

# Print and Specials

ESTATE

ARCHITECT+

ART  
ANTIQUES



PREMIUM  
SPORTS



THE  
BLACK  
TIE



# 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)

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## 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

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## 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

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## 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

### **Estate.cz**

16 400 page views, 9 000 users

### **Artplus.cz**

51 000 page views, 13 900 users

### **PremiumSports.cz**

4 200 page views, 3 600 users

## NEWSLETTERS

### **Newsletter Subscribers:**

46 600

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

### **Average Overall open rate:**

22% - 50% (depending on the type of newsletter)

## SOCIAL MEDIA



### **Facebook:**

17 500 followers



### **Instagram:**

29 500 followers






### **LinkedIn:**

2 300 followers

# PUBLICATION SCHEDULE

Magazine	Issue	Effective date	Deadline	Distribution
<b>ESTATE</b>	1/2026	JANUARY	2. 1.	20. 1.
	2/2026	FEBRUARY	27. 1.	17. 2.
	3/2026	MARCH	24. 2.	17. 3.
	4/2026	APRIL	24. 3.	16. 4.
	5/2026	MAY	22. 4.	13. 5.
	6/2026	JUNE	26. 5.	16. 6.
	7/2026	JULY	18. 6.	9. 7.
	8/2026	AUGUST	23. 7.	13. 8.
	9/2026	SEPTEMBER	27. 8.	17. 9.
	10/2026	OCTOBER	22. 9.	13. 10.
	11/2026	NOVEMBER	22. 10.	12. 11.
	12/2026	DECEMBER	18. 11.	8. 12.
<b>ARCHITECT+</b>	1/2026	FEBRUARY - MARCH	22. 1.	12. 2.
	2/2026	APRIL - MAY	30. 3.	20. 4.
	Special TOP 100	YEAR 2026	7. 5.	28. 5.
	3/2026	JUNE - JULY	1. 6.	22. 6.
	4/2026	AUGUST - SEPTEMBER	30. 7.	20. 8.
	5/2026	OCTOBER - NOVEMBER	10. 9.	5. 10.
	6/2026	DECEMBER - JANUARY 2027	20. 10.	10. 11.
<b>PREMIUM SPORTS</b>	1/2026	SPRING - SUMMER	APRIL 2026	APRIL 2026
	2/2026	AUTUMN - WINTER	OCTOBER 2026	OCTOBER 2026
<b>PREMIUM BRNO.</b>	1/2026	SPRING - SUMMER	15. 4.	6. 5.
	2/2026	AUTUMN - WINTER	24. 9.	19. 10.

Magazine	Issue	Effective date	Deadline	Distribution
<b>ART ANTIQUES</b>	2/2026	FEBRUARY	19. 1.	12. 2.
	3/2026	MARCH	16. 2.	12. 3.
	Yearbook ART+ 2026	2026	5. 3.	26. 3.
	4/2026	APRIL	23. 3.	16. 4.
	5/2026	MAY	20. 4.	14. 5.
	6/2026	JUNE	18. 5.	11. 6.
	7/2026	JULY	15. 6.	16. 7.
	8—9/2026	AUGUST - SEPTEMBER	10. 8.	3. 9.
	10/2026	OCTOBER	14. 9.	8. 10.
	11/2026	NOVEMBER	19. 10.	12. 11.
	12/2026—1/2027	DECEMBER - JANUARY	16. 11.	10. 12.
		1/2026	SPRING - SUMMER	30.4.
2/2026		AUTUMN - WINTER	27. 10.	18. 11.
	1/2026	2026	18. 3.	9. 4.
		1/2026	SPRING - SUMMER	31.3.
2/2026		AUTUMN - WINTER	24. 9.	19. 10.

