

Print and Specials

ESTATE

ARCHITECT+

ART
ANTIQUES



PREMIUM
SPORTS



THE
BLACK
TIE

— EXCLUSIVE —
TOURS

background
Lifestylový magazín ZDR Investments

WHY ADVERTISE WITH US?

PREMIUM AUDIENCE

We engage with the social elite, possessing the most attractive distribution list encompassing the most creditworthy, successful, and influential individuals in the Czech Republic and Slovakia.

PREMIUM MEDIA

We craft exceptional content for the most discerning target audience in key areas of interest, including real estate, investments, finance, architecture, art, design, sports and gastronomy.

PREMIUM QUALITY

Our magazines are curated by the best authors in their respective fields, offering profound insights and exceptional talent to cater to a wide readership. The editorial team values independence and professional ethics. The graphic design of the titles is tailored to the target audience and content by experienced top-notch designers and art directors. The premium quality of the titles is evident through numerous awards in prestigious industry competitions, such as the Zlatý středník or Fénix Content Awards.



DIRECT DISTRIBUTION

(direct distribution of printed magazines to specific recipients – socioeconomic groups A, B)

Significant personalities

1000
owners and top managers of businesses with revenues exceeding 250 million CZK (unless they fall into another category)

250
representatives of the largest family business according to Forbes

250
representatives of the top management of companies from CZECH TOP 100

Key companies

1500
entrepreneurs, investors, and managers with personal assets over 100 million CZK

1000
wealthiest Czechs and Slovaks according to available rankings with personal assets over 500 million CZK

150
most influential women in the Czech Republic according to Forbes and Hospodářské noviny

Key industries

500
representatives of the top management of key developers, real estate investors, and real estate agencies

300
most significant entrepreneurs in healthcare, doctors, and medical facility management

200
most famous Czech architects and designers

200
owners, directors, and key marketers in the luxury, premium goods and services, lifestyle, especially fashion, jewelry, watches, and cosmetics

300
individuals from the leadership of major financial groups, private equity, and venture capital investors

200
owners, directors, and top managers of the most important and prestigious hotels, apartment complexes, entertainment centers, and social clubs

100
owners of key marketing, PR, and online agencies

300
most famous investors, owners, and representatives of top management in the IT and startup sector

300
most significant strategic and management consultants, auditors, tax advisors, and headhunters

300
top representatives of public administration, especially ministers, key deputy ministers, and the most important representatives of municipal politics

200
key partners of the top 50 largest law firms

300
most important bankers and private asset managers

AVERAGE MONTHLY WEB VISITS

InvesticniWeb.cz

478 000 page views, 293 000 users

Estate.cz

32 000 page views, 30 000 users

Artplus.cz

70 000 page views, 11 000 users

PremiumSports.cz

2000 page views, 1000 users

NEWSLETTERS

Newsletter Subscribers:

50 000

Newsletter subscribers are regularly evaluated to achieve the highest possible open rate.

Average Overall open rate:

20 % - 28 % (depending on the type of newsletter)

SOCIAL MEDIA



Facebook:

30 000 followers



Instagram:

28 000 followers



X (formerly Twitter):

19 000 followers



YouTube:

32 000 subscribers



LinkedIn:

2000 followers

PUBLICATION SCHEDULE

Magazine	Issue	Effective date	Deadline	Release
ESTATE	1/2024	JANUARY	4 th Jan	18 th Jan
	2/2024	FEBRUARY	25 th Jan	15 th Feb
	3/2024	MARCH	22 nd Feb	14 th Mar
	4/2024	APRIL	26 th Mar	16 th Apr
	5/2024	MAY	23 rd Apr	14 th May
	6/2024	JUNE	23 rd May	13 th Jun
	7/2024	JULY	19 th Jun	10 th Jul
	8/2024	AUGUST	23 rd Jul	13 th Aug
	9/2024	SEPTEMBER	27 th Aug	17 th Sep
	10/2024	OCTOBER	24 th Sep	15 th Oct
	11/2024	NOVEMBER	24 th Oct	14 th Nov
	12/2024	DECEMBER	13 th Nov	4 th Dec
ARCHITECT+	1/2024	FEBRUARY - MARCH	23 rd Jan	13 th Feb
	2/2024	APRIL - MAY	2 nd Apr	23 rd Apr
	Special issue TOP 100	YEAR 2024	9 th May	30 th May
	3/2024	JUNE - JULY	30 th May	20 th Jun
	4/2024	AUGUST - SEPTEMBER	25 th Jul	15 th Aug
	5/2024	OCTOBER - NOVEMBER	11 th Sep	1 st Oct
	6/2024	DECEMBER - JANUARY '25	15 th Oct	5 th Nov
PREMIUM SPORTS	1/2024	SPRING	21 st Dec 2023	16 th Jan
	2/2024	SUMMER	4 th Apr	25 th Apr
	3/2024	AUTUMN	23 rd Aug	12 th Sep
	4/2024	WINTER	22 nd Oct	12 th Nov
PREMIUM BRNO.	1/2024	SPRING—SUMMER	9 th Apr	30 th Apr
	2/2024	AUTUMN—WINTER	17 th Sep	8 th Oct

Magazine	Issue	Effective date	Deadline	Release
ART ANTIQUES	2/2024	FEBRUARY	15 th Jan	8 th Feb
	3/2024	MARCH	19 th Feb	14 th Mar
	Yearbook ART+ 2024	2024	6 th Mar	27 th Mar
	4/2024	APRIL	18 th Mar	11 th Apr
	5/2024	MAY	22 nd Apr	16 th May
	6/2024	JUNE	20 th May	13 th Jun
	7/2024	JULY	17 th Jun	18 th Jul
	8—9/2024	AUGUST—SEPTEMBER	12 th Aug	5 th Sep
	10/2024	OCTOBER	16 th Sep	10 th Oct
	11/2024	NOVEMBER	21 st Oct	14 th Nov
	12/2024—1/2025	DECEMBER—JANUARY '25	18 th Nov	12 th Dec
	— EXCLUSIVE — TOURS	1/2024	SPRING	20 th Feb
2/2024		SUMMER	12 th Apr	2 nd May
3/2024		AUTUMN	1 st Aug	22 nd Aug
4/2024		WINTER	7 th Nov	28 th Nov
	1/2024	SPRING—SUMMER	18 th Apr	4 th June
	2/2024	AUTUMN—WINTER	1 st Oct	22 nd Oct
	1/2024	SPRING—SUMMER	21 st Mar	23 rd Apr
	2/2024	AUTUMN—WINTER	2 nd Oct	23 rd Oct
THE BLACK TIE	Issue 2024	2024	25 th Mar	15 th Apr



ESTATE is an exceptional professional and lifestyle magazine dedicated to the Czech real estate market. The editorial team regularly publishes the ESTATE REPORT, reflecting real estate market trends with current data, presenting a unique tool for market analysis for all relevant players. The ESTATE magazine thoroughly covers real estate developments not only in the Czech capital but also in regions and Slovakia. In addition to showcasing the best residential and commercial projects, along with comprehensive expert analyses, and topics related to housing, ESTATE provides insights into current trends in lifestyle, design, culture, fashion, art, and collecting. The magazine also annually presents the ESTATE AWARDS, independently awarded by a professional jury, recognizing the best new properties in all relevant categories.

