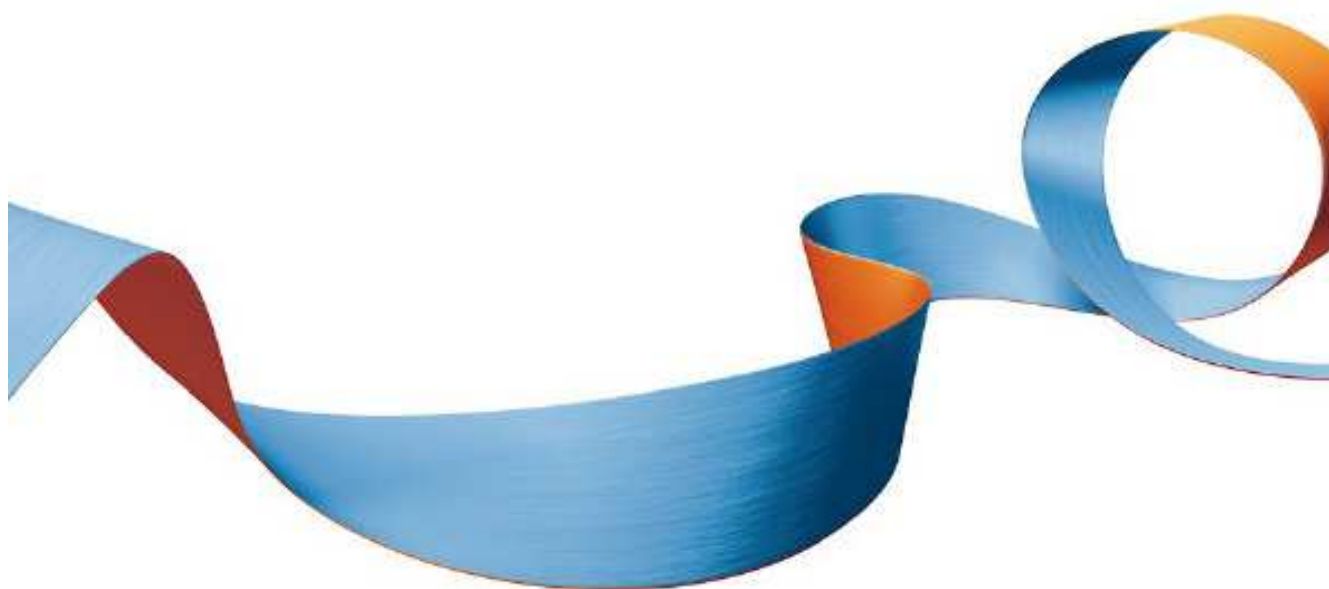


SANOMA MEDIA PRAHA 2012 GENERAL ADVERTISING TERMS
AND CONDITIONS, PRINT



General Advertising Terms and Conditions

By these GATC Sanoma Media Praha s.r.o. (hereinafter referred to only as the "publisher") regulates the provision and publishing of advertisements placed by the advertiser (hereinafter referred to only as "advertiser") in the magazines it publishes (hereinafter referred to only as the "magazine"), and the rights and duties of the publisher hereof. The publisher is entitled to amend these GATC unilaterally.

ADVERTISEMENT ORDER

1. It is possible to place an advertisement order with the publisher by means of written order, which must contain the following:

- advertiser's identification details, i.e. name, seat, Reg. No., Tax Reg. No., contact, fax and telephone number;
- name of magazine in which the advertisement is ordered for placement;
- desired advertisement publishing date;
- type and size of advertisement;
- advertisement theme;
- desired location of advertisement;
- bank details;
- name, job title and signature of the person authorized to make the advertising order

2. Delivery of the advertisement to the publisher is understood to be its delivery to the publisher by mail or fax. The publisher is obliged to confirm receipt of the advertisement to the advertiser within 5 days after receipt, and do so by sending a letter of confirmation to the advertiser within this period by mail or fax.

PRICE AND PAYMENT CONDITIONS

1. The advertiser is obliged to pay the price of the advertisement according to the advertising rates of the magazine in which the advertisement is published, which is in force at the time that the advertisement is published.

2. The publisher is entitled to change the advertising rates unilaterally and is obliged in such case to notify the advertiser about the change of advertising rates at least 2 months before the new advertising rates come into force. The advertiser shall pay the price of the advertisement according to the invoice issued by the publisher by transfer of the concerned amount to the publisher's bank account shown on the invoice.

3. The advertiser is obliged to settle the invoice within 14 days after its receipt, if not stipulated otherwise. In case of non-observance of the invoice maturity, the publisher shall be entitled to suspend further advertisements pending payment of the outstanding amount and the advertiser is at the same time obliged to pay late interest at the rate of 0.2% of the outstanding amount for each day that payment is overdue.

4. In the case of long-term business relations, it is also possible to agree contractually on alternative payment conditions.



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5. The advertiser that is placing an advertisement with the publisher for the first time must pay for the advertisement before it is published. For this purpose, the publisher shall issue and send an advance invoice to the advertiser at the advertiser's address shown on the order. If the billed invoiced amount shall not be credited to the publisher's account at the latest on the closing day for placement of orders, the publisher is not obliged to publish the advertisement. In case of an advertisement made by a foreign client, the advertisement is published exclusively only after settlement of the advance invoice.

6. The publisher is obliged to send a voucher copy of the magazine in which the advertisement has been published to each advertiser.

7. The publisher gives a commission of 15% of the price of the duly paid published advertisement to advertising agencies authorized to mediate advertisements.

