

L U X U R Y

travel digest

Travel | Gourmet | Experiences | Lifestyle

MEDIAKIT2022

WE WRITE
ABOUT PLACES
YOU WILL
FALL IN LOVE
WITH, EVEN
BEFORE
VISITING.

**LUXURY TRAVEL DIGEST IS PUBLISHED TWICE A YEAR
AND EACH ISSUE IS A SOURCE OF TRAVEL INSPIRATION
FOR AN ENTIRE SEASON.**

Luxury Travel Digest is at home when writing about the world's most prestigious beach resorts, exploring metropolitan lifestyle hotspots, secret and micro-destinations, but can also get deeply into adventurous journeys in the jungles, deserts or beyond the Arctic Circle. Authentic stories lay at the heart of the magazine. We cover the most beautiful and exciting places on the planet, review prestigious restaurants of today as well as those who strive to become the Crème de la Crème, and we present insider news from a world far beyond the ordinary. The Travel & Gourmet selection is complemented by fashion and must-have accessories that will help you create your fondest memories. Finally, we also present interviews with leading travellers.

The content of the magazine takes its shape from the latest news in the distinguished global travel fairs that we attend and from a profound collaboration with experts in different fields who spend their lives on the road.

A CLEAR VISUAL IDENTITY AND TIMELESS CONTENT ARE KEY ELEMENTS IN MODERN PRINT. THEY BOTH REPRESENT THE ESSENTIAL ADDED VALUE OF PRINT MAGAZINES.

The graphic design of Luxury Travel Digest is up to the highest international standards. The visual work we present or feature is created by the world's most respected agencies and photographers as imagery is one of many methods of communication with our readers that ignites a spark for new experiences.

LET US
SURPRISE YOU.

Our demanding readership obliges us to create exceptional content with no room for compromise. The pages of Luxury Travel Digest won't take you anywhere we wouldn't invite our closest friends to.

THE GLOBAL LUXURY TRAVEL DIGEST MARKET WAS VALUED AT \$945.6 BILLION IN 2019 AND IS SET TO GROW TO \$1.19 TRILLION BY 2027. LUXURY TRAVEL DIGEST IS ONE OF THE FASTEST GROWING SECTORS OF THE ECONOMY. **

7.3 MILLION CZECHS
PAID ATTENTION TO
PRINT MEDIA IN 2020.*

59 % OF READERS
NOTICE ADVERTISING
IN MAGAZINES. 87% OF
THEM WILL ALSO READ
AT LEAST PART OF AN
ADVERTISEMENT IF THEY
FIND THE EDITORIAL
CONTENT INTERESTING.*

READERS PERCEIVE
PRINT CONTENT
AS MORE VALUABLE AND
TRUSTWORTHY THAN
ONLINE.*

GREAT CONTENT IS NOT ENOUGH. THE KEY TO SUCCESS IS DELIVERING IT TO THE RIGHT READERS.

The sophisticated distribution network of the Luxury Guide International publishing house guarantees direct contact with the most demanding audience in the Czech Republic. A minimum of 93% of the circulation of each issue is delivered directly to the recipients from our exceptional distribution base of over 6000 carefully selected and monthly reviewed contacts. Among our readers, you will find business owners and founders, top executives represented by the most progressive CEOs, prominent investors, developers shaping the faces of cities, public figures, and lifestyle trendsetters.

All of the above value their free time tremendously and they carefully choose how and where they spend it. On this mission, we are their personal concierge with a guarantee of quality.

We effectively target a well-defined and hard-to-reach readership from the A+ and A socioeconomic groups. Members of this group indulge in an average of four holidays a year and typically spend between 180-300 000 CZK/10 000 € per person for a week's trip. **

* Data from the AdMeter research agency MEDIAN and Allied Market Research.
** Data by MMGY Global.

**EXTRAORDINARY
CONTENT,
EXTRAORDINARY
REACH**



TOTAL DISTRIBUTION STANDS AT 22 000 COPIES.

Our distribution scheme combines digital and printed form of each edition. In addition to direct distribution Luxury Travel Digest is available on newsstands.

The magazine can also be found in Prague International Airport lounges, on board of Leo Express trains, at lobbies of five-star hotels throughout the Czech Republic, in selected beauty salons and clinics, in restaurants, bars, golf clubs and in representative areas of prestigious companies across Czech and Slovak republic.

7000

Direct print
distribution

2900

most affluent clients of high-end
brands operating in Czech republic

1000

investors with private assets
worth more than 100 million CZK

1000

top managers of companies with a
turnover of over 280 million CZK p.a.