FREQUENCY: 12x per year

PRINTED CIRCULATION: 6 500 copies (each issue)

ADDRESS DISTRIBUTION: 5 200 copies

SELECTED DISTRIBUTION POINTS: 500 copies

SUBSCRIBERS: 800 copies

EDITORIAL PLAN

Issue	Theme	Deadline	Distribution	Special project
1. 2024	Year 2023 in Numbers and Outlook for 2024	4th Jan	18th Jan	Digital: Newsletter
2. 2024	Office Cowork and Trends in Flexible Offices.	25th Jan	15th Feb	Digital: Newsletter
3. 2024	Rentals and Rental Housing VŠE study.	22nd Feb	14th Mar	Special Theme: Finance & Investments Round Table: Finance & Investments Digital: Newsletter
4. 2024	Regions and Slovakia Most Interesting Development Projects outside Prague and in Slovakia, development of this real estate market segment	26th Mar	16th Apr	Digital: Newsletter
5. 2024	Brownfields and Reconstruction	23rd Apr	14th May	Digital: Newsletter
6. 2024	Real Estate Funds Estate Report Summary of Real Estate Market Developments in 2023 and the first half of 2024.	23rd May	13th Jun	Event: Estate Dinner Round Table: Mobility and Development – Cars in Cities, Electromobility. Digital: Newsletter
7. 2024	Urbanism, Landscaping How to build cities of the future.	19th Jun	10th Jul	Digital: Newsletter
8. 2024	Sustainability & ESG	23rd Jul	13th Aug	Digital: Newsletter
9. 2024	Construction	27th Aug	17th Sep	Round Table: Demographic trends in the real estate market. Digital: Newsletter
10. 2024	Financing housing and development	24th Sep	15th Oct	Speciál: Estate Wealth Report Digital: Newsletter
11. 2024	Logistics and Industrial	24th Oct	14th Nov	Digital: Newsletter
12. 2024	Estate Awards 2024 Results of the 4rd annual prestigious Estate Awards.	13th Nov	4th Dec	Event: Estate Awards 2024 Digital: Newsletter

DIRECT DISTRIBUTION

600

strategic and managerial consultants, auditors, tax advisors, headhunters, owners of key marketing or PR agencies, lobbyists

Individuals in top positions in public administration, particularly ministers, key deputy ministers, and the most important representatives of municipal politics

Individuals in the leadership of the most significant financial groups, private equity, and venture capital investors

2000

owners and top managers of businesses with revenues exceeding 250 million CZK

500

entrepreneurs with personal assets over 100 million CZK

300

representatives of the top management of key developers of residential and commercial spaces, leading real estate investors, real estate agencies, and other consultants

100

key partners of the top 40 best law firms

1000

most well-known investors, owners, and representatives of top management in IT and startups

most influential women in the Czech Republic

representatives of the largest family businesses

300

most important bankers and private asset managers

400

wealthiest Czechs and Slovaks according to Forbes magazine and Motejlek.com server



ADVERTISING

Price list and technical parameters

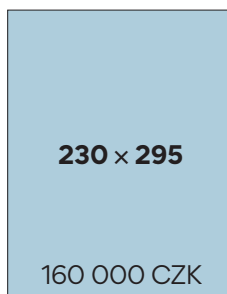
Individual dimensions (width × height) are assigned to advertising prices.

DISCOUNTS FOR REPEATED ADVERTISING depending on the volume.

1st cover + interview



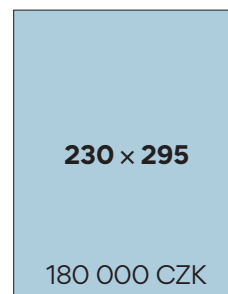
2nd cover



3rd cover



4th cover



First full page



First double page spread



Second full page



Second double page spread



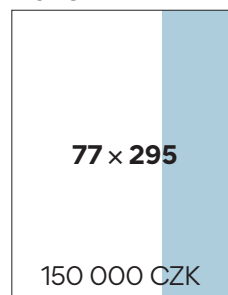
Full page



Double page spread



3 × 1/3 page in the main topic



Submit advertising materials in the CMYK color space and at a 1:1 scale. Bitmap images should have a minimum resolution of 300 dpi. Provide materials in PDF, EPS, TIFF, PSD formats. For PDF and EPS, outline all fonts; for TIFF and PSD, merge graphics, including texts, into a single layer. For ads with bleed, a 5mm bleed is required on all sides. Place important logos and texts at least 8mm away from the trim. When submitting a double-page spread provide each page separately. Send advertising materials to the e-mail address: milan.novak@premiummediagroup.cz

CONTENT PRESENTATION

Price list and technical parameters

DISCOUNTS FOR REPEATED ADVERTISING depending on the volume.



ADVERTORIAL

Client-provided textual advertising..

- Full page 1/1 125 000 CZK
- Double page 2/1 175 000 CZK
- Four pages 4/1 225 000 CZK

SCOPE: 1 – 4 PAGES

Title: approx. 35 characters

Lead: 200 – 250 characters

Text: approx. 1 000 – 1 200 characters

Total: approx. 1 200 – 1 600 characters including spaces, based on visuals requirements.

REAL ESTATE

Space for promoting the sale of specific properties.

- Full page 1/1 65 000 CZK
- Double page 2/1 90 000 CZK
- Ten pages 10/1 250 000 CZK

COMMENTARY

or quote related to the main topic.
50 000 CZK



INTERVIEW

Crafted to resemble editorial content in the magazine.

