

Month of edition

	January	February	March	April	May	Jun	July	August	September	October	November	December
<b>Print run</b>	<b>65 571</b>	<b>66 256</b>	<b>66 256</b>	<b>67 513</b>	<b>66 488</b>	<b>67 102</b>	<b>67 069</b>	<b>67 477</b>	<b>65 831</b>	<b>64 729</b>	<b>64 830</b>	<b>65 942</b>
Retail Sales	30 378	28 613	27 854	29 386	26 971	27 287	27 800	29 370	29 741	28 006	28 757	31 400
Retail Sales B**	1	1	1	1	1	1	1	1	1	2	1	1
Retail Sales C	-	-	2	4	5	5	4	4	5	4	3	3
Subscriptions A	17 880	18 019	18 519	18 662	18 472	18 263	17 406	17 222	17 069	17 077	17 135	17 190
Subscriptions B	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions C	-	-	-	-	-	-	-	-	-	-	-	-
Other Sales	173	173	173	535	701	1 523	2 353	2 948	1 448	293	373	435
<b>Paid Circulation *</b>	<b>48 432</b>	<b>46 805</b>	<b>46 548</b>	<b>48 588</b>	<b>46 149</b>	<b>47 079</b>	<b>47 564</b>	<b>49 545</b>	<b>48 264</b>	<b>45 382</b>	<b>46 270</b>	<b>49 030</b>
Returns	17 139	19 451	19 708	18 925	20 340	20 024	19 505	17 931	17 567	19 347	18 560	16 912

**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 2014 Sales in PEREX's own store range from 3 to 9 pieces, resulting in a monthly average of 0,75 - 1,8 pcs/issue.