

Month of edition

	January	February	March	April	May	Jun	July	August	September	October	November	December
<b>Print run</b>	<b>37 131</b>	<b>35 714</b>	<b>33 875</b>	<b>32 565</b>	<b>32 527</b>	<b>31 736</b>	<b>32 000</b>	<b>32 413</b>				
Retail Sales A	15 596	15 355	14 326	13 906	13 561	12 991	13 040	13 119				
Retail Sales B**	0	0	0	0	0	0	0	0				
Retail Sales C	-	-	-	-	-	-	-	-				
Subscriptions A	10 279	10 340	10 337	10 484	10 418	10 392	10 379	10 329				
Subscriptions B	-	-	-	-	-	-	-	-				
Subscriptions C	-	-	-	-	-	-	-	-				
Other Sales	241	233	232	23	23	38	27	23				
<b>Paid Circulation *</b>	<b>26 116</b>	<b>25 928</b>	<b>24 895</b>	<b>24 412</b>	<b>24 003</b>	<b>23 421</b>	<b>23 446</b>	<b>23 470</b>				
Returns	11 016	9 786	8 980	8 153	8 525	8 315	8 554	8 943				

**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 2020 Sales in PEREX's own store range from 0 to 0 pieces, resulting in a monthly average of 0,00 - 0,00 pcs/issue.