- 4/1 without cover 275 000 CZK
- 3/1 without cover 250 000 CZK



DEVELOPMENT PROJECT

- Double page 2/1 150 000 CZK
- Three pages 3/1 175 000 CZK
- Four pages 4/1 200 000 CZK



SURVEY

1/4 page – approx. 500 characters
50 000 CZK



ROUNDTABLE DISCUSSION

Full page 1/1 75 000 CZK

PR PRODUCT, NEWS, UPDATE

35 000 CZK



ESTATE REPORT 200 000 CZK



MOODBOARD

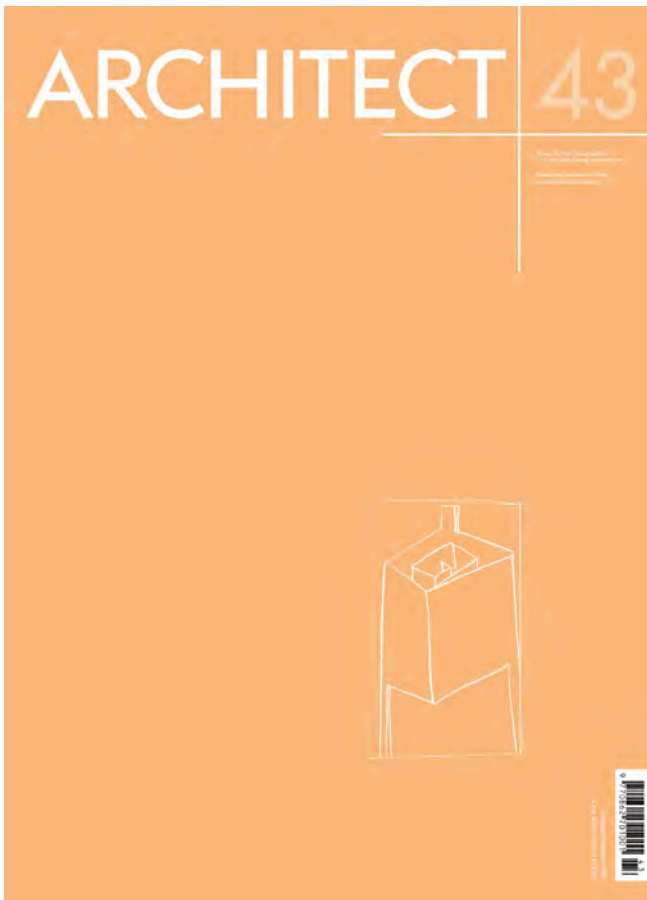
Double page 2/1 (8 – 12 products)
125 000 CZK

BOOK JACKET / STRAP / SHERPA

200 000 CZK

LEAFLET INSERT

- Undesignated position 100 000 CZK
- Designated position 120 000 CZK



EDITORIAL PLAN

Issue	Theme	Deadline	Distribution	Special distribution	Special project
1. 2024	Sustainability	23rd Jan	13th Feb		25. 1. Digital: newsletter 22. 2. Digital: newsletter 29. 2. Digital: product newsletter 1/24
2. 2024	Family houses Interiors, Exteriors.	2nd Apr	23rd Apr	Event: Interior of the Year	28. 3. Digital: newsletter 18. 4. Digital: newsletter 25. 4. Digital: product newsletter 2/24
TOP 100	TOP 100 Top 100 Czech architectural studios.	9th May	30th May		Extra copies: +300 pcs Event: TOP 100
3. 2024	Administrative buildings	30th May	20th Jun	Event: Building of the Year	30. 5. Digital: newsletter 20. 6. Digital: newsletter 27. 6. Digital: product newsletter 3/24
4. 2024	Reconstruction	25th Jul	15th Aug	Event: For Arch, For Interior	25. 7. Digital: newsletter 22. 8. Digital: newsletter 29. 8. Digital: product newsletter 4/24
5. 2024	Design and new technologies	10th Sep	1st Oct	Event: Designblok	26. 9. Digital: newsletter 24. 10. Digital: newsletter 31. 10. Digital: product newsletter 5/24
6. 2024	Czech Architecture Award	15th Oct	5th Nov	Event: Czech Architecture Award	21. 11. Digital: newsletter 28. 11. Digital: product newsletter 6/24 12. 12. Digital: newsletter Event: Announcement of TOP 100 architects during Estate Awards 2024

ARCHITECT+ is an iconic magazine continuing a title with history of over 60 years. It focuses on Czech and Slovak architecture in all typologies: administrative, civic, or residential buildings are presented in thorough textual and visual analysis. The magazine showcases not only the aesthetic and functional quality of the featured structures in all categories but also extensively covers technologies, new progressive or proven materials, and their application in contemporary construction. Published in an unusually generous format, ARCHITECT+ systematically tracks the development of Czech and Slovak architecture, presenting the work of architects, investors, suppliers, and documenting events in the field of architecture, construction, and design both domestically and internationally. ARCHITECT+ establishes a reference level of quality for the domestic architectural scene independently and without compromise.

FREQUENCY: 6 times a year + 1 special: Top 100 architectural studios

PRINT CIRCULATION: 6 500 copies (each issue)

ADDRESSED DISTRIBUTION: 4 340 copies

SELECTED DISTRIBUTION POINTS: 500 copies

PRAGUE AIRPORT: 160 copies

SUBSCRIBERS: 1 500 copies

DIRECT DISTRIBUTION

1250

selected renowned architects and designers

350

key bankers

260

representatives of top management in key residential and commercial developers, leading real estate investors, real estate agencies, and other consultants

800

owners and top managers of businesses with revenues exceeding 250 million CZK

500

entrepreneurs with personal assets exceeding 100 million CZK

250

most influential women in the Czech Republic according to Forbes magazine and the most successful women in Czech business according to Ekonom magazine

330

richest Czechs and Slovaks according to Forbes magazine and Motejlek.com server

600

students from architectural and art high schools participating in prestigious competitions



ADVERTISING AND CONTENT PRESENTATION

Price list and technical parameters

Individual dimensions (width × height) are assigned to advertising prices.
DISCOUNTS FOR REPEATED ADVERTISING depending on the volume.