## EDITORIAL PLAN



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:** 12× per year

**PRINTED CIRCULATION:** 6 600 copies (each issue)

**ADDRESS DISTRIBUTION:** 5 200 copies

**SELECTED DISTRIBUTION POINTS:** 600 copies

**SUBSCRIBERS:** 800 copies

Issue	Theme	Deadline	Distribution	Special project
1. 2026	The year 2025 in numbers and outlook for 2026	2. 1.	20. 1.	Digital: Newsletter
2. 2026	Office/Facility Management	27. 1.	17. 2.	Digital: Newsletter
3. 2026	Art in Development + Special: Finance and Investment	24. 2.	17. 3.	Digital: Newsletter
4. 2026	Regions and Slovakia	24. 3.	16. 4.	Digital: Newsletter
5. 2026	Brownfields and renovations	22. 4.	13. 5.	Digital: Newsletter
6. 2026	Special: Estate Report + Real Estate Funds	26. 5.	16. 6.	Digital: Newsletter
7. 2026	Cottages and mountain residences	18. 6.	9. 7.	Digital: Newsletter
8. 2026	Sustainability	23. 7.	13. 8.	Digital: Newsletter
9. 2026	Rents and rental housing	27. 8.	17. 9.	Digital: Newsletter
10. 2026	Luxury real estate/luxury living + Special: Estate Wealth Report	22. 9.	13. 10.	Digital: Newsletter
11. 2026	Logistics and industrial	22. 10.	12. 11.	Digital: Newsletter
12. 2026	Special: Estate Awards 2026	18. 11.	8. 12.	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

keypartners 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

Časopis ESTATE získal ocenění v soutěži Fénix Awards 2024

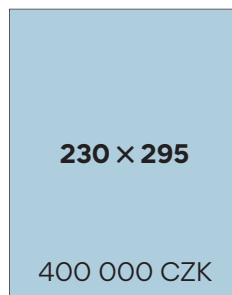


## Price list and technical parameters

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

DISCOUNTS FOR REPEATED ADVERTISING depending on the volume.

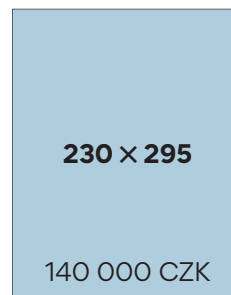
**1st cover + interview**



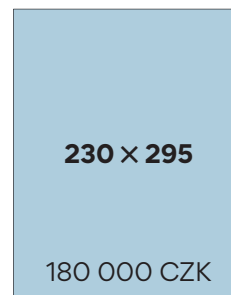
**2nd cover**



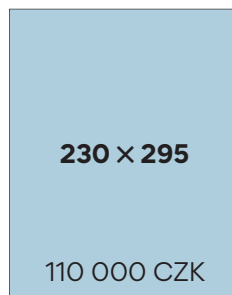
**3rd cover**



**4th cover**



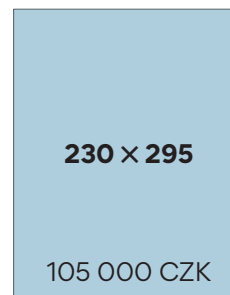
**First full page**



**First double page spread**



**Second full page**



**Second double page spread**



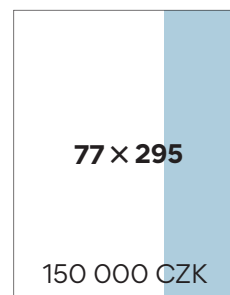
**Full page**



**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](mailto:milan.novak@premiummediagroup.cz)

# CONTENT PRESENTATION

## Price list and technical parameters

DISCOUNTS FOR REPEATED ADVERTISING depending on the volume.

