

Month of edition

	January	February	March	April	May	Jun	July	August	September	October	November	December
Print run	61 042	64 112	61 798	62 748	61 476	60 517	61 321	61 974	60 442	60 210	59 768	61 241
Retail Sales	27 200	25 501	26 614	26 208	25 992	24 823	24 510	24 997	25 492	24 598	24 741	25 107
Retail Sales B**	1	11	3	4	4	6	9	0	1	0	1	0
Retail Sales C	3	4	4	4	4	3	4	3	4	5	4	3
Subscriptions A	13 759	13 747	13 914	14 130	13 864	13 743	13 919	13 785	13 819	13 824	13 694	13 925
Subscriptions B	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions C	-	-	-	-	-	-	-	-	-	-	-	-
Other Sales	1 100	5 439	3 398	3 698	2 741	2 899	3 748	3 863	2 593	2 122	1 764	3 776
Paid Circulation *	42 062	44 701	43 933	44 043	42 605	41 474	42 190	42 648	41 908	40 549	40 203	42 812
Returns	18 981	19 411	17 865	18 704	18 872	19 043	19 131	19 326	18 534	19 661	19 565	18 429

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 2015 Sales in PEREX's own store range from 10 to 255 pieces, resulting in a monthly average of 0,42 - 10,63 pcs/issue.