ONE-YEAR CONTRACT

1. The advertiser has a possibility to conclude the, so-called, one-year contract with the publisher on publishing of an agreed volume of advertisements. A year's contract can be concluded at any time in course of the calendar year for a period of 12 consecutive calendar months. The contract must be made out in writing and must state the titles in which the advertisements shall be published, and the discounts that shall be provided above the framework of the discounts provided according to the applicable advertising rates ("annual discounts").

2. Conclusion of the one-year contract does not waive the duty of the advertiser to place orders for publication of the advertisements in the agreed volume according to section I hereof.

3. The annual discount shall be calculated from the total advertising price (excluding VAT), i.e. the price calculated according to the applicable advertising rates that includes all the surcharges and discounts according to these rates. The annual discounts shall be provided only upon realization of the publishing of the agreed volume of advertisements in course of the year and proper and timely payment of the price of such advertisements.

4. If the agreed volume of advertisements shall not be published in course of year for reasons for which the publisher is liable, the advertiser shall pay a price less the unpublished advertisements at the discount to which the advertiser would have been entitled if all the advertisements were published.

CLOSING DEADLINE FOR SUBMISSION OF ADVERTISING DOCUMENTS AND MATERIALS (Refer to schedule)

LIABILITY OF THE ADVERTISER FOR THE CONTENT OF THE ADVERTISEMENT

The advertiser is liable for the fact that the placed advertisement fully complies with the applicable legislation and Advertising Ethics Codex and does not harm the interests



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of the publisher or third parties, and that the pictorial, text or other advertising documents and materials provided by the advertiser are not in breach of the copyright or other intellectual property rights of third parties. The advertiser pledges to pay all the expenses that may arise in consequence of breach of the advertiser's duties stipulated above, mainly the costs arising in connection with the claims of third parties in consequence of realised advertisement. This does not affect the right of the publisher to full compensation of losses.

REALISATION OF THE ORDER

1. A component of the finished advertising details submitted by the advertiser must be a colour print (i.e. copy of the desired final appearance of the advertisement) and the handover and acceptance protocol. If the colour print is not submitted, the publisher issues no guarantees for the correct advertisement print quality.
2. If the advertiser does not order a specific (space, line or insertion), fixed size, location and advertisement publishing date, the advertiser passes this choice to the publisher by payment of the price of the actually published advertisement.
3. Advertisements that in consequence of their content and styling are not clearly discernible from the editorial texts shall be marked with the headline ADVERTISEMENT; the publisher determines the font size.
4. The publisher is neither obliged to return the provided documents and materials to the advertiser nor obliged to keep them.

CANCELLATION OF ADVERTISEMENT – WITHDRAWAL OF ORDER

1. The advertiser is entitled to cancel his order at the latest on the order-closing deadline.
2. If the advertiser cancels the order more than one week after the closing deadline, he must pay a contractual fine equivalent to 100% of the price of the advertisement; if he cancels the order less than a week after the closing deadline, he must pay a contractual fine equivalent to 50% of the price of the advertisement.
3. The cancellation must be done in writing and in an evincible manner. For reasons of urgency, it is possible to cancel the advertisement by telephone as well. In such case, written confirmation must be delivered within 24 hours.
4. In case of cancellation, the publisher is entitled to seek a refund of the repetition or financial volume discounts provided to the advertiser, to which the advertiser by such cancellation loses entitlement. In case of cancellation of the full advertising campaign or long-term orders, the publisher may seek compensation of expenses incurred.

RIGHT TO REJECT AN ADVERTISEMENT

1. The publisher may refuse to publish an advertisement if he assumes that the images, text

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or other advertising documents and materials submitted to the publisher by the advertiser are, or the advertisement based on them would be in breach of the applicable legislation, the Advertising Ethics Codex, good morals and customs or harms or could harm the reputation or interests of the publisher or third parties.

2. The publisher is not liable for eventual damage arising for the advertiser from non-publication of the advertisement, if the publication of the advertisement was rejected for the reasons stated above or late payment of the invoice on the part of a first-time advertiser.

CLAIMS AND ALTERNATIVE PERFORMANCE

1. The publisher provides advertisement print quality that is identical to the print quality of the magazine in which it is published.

2. The publisher is not liable for faults due to incorrect documents and materials provided by the advertiser.

3. If the publisher processes the advertising documents and materials for the advertiser, the liability for the content of the advertisement passes in full to the advertiser.

4. The advertiser is obliged to lodge a claim in writing for eventual faults of the published advertisement within 7 days after publication of the advertisement, otherwise his right shall demise.

5. If the information value of the advertisement is substantially reduced, or evincible harm to the reputation of the advertiser occurs for reasons on the part of the publisher, the advertiser is entitled to a price cut or publication of a corrective advertisement. If the publication of the corrective advertisement shall already be faint, the advertiser may seek a price cut up to the maximum price of the erroneously published advertisement.

CLOSING PROVISIONS

If necessary, the publisher may modify the above terms and conditions prior to receipt of the advertisement order according to the nature of the order or character of the advertiser. Such modified terms and conditions shall replace the general provisions of these GATC.

These GATC are valid from 1 February 2011.

All advertisements are received by:
Sanoma Media Praha s.r.o. – Advertising Department
Lomnického 7/ 1705, 140 79 Praha 4
www.sanomamedia.cz

Bank details:
ING, a.s., A/c No. 1000444917/3500
Reg. No. 45278776, Tax Reg. No. CZ45278776

Customer Service:
Contact the Customer Care Department
Monday - Friday: 08:00 – 17:00 Hrs
Telephone: +420 296 162 444, Fax: +420 296 162 420
e-mail: inzerce@sanomamedia.cz