ESTATE



### 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.

### REALESTATE

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



### ROUND TABLE 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



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

Issue	Theme	Deadline	Distribution	Special distribution	Special project
1. 2026	Light as an aesthetic tool and a necessity for a good quality of life	22. 1.	12. 2.	FOR INTERIOR & DESIGN trade fair Atlas of Contemporary Czech Architecture (publication & event)	Digital: Newsletter 29.01. Digital: Product newsletter 03.02. Digital: Newsletter 26.02. Digital: Newsletter 26.03. Digital: Product newsletter 07.04.
2. 2026	SOUND Sports facilities, sports grounds, playgrounds, street equipment	30. 3.	20. 4.	Architect@Work Interior of the Year	Digital: Newsletter 30.04. Digital: Product newsletter 02.06. Digital: Newsletter 28.05.
TOP 100	Top 100 architectural studios	7. 5.	28. 5.	Gala evening for the TOP 100 architectural studios.	Newsletter TOP100
3. 2026	LIFE Family and apartment houses	1. 6.	22. 6.		Digital: Newsletter 25.06. Digital: Newsletter 30.07. Digital: Product newsletter 02.08.
4. 2026	EDUCATION AND CARE Schools, kindergartens, hospitals, retirement homes Renovation	30. 7.	20. 8.	For Arch Trade Fair	Digital: Newsletter 27.08. Digital: Newsletter 24.09.
5. 2026	DESIGN AND TECHNOLOGY Administrative buildings and retail Smart home, smart office, heating and air conditioning	10. 9.	5. 10.	Designblok. 1000 pcs oversupply	Digital: Product newsletter 06.10. Digital: Newsletter 07.10.
6. 2026	Czech Architecture Award	20. 10.	10. 11.	Announcement of the Czech Architecture Award. 1,200 copies oversupply.	Digital: Product newsletter 14. 11. Digital: Newsletter 26. 11. Digital: Newsletter 19. 12.

# 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

**Časopis ARCHITECT+ získal ocenění v soutěži Fénix Awards 2024i**



**Slavnostní večer TOP 100 ČESKÝCH ARCHITEKTONICKÝCH ATELIÉRŮ získal ocenění v soutěži Fénix Awards 2024**



## Price list and technical parameters

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

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

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](mailto:milan.novak@premiummediagroup.cz)

### INTERVIEW

Standard interview in the magazine 3/1 240 000 CZK



### ADVERTORIAL

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



**MARKET PLACE** 1 – 3 products 30 000 CZK

### LEAFLET INSERT

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



## ADVERTISING/price list and technical parameters

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

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

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

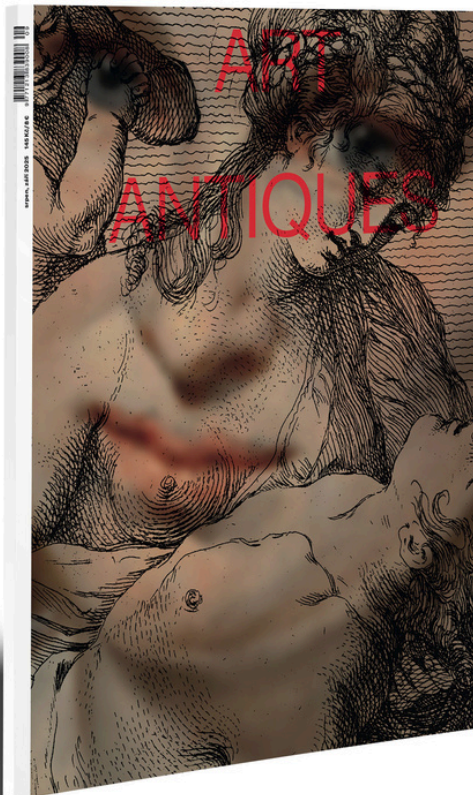
**AIRPORT PRAGUE:** 160 copies

**SUBSCRIBERS:** 1 500 copies

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](mailto:milan.novak@premiummediagroup.cz)

# EDITORIAL PLAN

ART  
ANTIQUES



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, GECCO, and VALMONT – 2 500 copies; bookstores, galleries, and museums – 2 000 copies including ČSOB Private banking center

