

LUXURY

™Since 2001

Lifestyle | Fashion | Design | Beauty | Gourmet | Travel | Experiences

MEDIAKIT2025



LUXURY

ALL ABOUT HIGH-END.



THE LUXURY GUIDE QUARTERLY HAS BEEN A RELIABLE SELECTIVE SOURCE OF INFORMATION FROM THE WORLD OF HIGH-END LIFESTYLE FOR TWO DECADES.

In its pages, you will find iconic brands news from from ChampsÉlysées, New Bond Street, or Ginza alongside the works of emerging talents. Luxury Guide is dedicated to high fashion, art, exclusive travel, the most complex watches and impressive jewellery. It brings authentic coverage of exceptional hotels, restaurants, vineyards, distilleries, and journeys from behind the wheel of dream cars. Furthermore, we are very keen on sustainability and social responsibility.

WE TAKE INSPIRATION FROM THE TRENDS WE CO-CREATE, STAYING TRUE TO QUALITY.

The magazine is created through inspiration from the prestigious world fairs we attend and in cooperation with the most renowned experts in their fields. It presents unique products, projects, places, and opinions while at the same time creating creative value itself by means of original photo stories produced by leading Czech photographers.

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

The graphic design of Luxury Guide is comparable to the highest international standards. The visual work we commission 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.

Content is King – as said the title of Bill Gates' famous essay from 1996, is still relevant a quarter a century later. Our demanding readership obliges us to create exceptional content.



ALL
THE TIME
& EVERYTIME.

**72 % OF CZECHS AGED 12 - 79
PAID ATTENTION TO PRINT
MAGAZINES IN 2024.***

**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 exclusive distribution base of thousands 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 project of the research agency MEDIAN, the analysis of Print Power BrandScience, and from the national press readership survey MEDIA PROJEKT.*



**EXTRAORDINARY
CONTENT,
EXTRAORDINARY
REACH**

ADVERTISING RATES

POSITIONS

Inside front cover	CZK 490 000
First double-page spread run of paper	CZK 550 000
Double-page spread run of paper	CZK 460 000
Page run of paper next to the editorial	CZK 310 000
Page run of paper	CZK 250 000
Inside back cover	CZK 380 000
Outside back cover	CZK 590 000

** Custom formats will be priced individually.*

TECHNICAL SPECIFICATIONS

ISSUE:	164 - 216 pages
PERIODICITY:	4 times per year
OUTSIDE COVER PAPER:	300g coated matte paper, matte lamination 1/0
INSIDE PAPER:	110g coated matte paper
CIRCULATION:	10 000 pcs print (audited by ABC ČR) + 16 000 pcs digital distribution

TOTAL DISTRIBUTION STANDS AT 26 000 COPIES.

Our distribution scheme combines digital and printed form of each edition. In addition to direct distribution Luxury Guide is available on newsstands and has a stable subscribers base.

The magazine can also be found in Prague Vaclav Havel Airport VIP lounges, on board of Leo Express trains, in lobbies, wellness areas and rooms of selected five-star hotels across the Czech Republic, in selected beauty salons and clinics, in restaurants, bars, golf clubs and in representative areas of prestigious companies based in Prague, Brno, Plzeň, Liberec, Olomouc, Ostrava and Česká Budějovice.

7500

Direct print
distribution

2700

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

1600

investors with private assets
worth more than 100 million CZK

1450

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

450

of the most influential women
in Czech business and public life

400

owners of selected high-end
hotels, restaurants, boutiques
and design and car showrooms

350

CEO's of most progressive
companies on Czech market

250

leading figures of public,
cultural and social life

200

leaders on field of private
banking services

100

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

1000

Free and newsstands
distribution

1000

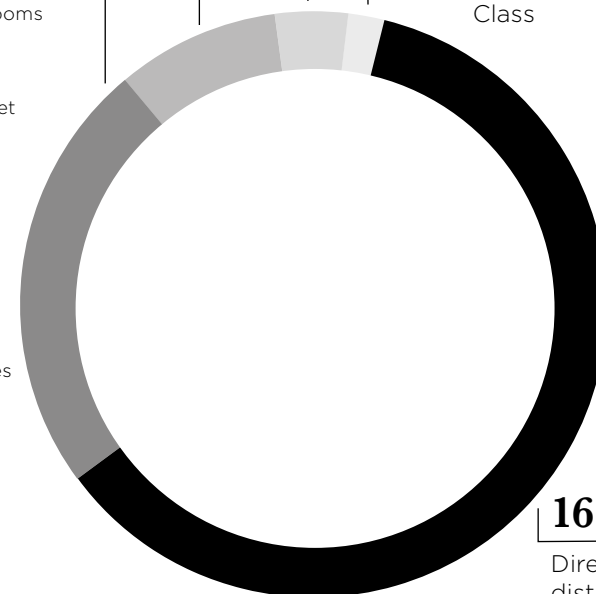
Prague Vaclav Havel
Airport VIP lounges

500

Leo Express trains
in Premium, Business
and Economy Plus
Class

16 000

Direct digital
distribution





EDITIONS 2025

SPRING 2025

Booking deadline	20/02
Printing date	03/03
Date of issue	10/03

SUMMER 2025

Booking deadline	30/05
Printing date	06/06
Date of issue	13/06

AUTUMN 2025

Booking deadline	15/09
Printing date	22/09
Date of issue	29/09

WINTER 2025

Booking deadline	13/11
Printing date	21/11
Date of issue	28/11

SPECIAL FORMATS



BELLY BAND

A highly exposed additive presentation placed across the cover of the magazine.

Price for the entire circulation and a page run of paper: 510 000 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 except for copies dedicated to newsstands sale and distribution in Prague International airport lounges and a double-page spread run of paper: 810 000 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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DIOR

PORSCHE



FERRAGAMO

MOËT & CHANDON
CHAMPAGNE



ROBERTO COIN



Chopard

HUBLOT

BVLGARI

sisley
PARIS

OMEGA



ROLEX



SKANSKA

CORNELIANI