2nd cover <div style="text-align: center;">240 × 335</div> <div style="text-align: center;">160 000 CZK</div>	3rd cover <div style="text-align: center;">240 × 335</div> <div style="text-align: center;">140 000 CZK</div>	4th cover <div style="text-align: center;">240 × 335</div> <div style="text-align: center;">190 000 CZK</div>	First double page spread <div style="text-align: center;">480 × 335</div> <div style="text-align: center;">185 000 CZK</div>
First full page <div style="text-align: center;">240 × 335</div> <div style="text-align: center;">110 000 CZK</div>	Second full page <div style="text-align: center;">240 × 335</div> <div style="text-align: center;">105 000 CZK</div>	Second double page spread <div style="text-align: center;">480 × 335</div> <div style="text-align: center;">180 000 CZK</div>	Half page <div style="text-align: center;">240 × 167,5</div> <div style="text-align: center;">75 000 CZK</div>
Full page in editorial section <div style="text-align: center;">240 × 335</div> <div style="text-align: center;">140 000 CZK</div>	Full page <div style="text-align: center;">240 × 335</div> <div style="text-align: center;">95 000 CZK</div>	Double page spread <div style="text-align: center;">480 × 335</div> <div style="text-align: center;">175 000 CZK</div>	

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INTERVIEW

Standard interview in the magazine 3/1 240 000 CZK



ADVERTORIAL

- Full page 95 000 CZK
- Double page spread 175 000 CZK



MARKET PLACE 1 – 3 products 30 000 CZK

LEAFLET INSERT

- Undesignated position 100 000 CZK
- Designated position 120 000 CZK



A special edition of the **ARCHITECT+** magazine provides an overview of the best Czech architectural studios selected by the editorial board and the magazine's editors. It is the only survey of its kind in the country that not only reflects the size of the studio or the value of the project but also maps the long-term contribution of studios to the cultivation of the domestic architectural scene, the boldness of ideas, and the ideological and qualitative stability. The ranking is strictly independent and expresses the magazine's opinion on the domestic scene without the possibility of influencing it with anything other than the quality of the work of individual studios. Once a year one of the selected studios is also awarded the **ARCHITECT+ Magazine Award**. The issue also includes a selection of **Emerging Architects** – a list of the most interesting young architects and studios worth watching in the future.

FREQUENCY: Once a year

PRINT CIRCULATION: 6 500 copies (each issue)

ADDRESS DISTRIBUTION: 4 340 copies

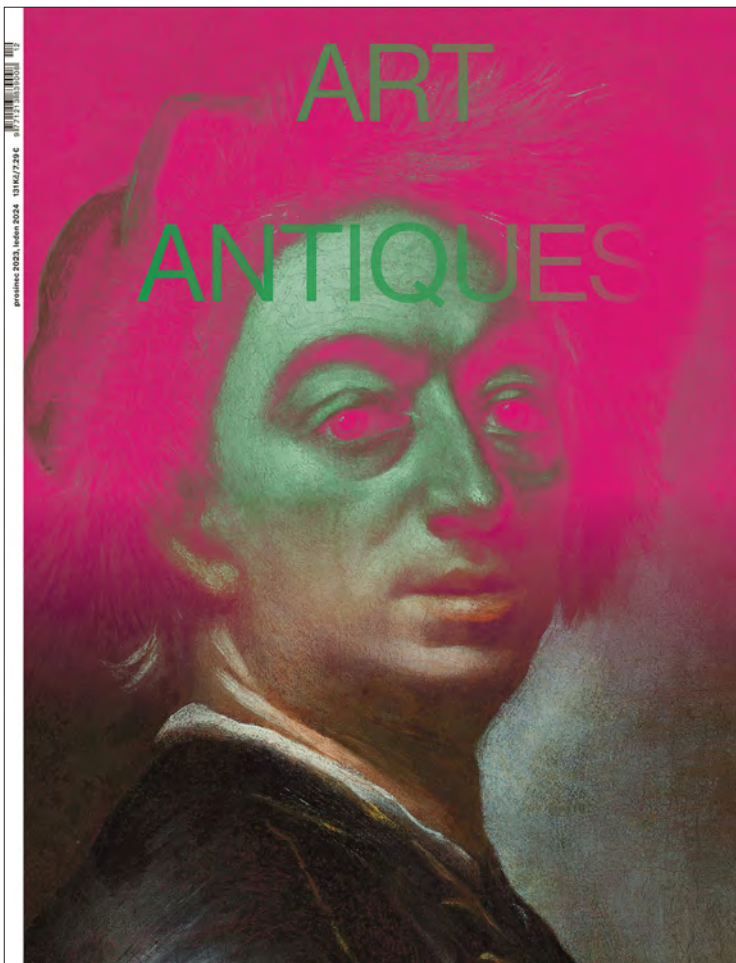
SELECTED DISTRIBUTION POINTS: 500 copies

ADVERTISING / price list and technical parameters

Individual dimensions (width × height) are assigned to advertising prices.

<p>2nd cover</p> <p>240 × 335</p> <p>160 000 CZK</p>	<p>3rd cover</p> <p>240 × 335</p> <p>140 000 CZK</p>	<p>4th cover</p> <p>240 × 335</p> <p>190 000 CZK</p>	<p>First double page spread</p> <p>480 × 335</p> <p>185 000 CZK</p>
<p>First full page</p> <p>240 × 335</p> <p>110 000 CZK</p>	<p>Second full page</p> <p>240 × 335</p> <p>105 000 CZK</p>	<p>Second double page spread</p> <p>480 × 335</p> <p>180 000 CZK</p>	<p>1/2 page</p> <p>240 × 167,5</p> <p>75 000 CZK</p>
<p>Full page in editorial section</p> <p>240 × 335</p> <p>140 000 CZK</p>	<p>Full page</p> <p>240 × 335</p> <p>95 000 CZK</p>	<p>Double page spread</p> <p>480 × 335</p> <p>175 000 CZK</p>	

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ART ANTIQUES is a magazine with a twenty-year tradition, uniquely combining contemporary art with art history, design with craftsmanship, and antiques with architecture. It is a unique periodical that focuses on trends in the art market. The magazine provides an overview of the art scene in the Czech Republic and Slovakia through interviews and thematic articles. Each issue includes a summary of current exhibitions and vernissages worth visiting.

FREQUENCY: 10 times a year, including two double issues

PRINT CIRCULATION: 10 000 copies (each issue)

DISTRIBUTION: Sales networks HDS Retail, GEKO, and VALMONT – 2 500 copies; bookstores, galleries, and museums – 2 000 copies