**TRADE FAIRS AND FESTIVALS:** 1 000 copies

**SUBSCRIBERS:** 4 500 copies

Issue	Deadline	Distribution
<b>2.</b> 2026	19. 1.	12. 2.
<b>3.</b> 2026	16. 2.	12. 3.
<b>Yearbook ART+ 2026</b>	5. 3.	26. 3.
<b>4.</b> 2026	23. 3.	16. 4.
<b>5.</b> 2026	20. 4.	14. 5.
<b>6.</b> 2026	18. 5.	11. 6.
<b>7.</b> 2026	15. 6.	16. 7.
<b>8.—9.</b> 2026	10. 8.	3. 9.
<b>10.</b> 2026	14. 9.	8. 10.
<b>11.</b> 2026	19. 10.	12. 11.
<b>12.—1.</b> 2026—2027	16. 11.	10. 12.

# ADVERTISING

## Price list and technical parameters

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

DISCOUNTS FOR REPEATED ADVERTISING depending on the volume.

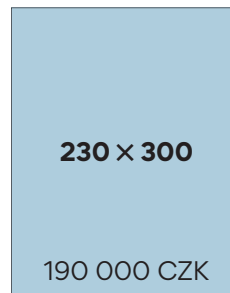
### 2nd cover



### 3rd cover



### 4th cover



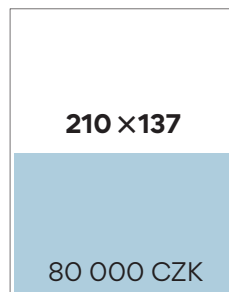
### Full page



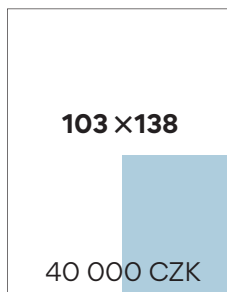
### Double page spread



### Half page



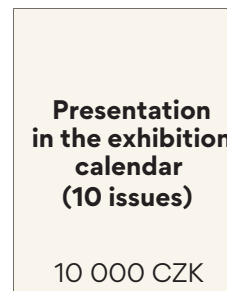
### 1/4 page



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



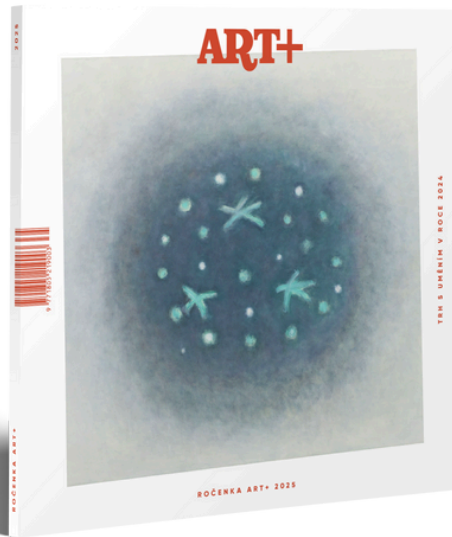
### Presentation in the exhibition calendar (10 issues)



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](mailto:milan.novak@premiummediagroup.cz)



# EDITORIAL PLAN



Issue	Effective date	Deadline	Distribution
2026	2026	5. 3.	26. 3.

Ročenka ART+ získala dvě ocenění v soutěži Fénix Awards 2024



## ADVERTISING/price list and technical parameters

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

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:** 4 500 copies
- SPECIFIC RECIPIENTS:** 2 500 copies
- FREE SALE:** 2 500 copies
- SELECTED DISTRIBUTION POINTS:** 500 copies

2nd cover	3rd cover	4th 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](mailto:milan.novak@premiummediagroup.cz)

# EDITORIAL PLAN



Issue	Effective date	Deadline	Distribution
1. 2026	SPRING - SUMMER	15.4.	6.5.
2. 2026	AUTUMN - WINTER	24.9.	19.10.

