners are presented in each issue on the second cover page (Partners Page) in set format. For a very competitive price the partner can choose from three different levels of partnership.

General Partner (only 1)

- coloured company logo, description and contact details description on top of the Partners Page in 6 consecutive issues
- 2x 1/1 CMYK on third cover page (standard price 2,500 EUR) in discretionary issues at the time of partnership

Main Partner (max. 2)

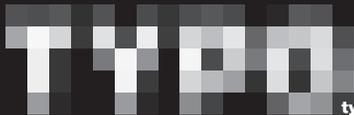
- coloured company logo, description and contact details in the middle of the Partners Page in 6 consecutive issues
- 1x 1/1 CMYK on inside page (standard price 2,000 EUR) in discretionary issue at the time of partnership

Partners (max. 10)

- coloured company logo, description and contact details at the bottom top of the Partners Page in 6 consecutive issues
- 1x insert (standard price 1,000 EUR) in discretionary issue at the time of partnership

2. STANDARD ADVERTISING

Advertising in TYPO is an exclusive opportunity. We offer 1/1 CMYK adverts on four pages only in each issue. Inserts are also available in limited quantity.



typography . graphic design . visual communication

Vydavatelství Svet tisku, Ltd., Hollarovo nam. 11, 130 00 Prague 3, Czech Republic
phone: +420 271 737 788, fax: +420 272 736 252, e-mail: sub@magtypo.cz → www.magtypo.cz

TYPO.prices:

1. PARTNER PROGRAM

▪ General Partner	5,500 EUR
▪ Main Partner	2,800 EUR
▪ Partner	1,750 EUR

2. STANDARD ADVERTISING

1/1 CMYK on third cover page	2,500 EUR
1/1 CMYK on inside page	2,000 EUR
Inserts (max folded size 245x305mm, weight 20g)	1,000 EUR

TYPO.contact:

Martin Jamrich
E-mail: martin@magtypo.cz

Address:
Vydavatelství Svet tisku
Hollarovo nam. 11
130 00 Prague 3
Czech Republic
Tel: +420 271 737 788
Fax: +420 272 736 252