

Month of edition

	January	February	March	April	May	Jun	July	August	September	October	November	December
Print run	52 800	53 123	53 542	54 620	54 321	54 617	55 136	54 046	54 660	53 528	53 506	53 958
Retail Sales	24 056	23 624	22 634	23 475	22 247	21 862	22 648	21 790	23 268	22 637	23 095	24 690
Retail Sales B**	0	0	0	0	0	0	0	1	0	0	0	0
Retail Sales C	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions A	12 029	12 113	12 160	12 074	12 001	12 082	11 865	11 940	11 818	11 778	11 934	11 833
Subscriptions B	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions C	-	-	-	-	-	-	-	-	-	-	-	-
Other Sales	529	556	1 096	811	1 625	1 981	1 788	1 898	1 891	1 502	991	999
Paid Circulation *	36 614	36 293	35 890	36 361	35 874	35 925	36 301	35 629	36 977	35 917	36 021	37 523
Returns	16 187	16 830	17 652	18 260	18 446	18 692	18 836	18 417	17 683	17 611	17 485	16 434

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 2017 Sales in PEREX's own store range from 8 to 13 pieces, resulting in a monthly average of 0,33 - 0,50 pcs/issue.