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:** 5 000 copies (each issue)

**ADDRESS DISTRIBUTION:** 5 000 copies

## DIRECT DISTRIBUTION IN A TOTAL OF 5 000 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  
Trikeya  
Unistav  
Velux  
Y Soft a další

## Golf courses, Sports, and Leisure

Aqualand Moravia  
Austerlitz Golf Resort  
DRFG arena  
Golf Brno Kaskáda  
Golf Královská Vinice  
Infinitt 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

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 Opluštil  
Konsepti  
MY DVA showroom  
Object Concept Store  
Phase  
Place Store  
Renocar  
Royal Comfort  
Vavavoom

# ADVERTISING AND CONTENT PRESENTATION

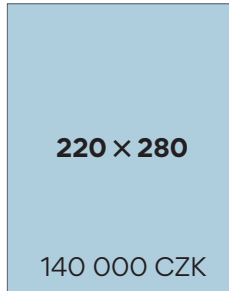


## Price list and technical parameters

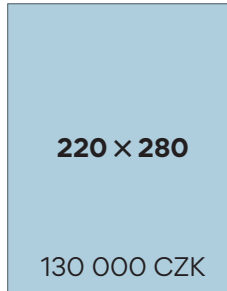
Individual dimensions (width × height) are assigned to advertising prices.

DISCOUNTS FOR REPEATED ADVERTISING depending on the volume.

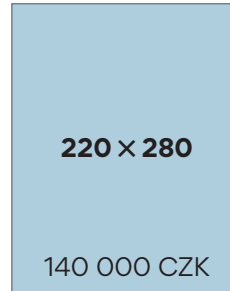
### 2nd cover



### 3rd cover



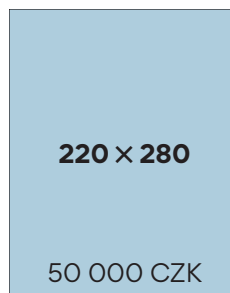
### 4th cover



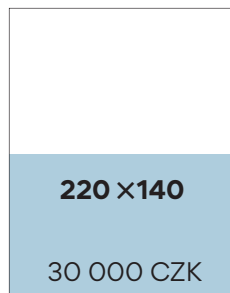
### Double page spread



### Full page



### Half page



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](mailto:milan.novak@premiummediagroup.cz)



### INTERVIEW

130 000 CZK



### PR PRODUCT

10 000 CZK



### ADVERTORIAL

- Fullpage 50 000 CZK
- Double pagespread 90 000 CZK
- One-thirdofapage 20 000 CZK

# EDITORIAL PLAN

PREMIUM  
SPORTS



Issue	Effective date	Deadline	Distribution
1. 2026	SPRING - SUMMER	APRIL 2026	APRIL 2026
2. 2026	AUTUMN - WINTER	OCTOBER 2026	OCTOBER 2026

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:** 2 times per year

**PRINT CIRCULATION:** 8 000 copies (each issue)

**ADDRESS DISTRIBUTION:** 5 200 copies

**SELECTED DISTRIBUTION POINTS AND SPORTS RESORTS:** 1 440 copies

**AIRPORT LOUNGES AT VÁCLAV HAVEL AIRPORT:** 160 copies

**SUBSCRIBERS:** 1 200 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

+ distribution places

+ subscribers

# ADVERTISING

## Price list and technical parameters

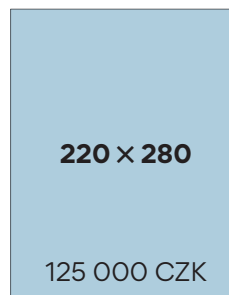
Individual dimensions (width × height) are assigned to advertising prices.

DISCOUNTS FOR REPEATED ADVERTISING depending on the volume.

