

Month of edition

	January	February	March	April	May	Jun	July	August	September	October	November	December
Print run	51 985	51 089	49 921	49 748	49 678	48 532	47 808	47 490	46 862	45 943	44 232	43 468
Retail Sales A	20 647	20 070	20 146	20 764	19 576	18 502	19 400	18 761	18 394	19 364	17 483	17 433
Retail Sales B**	0	0	0	0	0	0	0	0	0	0	0	0
Retail Sales C	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions A	12 966	13 022	12 979	12 924	12 857	12 841	12 744	12 714	12 673	12 722	12 713	12 770
Subscriptions B	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions C	-	-	-	-	-	-	-	-	-	-	-	-
Other Sales	29	29	29	29	29	29	29	291	154	109	29	28
Paid Circulation *	33 642	33 121	33 153	33 717	32 463	31 372	32 173	31 767	31 221	32 196	30 225	30 231
Returns	18 343	17 968	16 767	16 031	17 215	17 161	15 636	15 724	15 641	13 748	14 007	13 237

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 2019 Sales in PEREX's own store range from 0 to 0 pieces, resulting in a monthly average of 0,00 - 0,00 pcs/issue.