

Month of edition

	January	February	March	April	May	Jun	July	August	September	October	November	December
<b>Print run</b>	<b>70 968</b>	<b>70 446</b>	<b>70 215</b>	<b>69 869</b>	<b>69 416</b>	<b>70 097</b>	<b>67 951</b>	<b>69 513</b>	<b>67 859</b>	<b>70 254</b>	<b>69 578</b>	<b>70 657</b>
Retail Sales	30 809	30 067	29 905	29 501	29 287	28 424	30 578	31 056	32 205	31 731	31 881	35 888
Retail Sales B**	0	0	0	0	0	0	0	0	0	0	0	0
Retail Sales C	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions A	14 492	14 634	14 714	14 619	14 693	14 573	14 508	14 588	14 587	14 543	14 537	14 635
Subscriptions B	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions C	-	-	-	-	-	-	-	-	-	-	-	-
Other Sales	6 230	6 862	6 372	7 158	7 230	7 672	6 322	6 889	5 076	6 124	5 130	4 477
<b>Paid Circulation *</b>	<b>51 532</b>	<b>51 563</b>	<b>50 991</b>	<b>51 279</b>	<b>51 211</b>	<b>50 670</b>	<b>51 409</b>	<b>52 533</b>	<b>51 868</b>	<b>52 399</b>	<b>51 548</b>	<b>55 000</b>
Returns	19 436	18 883	19 224	18 590	18 205	19 428	16 542	16 980	15 991	17 855	18 030	15 657

**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.
	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:	In 2012 Sales in PEREX's own store range from 4 to 12 pieces, resulting in a monthly average of 0,17 - 0,46 pcs/issue.