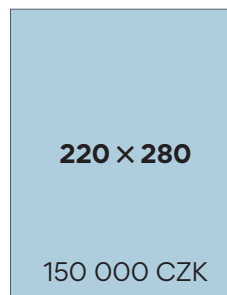
**2nd cover**



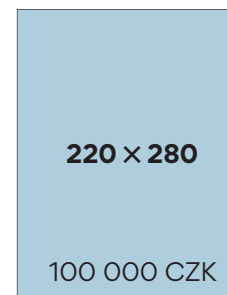
**3rd cover**



**4th cover**



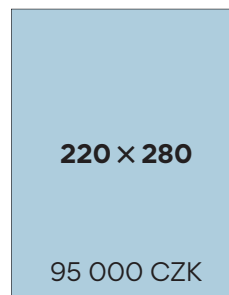
**First full page**



**First double page spread**



**Second full page**



**Second double page spread**



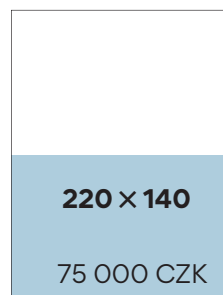
**Full page**



**Double page spread**



**Halfpage**



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](mailto:milan.novak@premiummediagroup.cz)

# CONTENT PRESENTATION

## Price list and technical parameters

DISCOUNTS FOR REPEATED ADVERTISING depending on the volume.



### INTERVIEW

175 000 CZK



### PHOTO STORY

175 000 CZK

### BOOKJACKET/STRAP

175 000 CZK

### LEAFLET INSERT

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



### ADVERTORIAL

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



### PR PRODUCT

40 000 CZK

# EDITORIAL PLAN



Issue	Effective date	Deadline	Distribution
1. 2026	SPRING – SUMMER	30.4.	21.5.
2. 2026	AUTUMN – WINTER	27.10.	18.11.

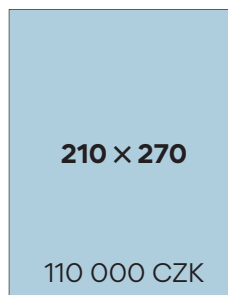
## ADVERTISING / price list and technical parameters

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

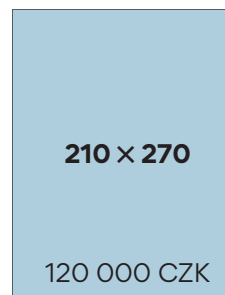


**Audi Magazin získal ocenění v soutěži Fenix Awards 2024**

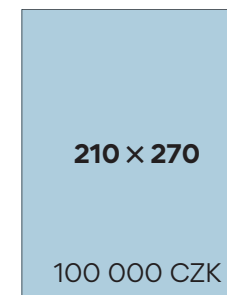
**3rd cover**



**4th cover**



**Full page**



**Double page spread**



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.

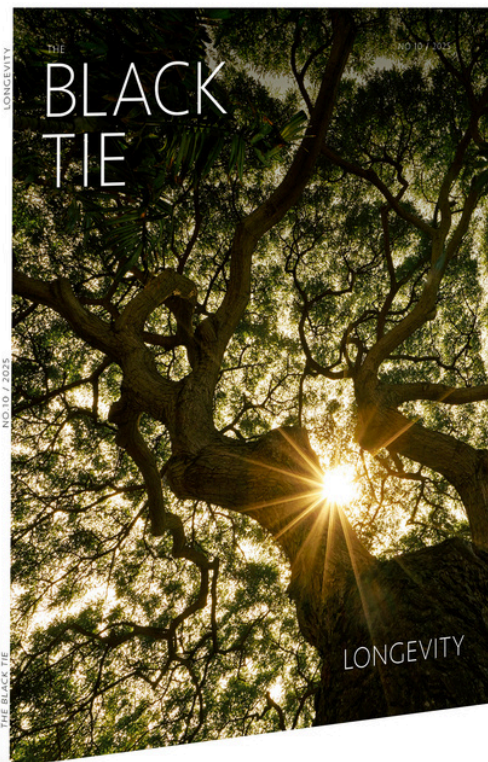
**FREQUENCY:** 2× per year

**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.

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](mailto:milan.novak@premiummediagroup.cz)

# EDITORIAL PLAN



Issue	Effective date	Deadline	Distribution
2026	2026	18.3.	9.4.