TRADE FAIRS AND FESTIVALS: 1 000 copies

SUBSCRIBERS: 4 500 copies

EDITORIAL PLAN

ART
ANTIQUES

Issue	Theme	Deadline	Distribution	Special project
2. 2024	In search of a masterpiece Exhibition at the Gallery of Modern Art in Hradec Králové.	15th Jan	8th Feb	Newsletter Artplus.cz
3. 2024	Pavel Büchler Retrospective at the Moravian Gallery in Brno.	19th Feb	14th Mar	Newsletter Artplus.cz
	ART+ Yearbook 2024	6th Mar	27th Mar	
4. 2024	New realisms Exhibition dedicated to realism in Czech art of the 20 th century at GHMP.	18th Mar	11th Apr	Newsletter Artplus.cz Event: Knihex Praha
5. 2024	Manierist graphic art at NGP Comprehensive representative exhibition at Valdštejnská jízdárna.	22nd Apr	16th May	Newsletter Artplus.cz
6. 2024	Summer season Exhibition in the regions, interview.	20th May	13th Jun	Newsletter Artplus.cz
7. 2024	Venice Biennale Review.	17th Jun	18th Jul	Newsletter Artplus.cz
8.—9. 2024	Double Issue with Prague Art Week September Exhibition Season + PAW 2024.	12th Aug	5th Sep	Event: Prague Art Week Event: GHMP Art Book Fair 2x newsletter Artplus.cz
10. 2024	Jindřich Chalupecký Award Interview or portfolio.	16th Sep	10th Oct	Newsletter Artplus.cz
11. 2024	Autumn season Foreign exhibition, interview.	21st Oct	14th Nov	Newsletter Artplus.cz Christmas campaign
12.—1. 2024—2025	Christmas double issue	18th Nov	12th Dec	2x newsletter Artplus.cz Christmas campaign

ADVERTISING

Price list and technical parameters

Individual dimensions (width × height) are assigned to advertising prices.
DISCOUNTS FOR REPEATED ADVERTISING depending on the volume.

2nd cover



3rd cover



4th cover



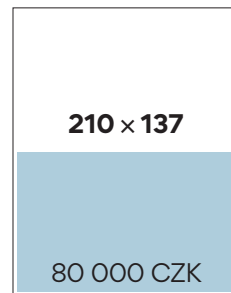
Full page



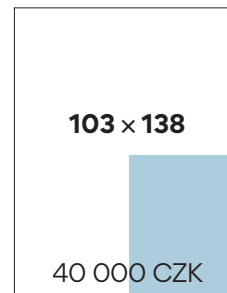
Double page spread



Half page



1/4 page



**Presentation
in the
Antiques section
(12 issues)**

20 000 CZK

**Presentation
in the exhibition
calendar
(10 issues)**

10 000 CZK

Submit advertising materials in the CMYK color space and at a 1:1 scale. Bitmap images should have a minimum resolution of 300 dpi. Provide materials in PDF, EPS, TIFF, PSD formats. For PDF and EPS, outline all fonts; for TIFF and PSD, merge graphics, including texts, into a single layer. For ads with bleed, a 5mm bleed is required on all sides. Place important logos and texts at least 8mm away from the trim. When submitting a double-page spread provide each page separately. Send advertising materials to the e-mail address: milan.novak@premiummediagroup.cz



Comprehensive overview of the past year in the art auction market – that’s ART+ Yearbook. Published continuously since February 2010, it summarizes the results of Czech and global auctions for the preceding year. With over two hundred pages, it provides not only a summary of the most important events in the art market but also includes interviews with collectors and art dealers. The Yearbook also features the J&T Banka Art Index, ranking the top one hundred contemporary artists. In 2022, it received a new, attractive graphic design, making it the only comprehensive overview of the subject in the Czech Republic and a sought-after addition to the library of every art enthusiast, whether well-versed or a layperson. ART+ Yearbook presents everything you wanted to know about the auction scene and the art market but were afraid to ask.

PRINTED EDITION: 10 000 copies
ART ANTIQUES SUBSCRIBERS: 4500 copies
SPECIFIC RECIPIENTS: 2500 copies
FREE SALE: 2500 copies
SELECTED DISTRIBUTION POINTS: 500 copies

ADVERTISING / price list and technical parameters

Individual dimensions (width × height) are assigned to advertising prices.

2 nd cover	3 rd cover	4 th cover	Full page
240 × 240	240 × 240	240 × 240	240 × 240
170 000 CZK	150 000 CZK	190 000 CZK	115 000 CZK
Double page spread			
480 × 240			
200 000 CZK			

Submit advertising materials in the CMYK color space and at a 1:1 scale. Bitmap images should have a minimum resolution of 300 dpi. Provide materials in PDF, EPS, TIFF, PSD formats. For PDF and EPS, outline all fonts; for TIFF and PSD, merge graphics, including texts, into a single layer. For ads with bleed, a 5mm bleed is required on all sides. Place important logos and texts at least 8mm away from the trim. When submitting a double-page spread provide each page separately. Send advertising materials to the e-mail address: milan.novak@premiummediagroup.cz



Premium BRNO is a lifestyle business magazine focusing on the scene of the Moravian metropolis and its surroundings. In detailed interviews, it introduces the most interesting personalities, companies, and projects in the business and social life of the South Moravian region. Additionally, it covers topics related to investments, culture, design, art, and lifestyle. Presented in a modern graphic design, with premium processing, and an unparalleled direct distribution.

FREQUENCY: 2 times a year

PRINTED EDITION: 5000 copies (each issue)

ADDRESS DISTRIBUTION: 5000 copies

EDITORIAL PLAN



Issue	Theme	Deadline	Distribution	Special project
1. 2024	Finance, Investments, Technology	9 th Apr	30 th Apr	Digital: Newsletter
2. 2024	Real Estate and Development	17 th Sep	8 th Oct	Digital: Newsletter

DIRECT DISTRIBUTION IN A TOTAL OF 5000 COPIES

- 70 % Brno
- 10 % South Moravian Region
- 20 % regional distribution throughout the Czech Republic

- 2050 specific recipients
- 850 strategic partnerships with local businesses
- 600 attractive distribution points
- 500 significant social events (trade fairs, conferences, private meetings, balls, and others)
- 1000 additional (gradual) distribution

DIRECT DISTRIBUTION

100
executives from the most significant financial groups, private equity, and venture capital investors

150
strategic and managerial consultants, auditors, tax advisors, and headhunters

50
key partners from the largest law firms and other elite attorneys

150
well-known investors, owners, and executives from the highest management in the IT, telecommunications, and internet sectors

150
selected architects and design studios

500
significant companies with revenues exceeding 100 million CZK

150
most important bankers and private asset managers

200
highest representatives in public administration and the most important representatives of municipal politics

100
largest family businesses

200
representatives from the top management of key developers, managers of residential and commercial spaces, leading real estate investors, agencies, and advisors

100
owners of key marketing, PR, and online agencies

100
owners, directors, and key marketers in the luxury, premium goods and services, lifestyle sectors, especially fashion, jewelry, watches, and cosmetics

50
representatives from the top management of companies in the CZECH TOP 100

850
strategic partnerships with local businesses

600
attractive distribution points

500
significant social events (trade fairs, conferences, private meetings, balls, and others)

