

L U X U R Y

travel *digest*

Travel | Gourmet | Experiences | Lifestyle

MEDIAKIT2025

FOR 19 YEARS,
WE'VE BEEN
WRITING
ABOUT PLACES,
THAT WILL
CHANGE THE
WAY YOU SEE
THE WORLD.



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, desserts 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 VALUE OF THE GLOBAL LUXURY TRAVEL MARKET WAS VALUED AT \$1.48 TRILLION IN 2024, AND IS EXPECTED TO GROW TO \$2.3 TRILLION BY 2030. LUXURY TRAVEL IS ONE OF THE FASTEST GROWING SECTORS IN THE ECONOMY.**

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

** Data by MMGY Global.

EXTRAORDINARY
CONTENT,
EXTRAORDINARY
REACH



TOTAL DISTRIBUTION STANDS AT 24 000 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 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 across Czech and Slovak republic.

6500

Direct print
distribution

2750

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

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.

1500

Free and newsstands
distribution

500

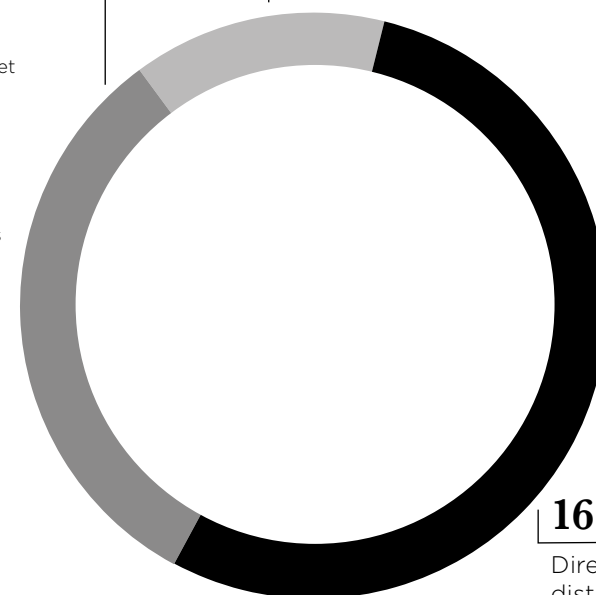
Prague Vaclav Havel Airport
VIP lounges

750

Newsstands

250

Leo Express trains in
Premium, Business
and Economy Plus class



16 000

Direct digital
distribution

ADVERTISING RATES

POSITIONS

Inside front cover	CZK 460 000
First double-page spread run of paper	CZK 510 000
Double-page spread run of paper	CZK 400 000
Page run of paper next to the editorial	CZK 270 000
Page run of paper	CZK 210 000
Inside back cover	CZK 330 000
Outside back cover	CZK 530 000

** Custom formats will be priced individually.*

TECHNICAL SPECIFICATIONS

ISSUE:	168 - 220 pages
PERIODICITY:	2 times per year
OUTSIDE COVER PAPER:	300g coated matte paper, matte lamination 1/0
INSIDE PAPER:	115 g/m ² G-Print, binding: V2 Pure
CIRCULATION:	8000 pcs print + 16 000 pcs digital distribution

EDITIONS 2025

S/S 2025

Booking deadline	07/04
Printing date	16/04
Date of issue	23/04

F/W 2025

Booking deadline	3/10
Printing date	13/10
Date of issue	20/10

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: 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 edition, except for copies dedicated to newsstands sale and distribution in Prague International airport lounges + 2/1 advertisement inside the magazine: 770 000 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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