Magazín The Black Tie získal několik ocenění v soutěžích Czech Top 100 a Fénix Awards.

## ADVERTISING /price list and technical parameters

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

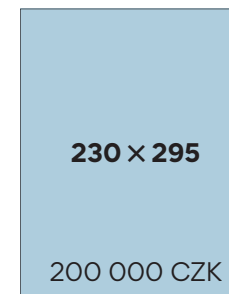
### Full page



### Double page spread



### 3rd cover



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 socioeconomic group.

**FREQUENCY:** 1x per year

**PRINT RUN:** 2 000 copies (each issue)

**DISTRIBUTION:** VIP clients of private banking at Friedrich Wilhelm Raiffeisen

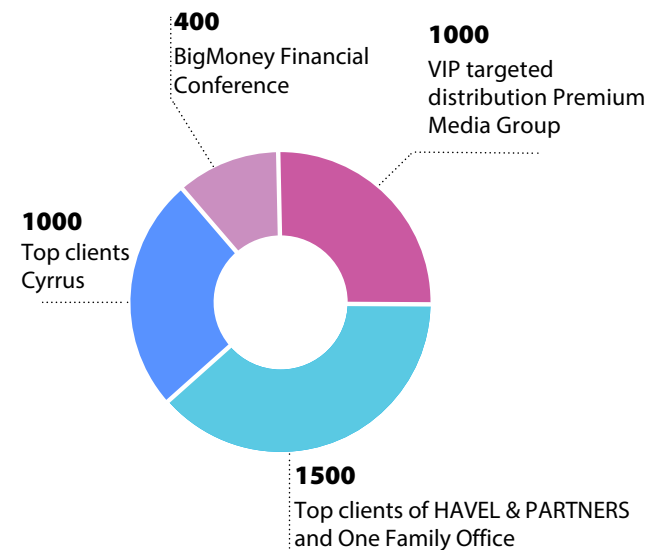
Submit advertising materials in the CMYK color space and at a 1:1 scale. Bitmap images should have a minimum resolution of 300 dpi. Provide materials in PDF, EPS, TIFF, PSD formats. For PDF and EPS, outline all fonts; for TIFF and PSD, merge graphics, including texts, into a single layer. For ads with 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](mailto:milan.novak@premiummediagroup.cz)

# EDITORIAL PLAN



Issue	Effective date	Deadline	Distribution
1. 2026	SPRING - SUMMER	31.3.	22.4.
2. 2026	AUTUMN - WINTER	24.9.	19.10.

## Distribution



### A magazine for those who shape the future

BigMoney is an exclusive magazine published twice a year, aimed at investors, top managers, business owners, and everyone who shapes the economy. It offers in-depth analyses of investment trends, inspiring interviews with business leaders, an overview of premium assets, and tools for protecting and growing wealth. Each issue focuses on a strategic topic that will influence the future of the economy and society. The Spring 2026 issue of BigMoney will focus primarily on the topic of "Women Changing the World." It will feature influential female entrepreneurs and their successful businesses. It will analyze the influence of women in key sectors of the economy and also look at the impact of gender diversity on the success of companies. It will also address the phenomenon of singles—both women and men—and the opportunities it brings.

**BigMoney is not just about money. It is about value that lasts.**

**FREQUENCY:** 2x per year (April / October 2026)

**FORMAT:** 210 x 270 mm

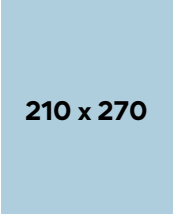
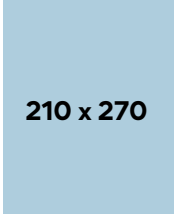

