

Month of edition

	January	February	March	April	May	Jun	July	August	September	October	November	December
Print run	45 714	44 731	44 690	43 905	44 364	43 804	41 788	42 924	41 510	40 327	38 969	38 494
Retail Sales A	17 746	18 248	18 358	17 665	18 059	17 098	16 356	17 253	16 642	16 720	16 430	16 130
Retail Sales B**	0	0	0	0	0	0	0	0	0	0	0	0
Retail Sales C	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions A	11 006	10 991	10 909	10 876	10 935	10 817	10 687	10 798	10 666	10 740	10 687	10 742
Subscriptions B	-	-	-	-	-	-	-	-	-	-	-	-
Subscriptions C	-	-	-	-	-	-	-	-	-	-	-	-
Other Sales	281	247	284	285	246	267	281	307	339	294	251	242
Paid Circulation *	29 033	29 486	29 552	28 826	29 240	28 181	27 323	28 358	27 647	27 754	27 368	27 114
Returns	16 681	15 245	15 138	15 079	15 124	15 623	14 464	14 566	13 863	12 574	11 601	11 381

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 accesible 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 2019 Sales in PEREX's own store range from 0 to 0 pieces, resulting in a monthly average of 0,00 - 0,00 pcs/issue.