

Month of edition

	January	February	March	April	May	Jun	July	August	September	October	November	December
Print run	69 749	68 491	69 709	68 606	65 819	67 131	68 845	68 659	67 229	66 051	66 204	66 391
Retail Sales	33 551	31 620	36 082	30 137	28 867	28 576	29 207	27 994	28 786	30 405	30 606	30 944
Retail Sales B**	0	1	1	1	1	1	1	1	1	1	1	1
Retail Sales C	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions A	16 833	16 964	16 973	17 125	17 855	18 337	18 189	18 598	18 618	18 535	18 468	18 525
Subscriptions B	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions C	-	-	-	-	-	-	-	-	-	-	-	-
Other Sales	175	225	180	175	175	1 488	3 350	2 755	1 300	205	175	175
Paid Circulation *	50 560	48 810	53 235	47 438	46 898	48 402	50 746	49 348	48 705	49 146	49 249	49 645
Returns	19 188	19 682	16 473	21 169	18 922	18 729	18 099	19 311	18 524	16 905	16 955	16 746

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.
Subscriptions A:	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 B:	Subscriptions distributed by Slovenská pošta, a.s. under a contract with PEREX.
Subscriptions C:	Subscriptions distributed by a distribution network owned by a publisher domiciled in the Slovak Republic.
Other Sales:	Subscriptions delivered by Mediaprint-Kapa Pressegrasso, a.s., or other independent distribution network of an alternative postal service operator.
Paid Circulation:	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.
Returns:	It is the sum of all sales.
* Comment:	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.
	In 2013 Sales in PEREX's own store range from 2 to 5 pieces, resulting in a monthly average of 0,4 - 1,0 pcs/issue.