



MEDIAKIT
2021



ABOUT THE MAGAZINE

EDITION

up to 15,000 pcs

PERIODICITY

quarterly

MONTH ISSUE

March, June, September, December

RANGE

approx. 200 pages

DISTRIBUTION

CZECH REPUBLIC | ITALY | GERMANY | FRANCE | ISRAEL

Luxury five-star hotels

VIP clients of the magazine

Airlines VIP lounges

VIP clients of the banks cooperating with us

Branded boutiques

Restaurants

by the end of 2021, we are going to be listed
in the distribution network of Mediaprint & Kapa





PRICES & FORMATS

SERVICE PRICELIST

Graphic	1 person/hr	CZK 950
Photographer	1 person/hr	CZK 4 500
Make-up	1 person/hr	CZK 2 400
Hairdresser	1 person/hr	CZK 2 000

All listed prices are without VAT 21%.

* including the possibility of partial varnish up to 60% of the advertising area

** idimensions are „without bleeds“, it is needed to add 5 mm on all sides for trimming to the stated dimension, recommended Safe Space is 10 mm

CLASSIFIEDS

	Dimension** (mm)	Price (CZK)
Standard page	240 × 315	150,000
Standard double page	480 × 315	255 000

COVER PAGE

	Dimension** (mm)	Price (CZK)
Front cover	240 × 315	600 000
Z-gate: folding double page *	480 × 315	485 000
2nd page of the cover *	240 × 315	225 000
3rd page of the cover *	240 × 315	225 000
4th page of the cover *	240 × 315	255 000
V-gate - tilting cover - four pages *	960 × 315	750 000

ADVERTORIAL (PR CONTACT)

	Dimension** (mm)	Price (CZK)
Advertorial 1/1	240 × 315	120 000
Advertorial 2/1	480 × 315	200 000

SECTIONS (PR ARTICLE)

	Dimension** (mm)	Price (CZK)
Who is talked-about 4/1	240 × 315	360 000
Main guest 7/1	240 × 315	645 000
Who is worth being followed 4/1	240 × 315	360 000
Discussion 4/1	240 × 315	360 000
Behind the scenes 2/1	240 × 315	180 000
5 questions for 3/1	240 × 315	285 000
Adrenaline 5/1	240 × 315	465 000
World of Women 3/1	240 × 315	285 000
World of Men 3/1	240 × 315	285 000
Pictorial 5/1	240 × 315	390 000

CANCELLATION FEES - 100 days less before publication 50 %; 70 days or less before publication 100 %



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