



the first graphics magazine



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 peripherals – 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)

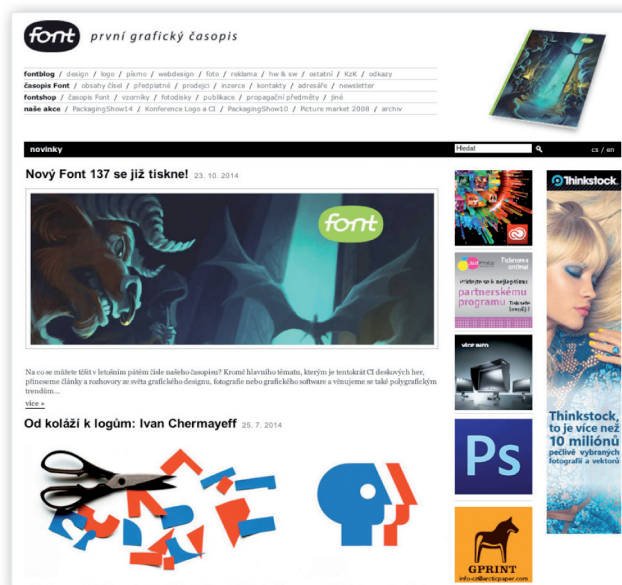
Number of readers

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.

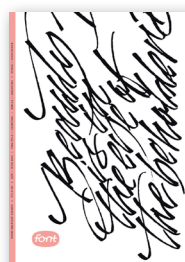
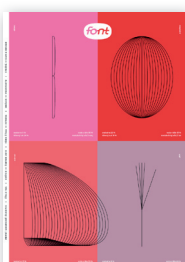
The structure of Font readers according to the type of business activity

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 2020

Basic advertising:

1/1 full-color page **1400 EUR (36 400 CZK)**

1/2 full-color page **877 EUR (22 800 CZK)**

1/3 full-color page **700 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 **115 EUR**, Double 58×82 mm **230 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 **385 EUR (10 000 CZK)**.

Square –125×125 Px **230 EUR**, ½ Square 125×75 Px **115 EUR**.

Banner Square or ½ Square (1 week top position) **23 EUR**.

Technical conditions for advertising

210×297 mm format of the magazine

(groundwork necessary with added bleed + 3 mm).

Format of the layout (mirror): **186×270 mm**

1/2 page: **186×132 mm**

1/3 page: **58×270 mm, 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 **1/2020 – 169**

is necessary to provide till January 31, 2020.

Inserted advertising provide till February 14, 2020.

Issue 1/2020 comes out approx. February 21, 2020.

Font Groundwork for advertising in **2/2020 – 170**

is necessary to provide till March 23, 2020.

Inserted advertising provide till April 7, 2020.

Issue 2/2020 comes out April 16, 2020.

Font Groundwork for advertising in **3/2020 – 171**

is necessary to provide till May 29, 2020.

Inserted advertising provide till June 12, 2020.

Issue 3/2020 comes out approx. June 19, 2020.

Font Groundwork for advertising in **4/2020 – 172**

is necessary to provide till July 31, 2020.

Inserted adverts provide till August 21, 2020.

Issue 4/2020 comes out approx. August 28, 2020.

Font Groundwork for advertising in **5/2020 – 173**

is necessary to provide till September 25, 2020.

Inserted advertising provide till October 9, 2020.

Issue 5/2020 comes out approx. October 16, 2020.

Font Groundwork for advertising in **6/2020 – 174**

is necessary to provide till November 16, 2020.

Inserted advertising provide till November 27, 2020.

Issue 6/2020 comes out approx. December 4, 2020

(shift according to Christmas).

Font focus 1–6/2020 (issues 169–174)

Thematic focus (corporate design, advertising):

FONT 169 (1/2020) – political parties

FONT 170 (2/2020) – taxi

FONT 171 (3/2020) – pharmacies

FONT 172 (4/2020) – insurance companies

FONT 173 (5/2020) – tourist regions

FONT 174 (6/2020) – football

Technological focus:

FONT 1/20 – Monitors, printers, scanners + other peripherals

FONT 2/20 – Signmaking, digital printing, advertising

FONT 3/20 – Graphic and special papers, packaging

FONT 4/20 – Photobanks and imagebanks

FONT 5/20 – Offset & digital printing, CTP, finishing, mailing

FONT 6/20 – Digital photography and digital print (proof)

Address

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