

PREMIUM GUIDE

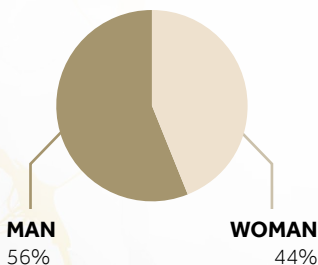
Concept of magazines and events focusing on the social elite. Carefully selected segments, exclusive content, high quality editorial and print production. Through unique distribution and database we ensure delivery to the most sophisticated, successful and influential target group in the Czech Republic.

The **PREMIUM GUIDE** concept offers an effective form of presenting B2B and B2C clients, combining classic media, profiled segment, modern technologies and networking at private professional and social events.

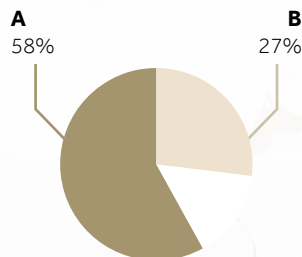
READER PROFILE

- Top management, directors, senior management
- Company owners and entrepreneurs
- Business leaders, executives of influential organizations and institutions
- Government

AGE: 35-56 YEARS



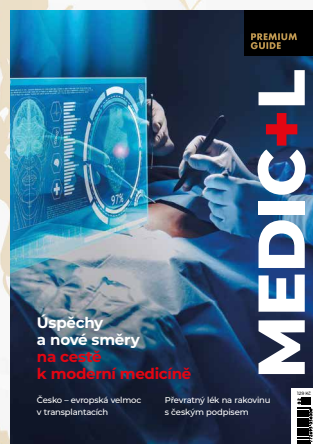
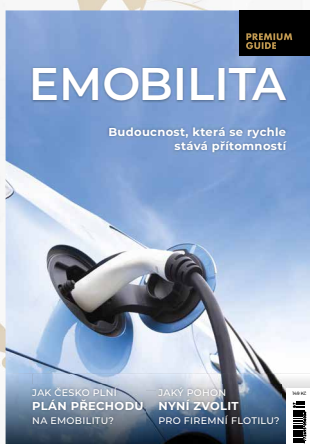
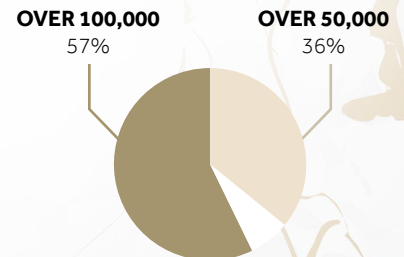
SOCIOECONOMIC CLASS



EDUCATION



NET MONTHLY HOUSEHOLD INCOME



ADVERTISING PRICING AND FORMATS



Advertising format	Size W x H (mm)	Price (excl. VAT)
2/1	460 x 330	CZK 399,000
1/1	230 x 330	CZK 220,000
2 nd cover	230 x 330	CZK 240,000
3 rd cover	230 x 330	CZK 230,000
4 th cover	230 x 300	CZK 280,000
1/2	110 x 330	CZK 120,000
1/2	230 x 160	CZK 120,000
1/3	230 x 103	CZK 80,000
1/3	80 x 330	CZK 80,000
1/4	110 x 160	CZK 70,000
1/4	140 x 193	CZK 70,000

We charge an extra 100% for placing an advertisement in the exact position.

2023 SCHEDULE

Number issue		Advertising deadline	Issue date
2301	Trends and styles for 2023	20. 01.	30. 01.
2302	30 Years of the Czech Republic	17. 02.	27. 02.
2303	Medical	17. 03.	27. 03.
2304	E-mobility	14. 04.	24. 04.
2305	HR	05. 05.	15. 05.
2306	ESG	16. 06.	26. 06.
2307	Design & Art	21. 07.	31. 07.
2308	TOP Destinations	18. 08.	28. 08.
2309	2022 Wealth report	15. 09.	25. 09.
2310	Education	20. 10.	30. 10.
2311	Style of Living	10. 11.	20. 11.
2312	SKI & Travel	24. 11.	04. 12.

CONTACT

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