

Month of edition

	January	February	March	April	May	Jun	July	August	September	October	November	December
Print run	57 609	57 616	58 607	59 696	57 538	57 611	57 371	57 394	58 244	57 423	57 430	
Retail Sales	27 409	26 385	24 592	26 870	24 911	24 422	23 620	23 451	24 904	24 575	24 906	
Retail Sales B**	0	1	1	1	1	1	1	1	1	1	1	
Retail Sales C	-	-	-	-	-	-	-	-	-	-	-	
Subscriptions A	14 259	14 300	14 303	14 291	14 202	14 190	14 049	14 075	14 046	13 965	14 021	
Subscriptions B	-	-	-	-	-	-	-	-	-	-	-	
Subscriptions C	-	-	-	-	-	-	-	-	-	-	-	
Other Sales	56	31	611	319	31	131	31	31	906	156	111	
Paid Circulation *	41 724	40 717	39 507	41 480	39 145	38 743	37 701	37 558	39 857	38 697	39 039	
Returns	15 885	16 899	19 101	18 216	18 394	18 867	19 670	19 836	18 387	18 726	18 391	

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 accesible 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 2017 Sales in PEREX's own store range from 1 to 5 pieces, resulting in a monthly average of 0,25 - 1,00 pcs/issue.