

Month of edition

	January	February	March	April	May	Jun	July	August	September	October	November	December
Print run	69 683	71 223	69 169	70 011	66 965	67 897	69 523	70 026	70 445	70 442	71 857	72 224
Retail Sales	35 941	32 143	31 961	33 725	30 383	31 031	32 729	33 167	34 356	36 105	34 751	36 041
Retail Sales B**	1	1	1	1	1	1	1	1	1	0	0	1
Retail Sales C	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions A	17 064	17 223	17 246	17 192	17 168	17 222	17 110	17 065	17 146	17 070	17 095	17 212
Subscriptions B	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions C	-	-	-	-	-	-	-	-	-	-	-	-
Other Sales	140	140	236	239	266	1 339	2 829	1 646	1 264	336	176	176
Paid Circulation *	53 146	49 506	49 443	51 156	47 818	49 592	52 667	51 879	52 766	53 511	52 022	53 429
Returns	16 538	21 717	19 726	18 856	19 147	18 305	16 856	18 147	17 679	16 930	19 835	18 795

Explanations:

- Print Run: Number of copies printed and invoiced by the print provider. The supplier invoice is duly recorded in the PEREX's accounting and paid to the supplier's account.
- Retail Sales A: Sales through the distribution network of the independent distributor Mediaprint-Kapa Pressegrasso, a.s., under a contract with PEREX.
- Retail Sales B: Sales through in-house store or the in-house distribution network. Presently, PEREX does not operate its own distribution network. PEREX sells Pravda copies in its own store which is accessible on the premises of the company's registered office.
- Retail Sales C: Sales through a distribution network owned by a publisher domiciled in the Slovak Republic. The sales take place outside the distribution network of the independent distributor Mediaprint-Kapa Pressegrasso, a.s. These sales may include sales through news-vendors.
- Subscriptions A: Subscriptions distributed by Slovenská pošta, a.s. under a contract with PEREX.
- Subscriptions B: Subscriptions distributed by a distribution network owned by a publisher domiciled in the Slovak Republic.
- Subscriptions C: Subscriptions delivered by Mediaprint-Kapa Pressegrasso, a.s., or other independent distribution network of an alternative postal service operator.
- Other Sales: Included in other sales are copies sold directly to the buyer under a purchase order or contract. Ordered copies are invoiced to the buyer. The invoice is duly recorded in the PEREX's accounting. The price of copies ordered and invoiced is at least 50% of the basic cover price. See the calculation methodology.
- Paid Circulation: It is the sum of all sales.
- Returns: Included in returned copies are copies destined for sale (whether directly, through distributors, news-agents or otherwise) that were not sold.
- * Comment: The calculation of average values of respective sale types leads to rounding and hence to a possible difference of +1 pcs or -1 pcs to the average paid circulation, which is calculated as a proportion of the sum of all the sales and the number of issues in a given month.
- ** Comment: In 2012 Sales in PEREX's own store range from 0 to 5 pieces, resulting in a monthly average of 0,00 - 1,00 pcs/issue.