1000
additional (gradual) distribution



SELECTED DISTRIBUTION POINTS

Offices and Institutions

Česká advokátní komora
 Komora daňových poradců
 Krajský úřad Jihomoravského kraje
 Magistrát města Brna
 Masarykova univerzita
 Mendelova univerzita
 Městský úřad Blansko
 Městský úřad Břeclav
 Městský úřad Hodonín
 Městský úřad Mikulov
 Městský úřad Moravský Krumlov
 Městský úřad Rosice
 Městský úřad Vyškov
 Městský úřad Znojmo
 Nejvyšší soud
 Nejvyšší správní soud
 Úřad pro ochranu hospodářské soutěže
 Ústavní soud

Banks, Asset Management, and Financial Advisors

Brno Resoluta Investment s.r.o.
 Cyrrus
 Česká spořitelna / ERSTE
 ČSOB
 Direct pojišťovna
 DRFG

J&T Banka
 Komerční banka
 Private Financial Group

Reception Areas of Prominent Companies

CTP
 Deloitte
 Ernst & Young
 Garage Angels
 Gaute
 Havel & Partners
 Imos Brno
 Jet Investments
 Kiwi
 Konica Minolta
 KPMG
 Miele
 Moravská stavební
 OHL ŽS
 Partners
 Portiva
 PwC
 Real Spektrum
 Redbaenk
 Renomia
 Svoboda & Williams
 Trikaya
 Unistav
 Velux
 Y Soft
 a další

Golf courses, Sports, and Leisure

Aqualand Moravia
 Austerlitz Golf Resort
 DRFG arena
 Golf Brno Kaskáda
 Golf Královská Vinice
 Infinit wellness (Maximus Resort)
 Sokrates Golf Club Kořenec

Hotels, Restaurants, Cafés

4pokoje
 Bar, který neexistuje
 Barceló Brno Palace
 Borgo Agnese
 Boutique Hotel Tanzberg
 Butcher's
 Café FARA
 Castellana Trattoria
 Courtyard by Marriott
 eFi Hotel & eFi Palace
 eFi Spa Hotel & Pivovar
 Grandezza Hotel
 Holiday Inn Brno
 Hotel Lotrinský
 Hotel Štajnahus
 Hotel Volařík
 Chateau Čejkovice
 Jakoby
 Kavárna a pražírna Rebelbean
 KUK Bistro

La Bouchee
 Marcel Ihnačák Restaurant
 Maximus Resort
 Palazzo Restaurant
 Pavillon
 Restaurant Tefiti
 Retro Consistorium
 Signature
 Sojka & spol.
 The Mori
 Valoria
 Valtice 1100
 Vinařství Fabig
 Vinařství J. Stávek
 Vinařství Krásná hora
 Vinařství Nestarec
 Vinařství Obelisk
 Vinařství Sonberk

Galleries, Auction Halls, and Culture

1. Art Consulting
 Arch.Design
 Aukční dům Zezula
 Fait Gallery
 Filharmonie Brno
 Galerie Závodný
 Křehký gallery
 Moravská galerie
 Moravské zemské muzeum
 Sýpka aukční síň

Car Showrooms, Furniture, Fashion, and Jewelry Showrooms

AutoPalace Brno
 CarTec
 Galard
 Grand Beds
 H-PARK - interiérové centrum
 Hošek Motor
 Klenotnictví Hanák
 Klenotnictví Mark Pjetri
 Klenoty Opluštěl
 Konsepti
 MY DVA showroom
 Object Concept Store
 Phase
 Place Store
 Renocar
 Royal Comfort
 Vavavoom

ADVERTISING AND CONTENT PRESENTATION

Price list and technical parameters

Individual dimensions (width × height) are assigned to advertising prices.

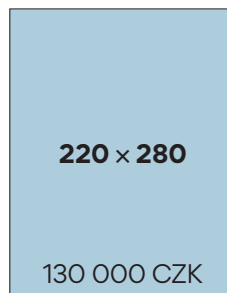
DISCOUNTS FOR REPEATED ADVERTISING depending on the volume.



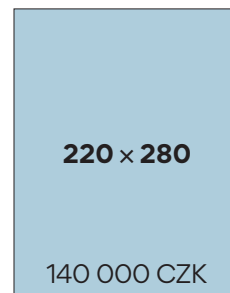
2nd cover



3rd cover



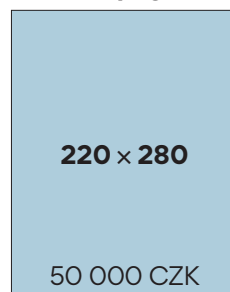
4th cover



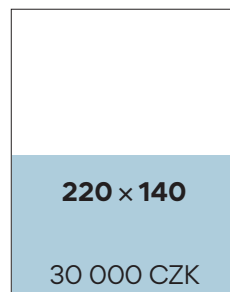
Double page spread



Full page



Half page



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INTERVIEW

130 000 CZK



PR PRODUCT

10 000 CZK



ADVERTORIAL

- Full page 50 000 CZK
- Double page spread 90 000 CZK
- One-third of a page 20 000 CZK

EDITORIAL PLAN



Issue	Theme	Deadline	Distribution	Special project
1. 2024	Norway – From Ship to Skis Paragliding legend, Extreme fishing in the Amazon, Climbing challenge – Mount Blanc, Billions in Formula 1, Polo on Horseback.	21 st Dec 2023	16 th Jan	Digital: Newsletter
2. 2024	In preparation	4 th Apr	25 th Apr	Digital: Newsletter
3. 2024	In preparation	23 rd Aug	12 th Sep	Digital: Newsletter
4. 2024	In preparation	22 nd Oct	12 th Nov	Digital: Newsletter

PREMIUM SPORTS is a guide to the world of sports for the most demanding enthusiasts. Yachting, gold, skiing, running, kitesurfing, equestrian sports, aerial sports, cycling, yoga, football, and many other attractive disciplines satisfy the desire for adrenaline and unforgettable experiences. Explore both well-known and hidden destinations, the latest technologies, exclusive equipment, and inspiring profiles of the best athletes. The magazine features reports from extraordinary sports events, exclusive interviews, and useful tips and advice from professionals on achieving top performance. Prepare for unforgettable adventures full of inspiration and excellence. For those who expect more from sports than just entertainment – for those seeking top-notch sports experiences and inspiration.

