

	Month of publication											
	January	February	March	April	May	June	July	August	September	October	November	December
Print run	73 157	71 872	70 292	72 347	71 530	70 041	71 768	70 446	71 452	70 471	71 865	72 283
Retail Sales	30 254	30 093	30 656	30 481	28 092	29 490	30 129	30 154	31 999	33 523	33 074	33 963
Retail Sales B**	-	0	0	0	0	0	0	0	1	1	1	1
Retail Sales C	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions A	15 548	15 509	15 510	15 336	15 301	15 365	14 994	15 071	15 013	14 932	14 982	15 131
Subscriptions B	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions C	-	-	-	-	-	-	-	-	-	-	-	-
Other Sales	8 936	8 328	6 843	6 387	7 642	8 121	8 712	8 398	7 342	5 943	6 493	6 010
Paid Circulation *	54 737	53 930	53 009	52 204	51 034	52 976	53 835	53 624	54 355	54 399	54 549	55 104
Returns	18 420	17 942	17 283	20 143	20 496	17 065	17 933	16 822	17 097	16 072	17 316	17 179

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 +1pcs or -1pcs 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:	Sales in PEREX's own store currently range from 1 to 21 pieces, resulting in a monthly average of 0,04 - 0,88 pcs/issue.