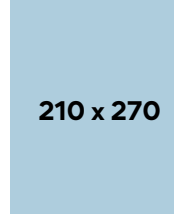
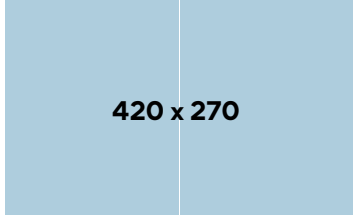
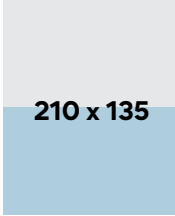
**PRINT RUN:** 3 900 copies

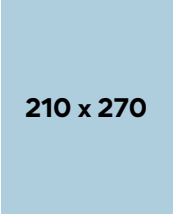
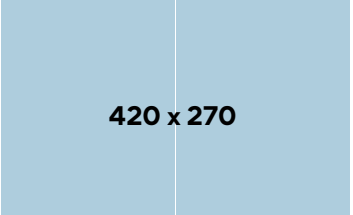
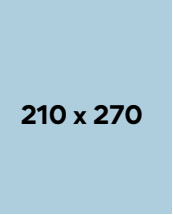
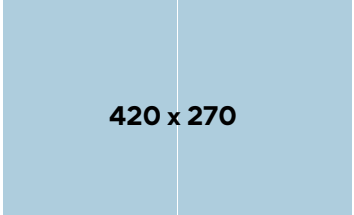
**ONLINE:** 49 000 newsletter recipients

# 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 advertisement	Double page advertisement	Half page advertisement
					
125 000 CZK	125 000 CZK	150 000 CZK	90 000 CZK	135 000 CZK	75 000 CZK

First advertising page in the magazine	First double-page advertisement in the magazine	Second advertising page in the magazine	Second double-page advertisement in the magazine
			
100 000 CZK	160 000 CZK	95 000 CZK	150 000 CZK

Interview **175 000 CZK**

## Advertorial

1/1 page **85 000 CZK**

2/1 double page **120 000 CZK**

Fotostory 4/1 **175 000 CZK**

PR product 1/5 **40 000 CZK**

Cover / Tape **175 000 CZK**

## Leaflet insertion

undesignated position **120 000 CZK**

designated position **150 000 CZK**

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## EDITORIAL PLAN

2025 Love for Art Designed for Pleasure Happy Dining Fragrance, Taste & Jewellery The Essence of Home The Power of Innovation Love Yourself #02

### Premium Gifts



Get ready for an unforgettable Christmas season full of inspiration, lifestyle, design, and sports! We are looking for your story. Become part of the Christmas edition of selected titles through your products and inspire a premium audience with luxury, quality, and unique experiences. Create an unforgettable Christmas atmosphere.

**The supplement will be included in the November issues of the magazines:**

- **ESTATE** (published 12. 11. 2026 - distribution 6 600 copies)
- **PREMIUM SPORTS** (published October 2026 - distribution 8 000 copies)
- **ARCHITECT+** (published 10. 11. 2026 - distribution 6 500 copies)

Print run: **21 100 copies** in total

Issue	Effective date	Deadline	Distribution
2026	Pre-Christmas season 2026	22. 9.	19.10.

## ADVERTISING /price list and technical parameters

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

<p><b>Full page 1/1</b></p> <p>295 × 420</p> <p>50 000 CZK</p>	<p><b>Halfpage 1/2</b></p> <p>295 × 210</p> <p>30 000 CZK</p>	<p><b>Quarter 1/4</b></p> <p>148 × 210</p> <p>15 000 CZK</p>	<p><b>Product recommendation 1/8 page</b></p> <p>148 × 105</p> <p>7 000 CZK</p>
----------------------------------------------------------------	---------------------------------------------------------------	--------------------------------------------------------------	---------------------------------------------------------------------------------

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](mailto:milan.novak@premiummediagroup.cz)

**PREMIUM  
MEDIA  
GROUP**

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Na Perštýně 2, Prague 1, 110 00

**E-mail:** [info@premiummediagroup.cz](mailto:info@premiummediagroup.cz)

**Phone:** +420 602 346 334

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[General Terms and Conditions](#)