FREQUENCY: 4 times a year

PRINT CIRCULATION: 8000 copies (each issue)

ADDRESS DISTRIBUTION: 5200 copies

SELECTED DISTRIBUTION POINTS AND SPORTS RESORTS: 1440 copies

AIRPORT LOUNGES AT VÁCLAV HAVEL AIRPORT: 160 copies

SUBSCRIBERS: 1200 copies

DIRECT DISTRIBUTION

330
wealthiest Czechs and Slovaks according to Forbes magazine and motejlek.com server

200
most influential women in the Czech Republic

250
representatives of the top management of companies in the CZECH TOP 100

250
individuals in leadership positions in the most significant financial groups, private equity, and venture capital investors

100
selected Czech architects and design studios

220
representatives of the top management of key developers of residential and commercial spaces, along with other leading real estate investors, real estate agencies, and other consultants

250
individuals in top positions in public administration, especially ministers, key deputy ministers, and the most important representatives of municipal politics

2000
owners and top managers of businesses with revenues exceeding 250 million CZK

100
representatives of the largest family businesses

500
entrepreneurs with personal assets exceeding 100 million CZK

350
most important bankers and private wealth managers

50
key partners of the top 40 best law firms

200
strategic and managerial advisors, auditors, tax advisors, headhunters, owners of key marketing or PR agencies, lobbyists

200
well-known investors, owners, and top management of companies in the field of information technology, telecommunications, and the internet

+ distribuční místa
+ předplatitelé



ADVERTISING

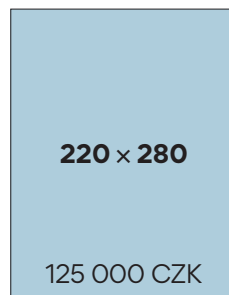
Price list and technical parameters

Individual dimensions (width × height) are assigned to advertising prices.
DISCOUNTS FOR REPEATED ADVERTISING depending on the volume.

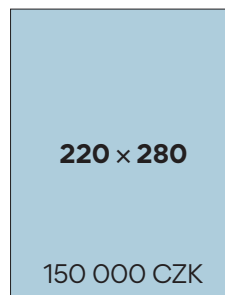
2nd cover



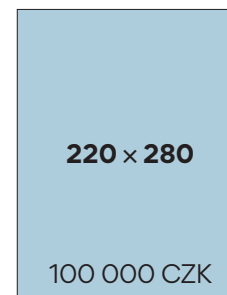
3rd cover



4th cover



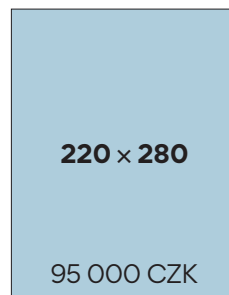
First full page



First double page spread



Second full page



Second double page spread



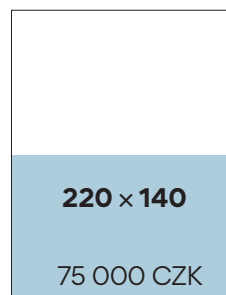
Full page



Double page spread



Halfpage



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CONTENT PRESENTATION

Price list and technical parameters

DISCOUNTS FOR REPEATED ADVERTISING depending on the volume.

PREMIUM
SPORTS



INTERVIEW

175 000 CZK



PHOTO STORY

175 000 CZK

BOOK JACKET / STRAP

175 000 CZK

LEAFLET INSERT

- Undesignated position 120 000 CZK
- Undesignated position 150 000 CZK



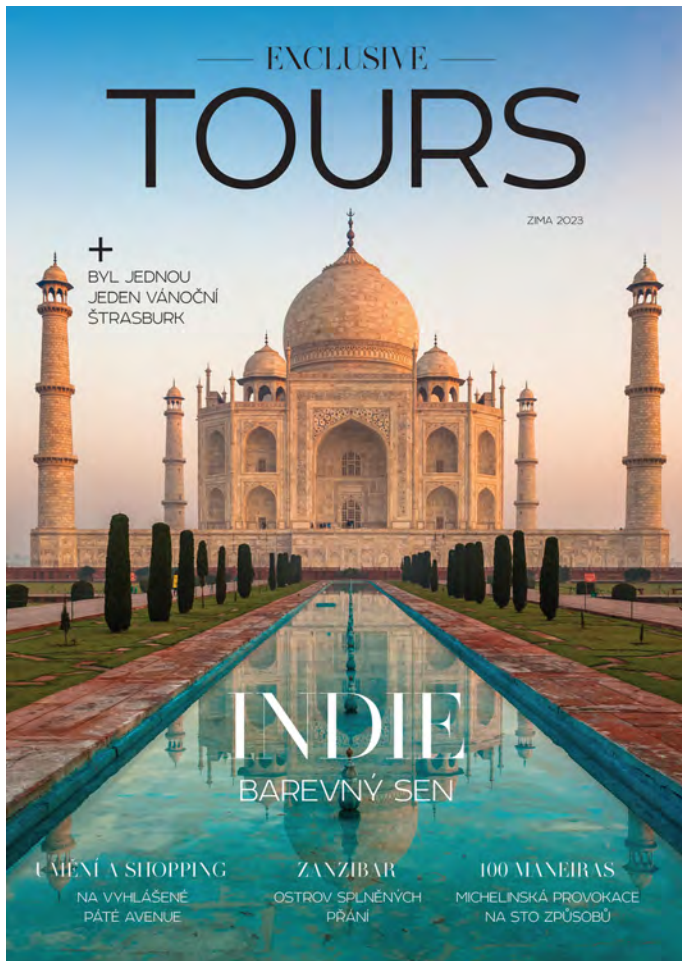
ADVERTORIAL

- 1/1 strana 85 000 CZK
- 2/1 dvoustrana 120 000 CZK



PR PRODUCT

40 000 CZK



Exclusive Tours magazine is dedicated to high-end travel and lifestyle. It is crafted with quality articles in which knowledgeable authors present selected destinations from various perspectives and contexts, always in a fresh, new, and service-oriented manner. Exclusive Tours covers both adrenaline-fueled experiences, such as expeditions beyond the Arctic Circle, extreme sports in exceptional locations, or journeys into jungles and deserts, as well as idyllic beach destinations, city exploration, and discovering hidden gems in classic European destinations. An integral part of the content includes travels for gourmet experiences tailored for foodies. Exclusive Tours provides tips on exceptional global restaurants with authentic reviews, as well as reports from vineyards and studios of luxury brands.

FREQUENCY: 4 times a year

PRINTED CIRCULATION: 2 000 copies (each issue)

DISTRIBUTION: 1 500 copies to VIP clients of Exclusive Tours travel agency, whose average spending on vacations is 25 000 euros. 500 copies to selected private jet lounges and receptions of the most prominent private banks.

