

Month of edition

	January	February	March	April	May	Jun	July	August	September	October	November	December
Print run	59 806	59 271	59 166	59 319	58 743	58 898	59 414	57 487	53 812	54 050	53 611	54 877
Retail Sales	25 997	25 329	25 895	24 301	24 074	23 884	24 795	23 288	24 193	25 157	24 142	24 763
Retail Sales B**	0	0	0	1	0	0	0	0	1	1	0	1
Retail Sales C	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions A	13 336	13 404	13 638	13 365	13 363	13 508	13 232	13 319	12 377	12 289	12 322	12 455
Subscriptions B	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions C	-	-	-	-	-	-	-	-	-	-	-	-
Other Sales	1 938	1 803	1 756	1 745	1 655	1 876	1 616	713	611	670	836	980
Paid Circulation *	41 272	40 537	41 290	39 412	39 092	39 268	39 644	37 320	37 181	38 116	37 301	38 198
Returns	18 534	18 734	17 876	19 907	19 651	19 630	19 770	20 167	16 631	15 934	16 311	16 680

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 2016 Sales in PEREX's own store range from 9 to 13 pieces, resulting in a monthly average of 0,35 - 0,52 pcs/issue.