

**PRINT PLAN**

Company name: KNOWLIMITS s.r.o. Client: VZP  
 Address: Píškova 1948/16, 155 00 Praha 5 Campaign: Moje VZP  
 IČO: 63677792 Celková cena bez DPH 301 378,95 Kč  
 Medium: Print DPH 63 289,58 Kč  
 Date: 22.1.2018 Cena s DPH 364 668,53 Kč

Supplier	Medium	Periodicity	Circulation - printed	Size of ads	Gross price per one ad	2018																												No. of Ads	Gross price total	Discount %	Media Net	Agency FEE	Client Net	Net Reach						
						únor														březen																				%	000					
						19	20	21	22	23	24	25	26	27	28	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18									19	20	21	22	23
Bauer Media	Rythmus života	weekly	202 608	1/2 strany	160 000 Kč	1																															1	160 000 Kč	71,5%	45 600 Kč	1,0%	46 056 Kč	6,10	536,9		
	Tina	weekly	83 645	1/2 strany	112 000 Kč																														1	112 000 Kč	71,5%	31 920 Kč	1,0%	32 239 Kč	2,55	224,6				
	Pestrý svět	weekly	160 166	1/2 strany	95 000 Kč																				1													95 000 Kč	71,5%	27 075 Kč	1,0%	27 346 Kč	2,95	259,8		
	Žena a život	bi-weekly	77 185	1/1	299 000 Kč																																	299 000 Kč	71,5%	85 215 Kč	1,0%	86 067 Kč	3,39	298,5		
Burda	Katka	weekly	44 200	1/2 strany	135 000 Kč																																	1	135 000 Kč	71,5%	38 475 Kč	1,0%	38 860 Kč	1,94	170,6	
VLM	Vlasta	weekly	52 738	1/2 strany	126 000 Kč																																		1	126 000 Kč	71,5%	35 910 Kč	1,0%	36 269 Kč	2,21	194,7
Mladá Fronta	Euro	weekly	22 133	1/2 strany	120 000 Kč																																		1	120 000 Kč	71,5%	34 200 Kč	1,0%	34 542 Kč	0,40	35,1
<b>Total</b>						<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>7</b>	<b>1 047 000 Kč</b>		<b>298 395 Kč</b>		<b>301 379 Kč</b>	<b>17,36</b>	<b>1 542,3</b>	