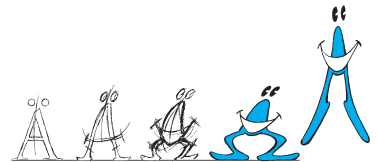Font magazine was created in 1991. It leads you into the world of graphics, advertising, prepress and polygraphics on 68 color chalk paper pages. Font is intended for graphic designers, photographers, advertising and marketing agency workers but also for production and prepress studios, printers and publishers. Font magazine regularly publishes interviews with prominent graphic designers, photographers or other artists, introduces established advertising agencies, graphic or photographic studios. Extensive material is always dedicated to corporate identity of major companies in a given field, including the evaluation of their logotypes. Font magazine brings the information about various graphic and advertising contests: Zlatá pecka (Golden stone), Nejkrásnější kniha (The most Beautiful book), Nejlepší výroční zpráva (The best Annual report) etc. Font magazine systematically publishes extracts of typefaces of home and world production. Crucial part of the magazine are sections dedicated to hardware and software. Font magazine regularly publishes tests of various hardware appliances and peripheries – monitors, digital cameras, tablets, printers or scanners etc. Popular parts of the magazine are reviews of programs for graphics and webdesign, including the Step-by-Step (Krok za krokem) guide (cookbooks of various computer graphics procedures and tricks) and interviews with Czech webdesigners. The magazine monitors current trends of picture and text processing and news in the field of printing technologies and signmaking.

Integral part of Font magazine are profiles of companies offering services in the field of prepress, offset, digital printing and digital photography. Popular, according to the readers, is feature In short (Ve zkratce) with up-to-date information and news from art and technical world.

Magazine covers show original, interesting and non-standard printing technologies and special papers (holography, six-colored or metallic print, laser and conventional cutting, impression, termogravure, customized print, scented colors, hand litography, etc.).

The results of readers survey (in cooperation with University of Economics)

Number of readers

It is a big pleasure for us to know that one issue of Font is read, according to our survey, by **four** readers (the exact average is 3,89). If we compare this number with what we sell, we get the number of the whole reading community as being approx. **10.500** people from the field.
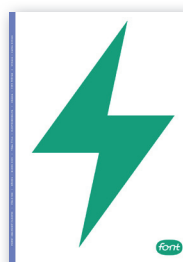
The structure of Font readers according to the type of business activity

The sum of percentage values exceeds 100 % (it was possible to check more than one business activity they perform).

DTP studio	37,6 %
Graphic studio	33,8 %
Freelance graphic artist	29,7 %
Advertising agency	22,6 %
Printers and other	22,6 %
Webdesign	19,5 %
Signmaking	18,9 %
Packaging	9,0 %
Imagesetting CTP, prepress, proof	8,3 %
Digital and customized print	7,9 %
Photographic studio	7,9 %
Freelance photographer	7,5 %
School	7,1 %

You can learn a lot of additional information and find a set of actual articles on our website **www.font.cz**, which is in operation since 2008. Additionally, you can find the contents of all Font magazines on the website, sample issue in PDF file to download and it offers products from our Fontshop (supplies for graphic designers, specialized publications, colour cards etc.). According to sustainable statistics, some of our articles had even 17.000 views (in 2015).

The Pricelist of advertising in Font for 2024

Basic advertising:
1/1 full-color page **1 450 EUR (36 400 CZK)**
1/2 full-color page **910 EUR (22 800 CZK)**
1/3 full-color page **720 EUR (18 200 CZK)**
Extra charge for cover (2nd, 3rd or 4th page of cover) **+50 %.**
Extra charge for right-side page positioning **+10 %.**
Discount for repetition (2nd consecutive ad) **-15 %.**
Individual discounts for two or more repetitions.
Small-sized advertising (In "Short articles" section)**:**
Basic module 58×40 mm **120 EUR,** Double 58×82 mm **240 EUR.**

Inserted advertising:
Approx. 1000 pcs for Czech and Slovak subscribers.
Insert 1 sheet to A4 format **0,25 EUR** / double sheet or thin
brochure A4 **0,35 EUR**.
Web advertising (for 1 month www.font.cz)**:**
Banner Skyscraper –120×600 Px (max. 5 ad rotations).
Basic price **400 EUR (10 000 CZK).**
Square –125×125 Px **240 EUR,** ½ Square 125×75 Px **120 EUR.**
Banner Square or ½ Square (1 week top position) **24 EUR**.

Technical conditions for advertising

210×297 mm format of the magazine
(groundwork neccesary with added bleed +3 mm).
Format of the layout (mirror): **186×270 mm**
1/2 page: **186×132 mm**
1/3 page: **186×85 mm**.

• Circulation 1500 pieces, 68 pages,
approx. 1000 subscribers. Issued 6 times a year.

• Offset print, grid 175 lpi – common angles.
Groundwork in data – format PDF/X-1a.
• DISTRIBUTION: database of subscribers and direct sale
(specialized art shops, bookshops, sale at professional
exhibitions and fairs, Several hundred copies are distributed
by an independent company in Slovakia and dozens of Font
magazines are delivered to art colleges and universities and
libraries all over the Czech republic.).

Delivery dates of groundwork for advertising

font Groundwork for advertising in **1/2024 – 193**
is neccesary to provide till February 2, 2024.
Inserted advertising provide till February 9, 2024.
Issue 1/2024 comes out approx. February 16, 2024.
font Groundwork for advertising in **2/2024 – 194**
is neccesary to provide till March 28, 2024.
Inserted advertising provide till April 5, 2024.
Issue 2/2024 comes out April 19, 20224.
font Groundwork for advertising in **3/2024 – 195**
is neccesary to provide till May 31, 2024.
Inserted advertising provide till June 14, 2024.
Issue 3/2024 comes out approx. June 21, 2024.

font Groundwork for advertising in **4/2024 – 196**
is neccesary to provide till August 2, 2024.
Inserted adverts provide till August 16, 2024.
Issue 4/2024 comes out approx. August 23, 2024.
font Groundwork for advertising in **5/2024 – 197**
is neccesary to provide till September 20, 2024.
Inserted advertising provide till October 4, 2024.
Issue 5/2024 comes out approx. October 11, 2024.
font Groundwork for advertising in **6/2024 – 198**
is neccesary to provide till November 22, 2024.
Inserted advertising provide till November 29, 2024.
Issue 6/2024 comes out approx. December 6, 2024.

Font focus 1–6/2024 (issues 193–198)

Thematic focus (corporate design, advertising):
FONT 193 (1/2024) – photovoltaics
FONT 194 (2/2024) – radio stations
FONT 195 (3/2024) – farmers and agricultural farms
FONT 196 (4/2024) – snacks (sweets, biscuits, chips etc.)
FONT 197 (5/2024) – high schools
FONT 198 (6/2024) – IT companies

Technological focus:
FONT 1/2024 – Monitors, printers, scanners + other peripherals
FONT 2/2024 – Signmaking, digital printing, advertising
FONT 3/2024 – Graphic and special papers, packaging
FONT 4/2024 – Photobanks and imagebanks
FONT 5/2024 – Offset & digital printing, CtP, finishing, mailing
FONT 6/2024 – Digital photography and digital print (proof)

Address

Kafka design – magazine Font, Bubnova 1, 169 00 Praha 6 • Tel.: +420 731 147 450, 220 514 060 • e-mail: font@kafka.cz • www.font.cz