

Month of edition

	January	February	March	April	May	Jun	July	August	September	October	November	December
<b>Print run</b>	<b>69 625</b>	<b>69 329</b>	<b>68 769</b>	<b>68 831</b>	<b>66 902</b>	<b>66 690</b>	<b>66 373</b>	<b>67 669</b>	<b>67 151</b>	<b>65 190</b>	<b>65 976</b>	<b>68 287</b>
Retail Sales	31 161	30 508	31 843	28 049	27 711	28 039	27 012	27 569	26 981	26 480	27 207	28 652
Retail Sales B**	0	0	0	0	1	0	0	1	1	0	0	1
Retail Sales C	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions A	14 356	14 384	14 350	14 536	15 135	15 264	15 132	15 535	15 412	15 551	15 314	15 258
Subscriptions B	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions C	-	-	-	-	-	-	-	-	-	-	-	-
Other Sales	5 062	6 131	5 577	6 998	5 940	5 779	6 723	6 428	6 043	5 314	5 493	7 259
<b>Paid Circulation *</b>	<b>50 579</b>	<b>51 024</b>	<b>51 771</b>	<b>49 584</b>	<b>48 787</b>	<b>49 082</b>	<b>48 867</b>	<b>49 532</b>	<b>48 436</b>	<b>47 345</b>	<b>48 014</b>	<b>51 169</b>
Returns	19 046	18 305	16 998	19 248	18 115	17 608	17 506	18 137	18 715	17 844	17 962	17 118

**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 2013 Sales in PEREX's own store range from 9 to 15 pieces, resulting in a monthly average of 0,35 - 0,6 pcs/issue.