

Reseller TOPseller

Product leaflet for resellers

1 000 000 leaflets printed in 2011
Our leaflets used by 425 resellers

What is TOPseller?

- Product leaflet with final prices designated for use by the reseller.
- Can be marked with a stamp by reseller.
- Leaflet is financed by vendors' contributions according to their position in the leaflet.
- Provided to resellers who ordered the leaflet FREE of charge.
- Printed in circulation of more than 100 000 copies.

Basic information

Released: usually on the first Wednesday of each month
 Validity: till the end of the month
 Circulation: at least 100 000 copies
 Target audience: reseller with a store (SMB, SoHo)
 Format: A4, 4 colors
 Size: 4 – 8 pages, eventually with SPECIAL page added

Prices

Position	Price 1 position	Price 3 and more positions
Product FRONT page (1 of 4) - possibility of choosing the exact position	30 000 CZK	24 000 CZK
Product INSIDE page (1 of 9) - without the option to choose a particular position - logical sorting of products according to area	12 500 CZK	10 000 CZK
Product REAR page (1 of 6) - choosing the exact position is possible	20 000 CZK	16 000 CZK
SPECIAL - special leaflet for one product or brand	Individual offers	

Benefits for VENDORS

- The way how to communicate the product and prices to the target customer
- Included in selection of „every“ dealer
- Time efficient
- Effectiveness in amount of circulation
- „a counterweight“ to retail and etail

Benefits for RESELLERS

- Designed exactly for resellers in SMB and SoHo segment
- An instrument for marketing activities
- New products in offering without investments
- Possibility to order up to 1000 copies free of charge
- Regularity



FAQ

Does the reseller offer all products from the leaflet?

No, he doesn't, it's a new opportunity for him and you and we will give you advice where exactly you can buy the product.

What if the price changes during the month?

We can't do anything about it, it's necessary to manage this issue during setting of the price. (the legal aspects of this issue are

described in the additional text of the leaflet.)

Do I know whether the competition will be in the leaflet or not?

No, you don't, and you won't until the leaflet comes out, as well as the prices of the competition.

How are the products in the leaflet sorted?

We put common merchandise together (computers, printers). Then we sort them alphabetically according to the manufacturer's name.

Dates of release

Release	Date of release	Ordering deadline	Input deadline	Last chance to change prices
TOPseller February 2012	8. 2.	26. 1.	30. 1.	2. 2.
TOPseller March 2012	1. 3.	16. 2.	21. 2.	23. 2.
TOPseller April 2012	4. 4.	21. 3.	26. 3.	27. 3.
TOPseller May 2012	2. 5.	18. 4.	23. 4.	24. 4.
TOPseller June 2012	1. 6.	18. 5.	23. 5.	25. 5.
TOPseller September 2012	5. 9.	22. 8.	27. 8.	28. 8.
TOPseller October 2012	3. 10.	19. 9.	24. 9.	25. 9.
TOPseller November 2012	1. 11.	18. 10.	23. 10.	24. 10.
TOPseller December 2012	5. 12.	21. 11.	26. 11.	27. 11.

Kontakty

Publishing address

DCD Publishing, Lublaňská 21, 120 00 Praha 2, Tel.: +420 224 936 895, fax: +420 224 936 908

Commerce

Commercial department
Alexandra Kubová
Lenka Hortvíková
Magdaléna Čupková

obchod@dcd.cz +420 224 936 895
kubova@dcd.cz +420 606 761 823
hortvikova@dcd.cz +420 602 275 955
cupkova@dcd.cz +420 602 555 899

Advertising

Petr Meitner

meitner@dcd.cz +420 606 761 828

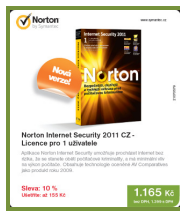
2011 Release samples



Přední strana



Speciál LENOVO



Reklamní pozice



Speciál DELL



Vnitřní strana