

PRINT PLAN

Company name: KNOWLIMITS s.r.o.

Client: VZP OM

Address: Píškova 1948/16, 155 00 Praha 5

Campaign: Mořský koník 2019

IČO: 63677792

Celková cena bez DPH **573 519 Kč**

Medium: Print & Online

DPH 120 439,05 Kč

Date: 1.3.2019

Cena s DPH 693 958 Kč

Deadline: 4.3.2019

|               |                           |                                                                           |                    | 2019   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |       |    |    |    |    |    |   |   |   |   |   |   |   |   |   |    |            |                                |             |    |    |    |    |    |    |    |            |            |           |
|---------------|---------------------------|---------------------------------------------------------------------------|--------------------|--------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-------|----|----|----|----|----|---|---|---|---|---|---|---|---|---|----|------------|--------------------------------|-------------|----|----|----|----|----|----|----|------------|------------|-----------|
| Supplier      | Medium                    | Periodicity                                                               | Size of ads        | Březen |    |    |    |    |    |    |    |    |    |    |    |    |    |    | Duben |    |    |    |    |    |   |   |   |   |   |   |   |   |   |    | No. of Ads | Cena za inzerát / Impresi '000 | Client COST |    |    |    |    |    |    |    |            |            |           |
|               |                           |                                                                           |                    | 11     | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26    | 27 | 28 | 29 | 30 | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |            |                                |             | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18         | 19         |           |
| VLM           | GLANC                     | monthly                                                                   | 1/2                |        |    |    |    |    |    |    |    | 1  |    |    |    |    |    |    |       |    |    |    |    |    |   |   |   |   |   |   |   |   |   |    |            |                                |             |    |    |    |    |    |    | 1  | 81 250 Kč  | 81 250 Kč  |           |
| BORGIS        | Právo - Styl pro ženy     | weekly                                                                    | 1/2                |        |    |    |    |    |    |    | 1  |    |    |    |    |    |    | 1  |       |    |    |    |    |    |   |   |   |   |   |   |   |   |   |    |            |                                |             |    |    |    |    |    |    | 2  | 14 400 Kč  | 28 800 Kč  |           |
| Mafra / Bauer | Pestrý svět               | weekly                                                                    | 1/2                |        |    |    |    |    |    |    | 1  |    |    |    |    |    |    |    |       |    |    |    |    |    | 1 |   |   |   |   |   |   |   |   |    |            |                                |             |    |    |    |    |    |    |    | 2          | 42 750 Kč  | 85 500 Kč |
|               | Harpers bazaar            | monthly                                                                   | 1/1 (1/2 & 1/2 PR) |        |    |    |    |    |    |    |    |    |    |    |    |    |    |    |       |    |    |    |    |    |   |   |   |   |   |   |   |   |   |    |            |                                |             |    |    |    |    |    |    | 1  | 111 600 Kč | 111 600 Kč |           |
|               | Můj Svět                  | monthly                                                                   | 1/2                |        |    |    |    |    |    |    |    |    |    |    |    |    |    |    |       |    |    |    |    |    |   |   |   |   |   |   |   |   |   |    |            |                                |             |    |    |    |    |    |    |    | 1          | 68 400 Kč  | 68 400 Kč |
| BURDA         | KATKA                     | weekly                                                                    | 1/2                |        |    |    |    |    |    |    |    | 1  |    |    |    |    |    |    |       |    |    |    |    |    |   |   |   |   |   |   |   |   |   |    |            |                                |             |    |    |    |    |    |    |    | 1          | 40 500 Kč  | 40 500 Kč |
| Economia      | HN (příloha Zdravý život) | daily                                                                     | 1/2                |        |    |    |    |    |    |    |    |    |    |    |    |    |    |    |       |    |    |    |    |    | 1 |   |   |   |   |   |   |   |   |    |            |                                |             |    |    |    |    |    |    |    | 1          | 68 700 Kč  | 68 700 Kč |
|               | Online TOP PACK           | aktualne.cz, centrum.cz, atlas.cz, volny.cz, ihned.cz, penize.cz, zena.cz |                    | 406,9  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |       |    |    |    |    |    |   |   |   |   |   |   |   |   |   |    | 406,900    | 218,160 Kč                     | 88 769 Kč   |    |    |    |    |    |    |    |            |            |           |
| Total         |                           |                                                                           |                    |        |    |    |    |    |    |    |    |    |    |    |    |    |    |    |       |    |    |    |    |    |   |   |   |   |   |   |   |   |   |    | 413        | 427 818 Kč                     | 573 519 Kč  |    |    |    |    |    |    |    |            |            |           |

Za VZP ČR mediaplán

dne  
schvaluje

Ing. Zdeněk Kabátek  
ředitel VZP ČR