EDITORIAL PLAN

— EXCLUSIVE —
TOURS

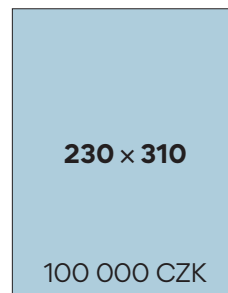
Issue	Effective date	Deadline	Distribution
1. 2024	SPRING	20 th Feb	12 th Mar
2. 2024	SUMMER	12 th Apr	2 nd May
3. 2024	AUTUMN	1 st Aug	22 nd Aug
4. 2024	WINTER	7 th Nov	28 th Nov

ADVERTISING / price list and technical parameters

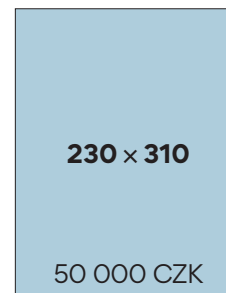
Individual dimensions (width × height) are assigned to advertising prices.

DISCOUNTS FOR REPEATED ADVERTISING depending on the volume.

3rd cover



Full page



Double page spread



Submit advertising materials in the CMYK color space and at a 1:1 scale. Bitmap images should have a minimum resolution of 300 dpi. Provide materials in PDF, EPS, TIFF, PSD formats. For PDF and EPS, outline all fonts; for TIFF and PSD, merge graphics, including texts, into a single layer. For ads with bleed, a 5mm bleed is required on all sides. Place important logos and texts at least 8mm away from the trim. When submitting a double-page spread provide each page separately. Send advertising materials to the e-mail address: milan.novak@premiummediagroup.cz



Boldness. Movement. Inspiration. Style. The Audi Lifestyle Magazine brings exclusive insights into the dynamic world of Audi in top quality and with a unique design. The magazine presents the best inspiring stories aimed at customers and fans of the brand. Explore with us the world of innovation, progressive technologies, passionate creativity, pioneers of unconventional approaches, design, sustainable progress, new cars, people who shaped and continue to shape the brand, travel, sports, and lifestyle.

FREQUENCY: 2x per year

PRINT RUN: 7 000 copies (each issue)

DISTRIBUTION: Showrooms, dealerships, and Porsche dealers in the Czech Republic, as well as significant social and sporting events.

EDITORIAL PLAN



Issue	Effective date	Deadline	Distribution
1. 2024	SPRING – SUMMER	18 th Apr	4 th June
2. 2024	AUTUMN – WINTER	1 st Oct	22 nd Oct

ADVERTISING / price list and technical parameters

Individual dimensions (width × height) are assigned to advertising prices.
DISCOUNTS FOR REPEATED ADVERTISING depending on the volume.

3 rd cover	4 th cover	Full page
210 × 270	210 × 270	210 × 270
110 000 CZK	120 000 CZK	100 000 CZK
Double page spread		
420 × 270		
150 000 CZK		

Submit advertising materials in the CMYK color space and at a 1:1 scale. Bitmap images should have a minimum resolution of 300 dpi. Provide materials in PDF, EPS, TIFF, PSD formats. For PDF and EPS, outline all fonts; for TIFF and PSD, merge graphics, including texts, into a single layer. For ads with bleed, a 5mm bleed is required on all sides. Place important logos and texts at least 8mm away from the trim. When submitting a double-page spread provide each page separately. Send advertising materials to the e-mail address: milan.novak@premiummediagroup.cz



The magazine Background is a client publication of the investment company ZDR Investments, with a real estate investment value reaching 13.4 billion CZK. ZDR real estate funds invest in income-generating commercial properties in the Czech Republic, Slovakia, Austria, Germany, and Croatia. The goal is to sophisticatedly maintain contact with investors/clients and introduce the company beyond the usual communication boundaries. Informative, entertaining, and thought-provoking. Background magazine departs from established paths, going against the tide of time and ideas to bring readers unconventional approaches not only to investing.

FREQUENCY: 2x per year (March / October)

EXTENT: 100 pages

PRINT RUN: 1000 copies

DISTRIBUTION: 70% ZDR Investments clients, 30% partners from the Premium Media Group database

EDITORIAL PLAN

Issue	Effective date	Deadline	Distribution
1. 2024	SPRING – SUMMER	21 st Mar	23 rd Apr
2. 2024	AUTUMN – WINTER	2 nd Oct	23 rd Oct

ADVERTISING / price list and technical parameters

Individual dimensions (width × height) are assigned to advertising prices.
DISCOUNTS FOR REPEATED ADVERTISING depending on the volume.

3 rd cover	4 th cover	First full page	First double page spread
210 × 270	210 × 270	210 × 270	420 × 270
130 000 CZK	150 000 CZK	100 000 CZK	130 000 CZK
Full page	Double page spread		
210 × 270	420 × 270		
90 000 CZK	120 000 CZK		

Submit advertising materials in the CMYK color space and at a 1:1 scale. Bitmap images should have a minimum resolution of 300 dpi. Provide materials in PDF, EPS, TIFF, PSD formats. For PDF and EPS, outline all fonts; for TIFF and PSD, merge graphics, including texts, into a single layer. For ads with bleed, a 5mm bleed is required on all sides. Place important logos and texts at least 8mm away from the trim. When submitting a double-page spread provide each page separately. Send advertising materials to the e-mail address: milan.novak@premiummediagroup.cz



The Black Tie is a magazine tailored for the most demanding clients of private banking at Friedrich Wilhelm Raiffeisen. Sophisticated content crafted by the best authors from the Czech and Slovak media scenes, stylish graphics embracing current design trends, and luxurious materials together create an elegant and attractive magazine concept that is unafraid of any topic. Thanks to distribution to clients of private banking at Friedrich Wilhelm Raiffeisen, The Black Tie offers unparalleled efficiency in targeting audiences from the highest socio-economic group.

FREQUENCY: 1x per year

PRINT RUN: 2000 copies (each issue)

DISTRIBUTION: VIP clients of private banking at Friedrich Wilhelm Raiffeisen

EDITORIAL PLAN

THE
BLACK
TIE

Issue	Effective date	Deadline	Distribution
2024	2024	25 th Mar	15 th Apr



ADVERTISING / price list and technical parameters

Individual dimensions (width × height) are assigned to advertising prices.

DISCOUNTS FOR REPEATED ADVERTISING depending on the volume.

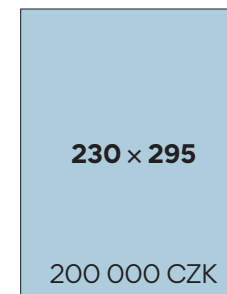
Full page



Double page spread



3rd cover



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**PREMIUM
MEDIA
GROUP**

Na Perštýně 2, Prague 1, 110 00

E-mail: info@premiummediagroup.cz

Phone: +420 602 346 334

[General Terms and Conditions](#)