500

most influential women in czech
business and public life

500

entrepreneurs operating in the
field of luxury lifestyle

350

most important representatives
of slovak economy and social life

350

CEO's of most progressive
companies on czech market

300

leading figures of cultural
and social life

100

owners of family businesses
with a turnover above
CZK 100 million p.a.

3000

Free and newsstands
distribution

1000

Premium public or semi-
public locations in Czech
and Slovak republic

1000

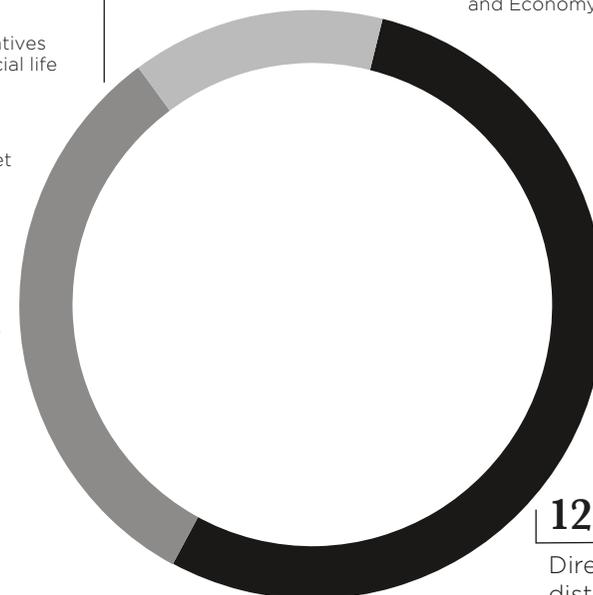
Prague International
Airport

750

Newsstands

250

Leo Express trains in
Premium, Business
and Economy Plus class



12 000

Direct digital
distribution

ADVERTISING RATES

POSITIONS

Inside front cover	CZK 350 000
First double-page spread run of paper	CZK 390 000
Double-page spread run of paper	CZK 310 000
Page run of paper next to the editorial	CZK 210 000
Page run of paper	CZK 160 000
Inside back cover	CZK 250 000
Outside back cover	CZK 410 000

** Custom formats will be priced individually.*

TECHNICAL SPECIFICATIONS

ISSUE:	192-220 pages
PERIODICITY:	2 times per year
OUTSIDE COVER PAPER:	300g coated matte paper, matte lamination 1/0
INSIDE PAPER:	115 g/m ² Profisilk, matte dispersion varnish 1/1, perfect bound
CIRCULATION:	10 000 pcs print + 12 000 pcs digital distribution

EDITIONS 2022

S/S 2022

Booking deadline	15/04
Printing date	28/04
Date of issue	09/05

F/W 2022

Booking deadline	26/08
Printing date	06/09
Date of issue	19/09

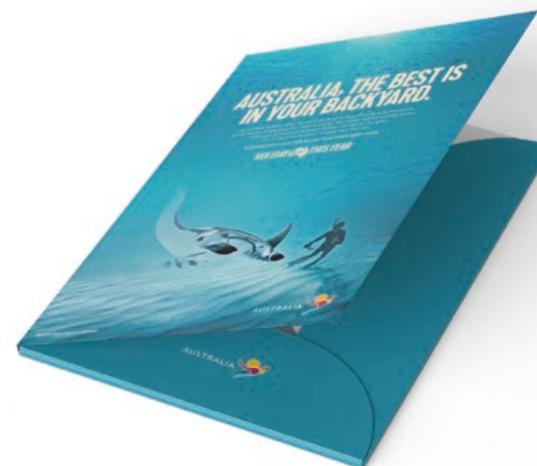
SPECIAL FORMATS



BELLY BAND

Highly exposed additive presentation placed across the cover of the magazine.

Price for the entire circulation and a page run of paper: 395 000 CZK.



BRANDED FOLDERS

A unique presentation format that allows readers to receive the magazine in unmissable branded folders.

This exclusive format is available only once a year.

Price for the entire edition, except for copies dedicated to newsstands sale and distribution in Prague International airport lounges + 2/1 advertisement inside the magazine: 595 000 CZK.

Pricing for other special custom formats such as inserts or custom publishing projects will be proposed following an individual consultation.

CONTACTS

ADVERTISING DIRECTOR

JITKA KLEMENTOVÁ

M: +420 739 374 063

E: jitka.klementova@luxuryguide.cz

PUBLISHER & EDITOR-IN-CHIEF

JITKA KRULCOVÁ

M: +420 724 230 235

E: jitka.krulcova@luxuryguide.cz

Luxury Guide International, s. r. o.

Pařížská 5, 110 00, Prague 1

www.luxuryguide.international

We are part of

