

INNOVATION



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Your success story

BASIC PUBLICATION SPECIFICATIONS

Year:	VIII.
Periodicity:	monthly (10 issues)
Distribution:	Subscribers, targeted distribution to business owners, professional conferences and seminars
Price per copy:	CZK 69 with annual subscription at CZK 828

Technical specifications: 52 pages, 210 x 297+5mm format, 56g LWC or SCT paper, V1, 4/4, 110 chalk cover

PUBLICATION CHARACTERISTICS

A major economic magazine. A blend of lifestyle topics with expert content on investment, real estate, corporate management and human resources, practical information for entrepreneurs, managers and tradesmen. Interviews with successful entrepreneurs, serious investment advice, the latest insights in business management, real estate projects with significant business potential.

MAIN SECTIONS:

Issue Topic – We focus on the most burning issues for entrepreneurs.

Interview – Used very often to provide the basis for the magazine cover.

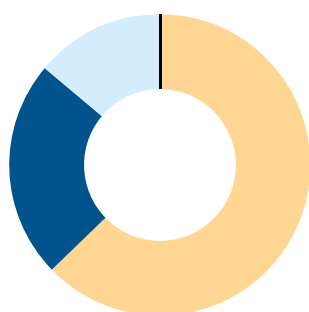
Success Story – Behind every successful company there is a story.

Focus – Car tests

After Hours – Even entrepreneurs have to live. Travel, wellness, relaxation, sports, fast cars

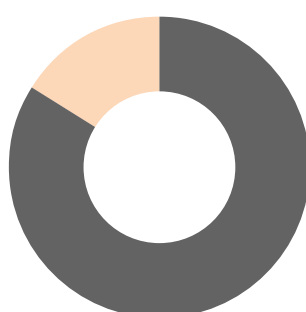
STATISTICAL DATA

MAGAZINE DISTRIBUTION



	Subscribers	2,900 copies
	Targeted distribution to business owners	7,600 copies
	Advertisement (congresses, trade fairs, etc.)	500 copies
	Open sale	25,000 copies

READERS BY GENDER



READER DATA

53% of business owners are aged 25–50

72% higher and upper middle socio-economic class (AB)

TARGET GROUP

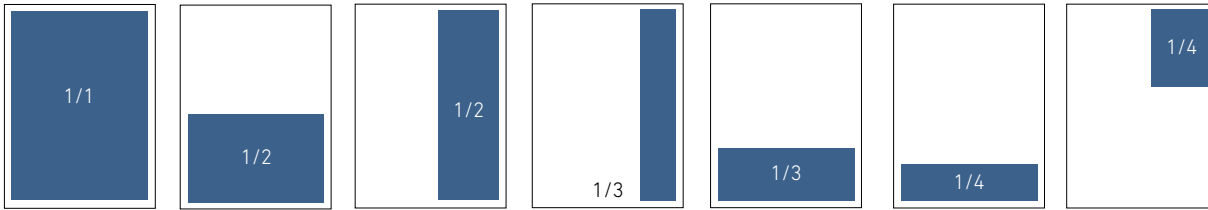
Entrepreneurs, executives and small and medium-sized business owners

Managers and middle management of major Czech companies

	Men	66%
	Women	34%

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ADVERTISING FORMATS AND PRICES



FORMAT	SIZE (mm)	PRICE (excl. VAT)
2/1	420 × 297	CZK 189,000
1/1	210 × 297	CZK 119,000
1/2 landscape	210 × 148	CZK 79,000
1/2 portrait	105 × 297	CZK 79,000
1/3 landscape	210 × 99	CZK 59,000
1/3 portrait	70 × 297	CZK 59,000
1/4 landscape	210 × 75	CZK 28,000
1/4 portrait	105 × 148	CZK 28,000
1/1 Premium page		CZK 220,000
1/2 Premium page		CZK 110,000
2 nd cover – 1/1		CZK 139,000
3 rd cover – 1/1		CZK 129,000
4 th cover – 1/1		CZK 149,000
Inserted advertisement 10 g		CZK 95,000
Band over the title (re-banding)		CZK 95,000
CD insert		CZK 95,000

The prices of advertising, additional services and quotations are always stated exclusive of VAT.

TECHNICAL SPECIFICATIONS OF THE ADVERTISEMENT

Dimensions per mirror/bleed Bleed ads need to add 5 mm to the clean format for cropping.

In case of double page we require each page as a separate document.

Submission form: Printable, composite pdf version 1.4 without transparencies. Image resolution colour and greyscale at least 300 dpi, black and white (feather) 1200 dpi. RGB colours and spot colours must be converted to CMYK space. For bleed ads, set the bleed offset to 5 mm. The sum of the extract colours should not exceed 350%. We recommend using the ICC Profile FOGRA 27 to convert to CMYK. Font size should not be less than 7 points.

Tipy a triky pro 3D bezdotykové skenování

Uvědomte si, že bezdotykové skenování je nejmodernější a nejrychlejší způsob získání 3D modelu reálného objektu. Tento proces umožňuje získat přesné 3D modely objektů v reálném čase a s vysokou přesností. Využití této technologie je široké a zahrnuje například architekturu, umění, medicínu a průmysl.

Projekt Ženy auta půjčují vyraží stereotypy o ženách za volantem a pomáhá

Projekt Ženy auta půjčují vyraží stereotypy o ženách za volantem a pomáhá. Cílem projektu je ukázat, že ženy jsou stejně schopné a zodpovědné za volantem jako muži. Projekt zahrnuje půjčování aut ženám, které chtějí získat zkušenosti a sebevědomí. Projekt je podporován společností ŠKODA.

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2023 SCHEDULE

ISSUE NUMBER	ADVERTISING DEADLINE	PUBLICATION DATE
2301	09. 01.	23. 01.
2302	06. 02.	20. 02.
2303	06. 03.	20. 03.
2304	03. 04.	17. 04.
2305	01. 05.	15. 05.
2306	05. 06.	19. 06.
2307–8	03. 07.	17. 07.
2309	04. 09.	18. 09.
2310	02. 10.	16. 10.
2311	06. 11.	20. 11.
2312	04. 12.	18. 12.

EDITION PLAN

ISSUE / TOPIC

1/2023	Energy sector and mechanical engineering
2/2023	Digitisation & IT, innovation
3/2023	Traditional Czech brands – success stories
4/2023	Start-ups, cryptocurrencies
5/2023	Women in business – success stories
6/2023	Tourism, conference tourism
7–8/2023	Education, career development
9/2023	Investing in the future
10/2023	Family businesses – success stories
11/2023	Leadership and business development
12/2023	Modern technology for a simpler life

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