

BUSINESS

L U X U R Y

BUSINESS

MEDIAKIT 2024

ALL ABOUT BUSINESS.



LUXURY BUSINESS IS PUBLISHED FOUR TIMES A YEAR AND REGULARLY BRINGS INFORMATION ABOUT THE WORLD OF BUSINESS IN THE CZECH REPUBLIC AS WELL AS ABROAD.

In its pages, you will find inspiring interviews, economic analysis, insider insights into the latest trends, and service news from sectors such as development, finance, investment, light industry, and IT. The selection is complemented by materials dedicated to sophisticated lifestyle topics. We present interesting projects and personalities and their views in the context of the latest developments.

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

CONTENT IS KING

The title of Bill Gates' famous essay from 1996
is still relevant half a century later.
Our demanding readership obliges us to create
exceptional content.

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.*

ADVERTISING IN MAGAZINES IS AN IMPORTANT FACTOR
IN ACHIEVING A HIGH RETURN ON MARKETING INVESTMENTS.
ACCORDING TO A STUDY BY PRING POWER BRANDSCIENCE,
THE MEDIA MIX INCLUDING PRESENTATION IN MAGAZINES
ACHIEVES ON AVERAGE 134% HIGHER ROI THAN ONE WITHOUT. *

**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.

**We effectively target a well-defined and hard-to-reach readership
from the A+ and A socioeconomic groups.**

** Data from the AdMeter research agency MEDIAN
and the Print Power BrandScience analysis.*

210.95

149.16

23.26

1.41%

**EXTRAORDINARY
CONTENT,
EXTRAORDINARY
REACH**

TOTAL DISTRIBUTION STANDS AT 25 000 COPIES.

Luxury Business's distribution combines the digital and printed forms of each edition.

Apart from direct distribution you can also find Luxury Business on board of Leo Express trains, in five-star hotels throughout the Czech Republic, in selected showrooms, restaurants, bars, golf clubs and in representative spaces of prestigious companies throughout the Czech and Slovak Republic.

Starting in May 2024 the printed run is audited by ABC ČR.

8000

Direct print distribution

2000

accredited investors

1900

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

1000

major clients of high-end brands operating in Czech republic

920

prominent real estate investors

500

CEO's of the most progressive companies within czech market

500

leading figures of slovak economy

350

350 top architects

300

most influential women in Czech business and public life

300

leaders in private banking and financial consulting

180

owners and directors of family companies with a turnover of more than CZK 100 million p.a.

50

law firm owners

500

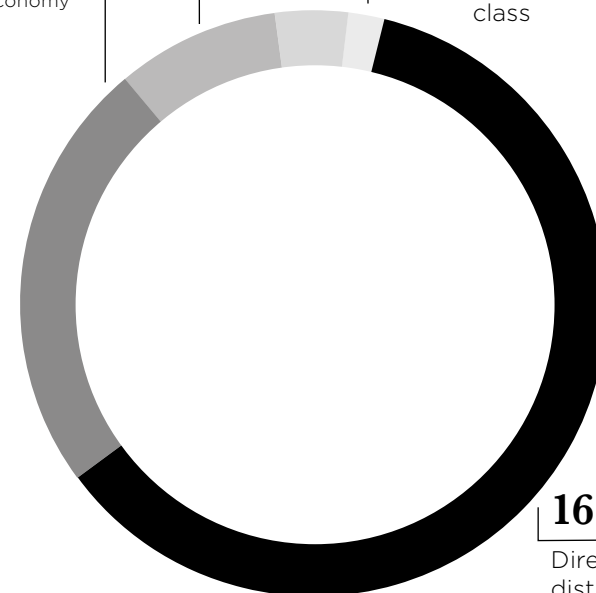
Free distribution

500

Leo Express trains in Premium, Business and Economy Plus class

16 000

Direct digital distribution



ADVERTISING RATES

TECHNICAL SPECIFICATIONS

POSITIONS

First double-page spread run of paper	CZK 380 000
Double-page spread run of paper	CZK 270 000
Page run of paper next to the editorial	CZK 230 000
Page run of paper	CZK 200 000
Inside back cover	CZK 300 000
Outside back cover	CZK 400 000

** Custom formats will be priced individually.*

ISSUE:	154-180 pages
PERIODICITY:	4 times per year
OUTSIDE COVER PAPER:	300g coated matte paper, matte lamination 1/0
INSIDE PAPER:	115g coated matte paper, dispersion matte varnish 1/1, perfect bound
CIRCULATION:	9 000 pcs print + 16 000 pcs digital distribution

EDITIONS 2024

NO. 1

Booking deadline	16/02
Printing date	26/02
Date of issue	04/03

NO. 2

Booking deadline	21/05
Printing date	30/05
Date of issue	06/06

NO. 3

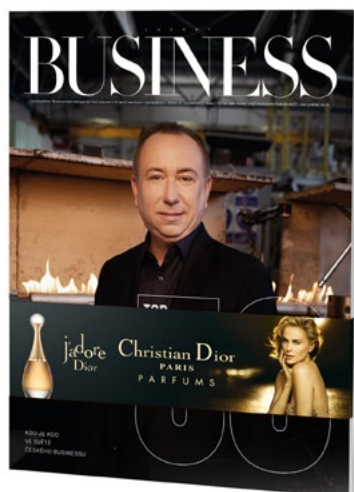
Booking deadline	30/08
Printing date	10/09
Date of issue	17/09

NO. 4

Booking deadline	22/11
Printing date	02/12
Date of issue	09/12



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: 460 000 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 circulation and a double-page spread run of paper: 650 000 CZK.

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

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