

Month of edition

	January	February	March	April	May	Jun	July	August	September	October	November	December
Print run	52 956	52 515	51 941	50 813	48 313	48 086	47 190	48 032	47 409	47 432	47 262	48 727
Retail Sales A	23 104	22 207	22 134	19 620	18 542	18 583	19 758	19 883	20 061	20 090	20 283	22 974
Retail Sales B**	0	1	1	0	0	0	0	0	0	0	0	0
Retail Sales C	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions A	11 570	11 607	11 688	11 539	11 619	11 478	11 370	11 459	11 383	11 363	11 343	11 327
Subscriptions B	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions C	-	-	-	-	-	-	-	-	-	-	-	-
Other Sales	1 099	998	238	281	300	439	240	308	417	324	278	244
Paid Circulation *	35 774	34 813	34 060	31 440	30 462	30 500	31 367	31 650	31 860	31 777	31 904	34 545
Returns	17 182	17 702	17 881	19 373	17 851	17 586	15 823	16 383	15 549	15 655	15 358	14 182

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 2018 Sales in PEREX's own store range from 0 to 13 pieces, resulting in a monthly average of 0,00 - 0,50 pcs/issue.