

Month of edition

	January	February	March	April	May	Jun	July	August	September	October	November	December
Print run	66 532	66 311	66 676	65 474	66 742	66 778	66 271	66 786	65 926	64 969	64 169	65 887
Retail Sales	27 553	27 113	28 244	27 624	26 856	26 652	25 623	26 793	27 908	27 226	27 866	28 639
Retail Sales B**	1	1	1	1	1	0	1	1	1	1	1	1
Retail Sales C	-	-	3	4	5	4	4	4	5	4	4	3
Subscriptions A	15 093	14 957	15 078	15 578	15 160	14 993	14 696	14 265	14 330	14 432	14 408	14 517
Subscriptions B	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions C	-	-	-	-	-	-	-	-	-	-	-	-
Other Sales	6 263	6 337	6 348	4 946	6 131	6 877	7 448	7 467	6 064	5 603	4 392	5 016
Paid Circulation *	48 909	48 407	49 673	48 153	48 152	48 527	47 772	48 529	48 307	47 265	46 671	48 176
Returns	17 622	17 904	17 003	17 321	18 590	18 250	18 499	18 257	17 619	17 704	17 498	17 712

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 2014 Sales in PEREX's own store range from 12 to 19 pieces, resulting in a monthly average of 0,48 - 0,83 pcs/issue.