

MUŽIVČESKU

Mediakit

FOR YOU



01

Muži v Česku an invitation to a good company.

It's about refined fashion – a fashion which is elegant, innovative and interesting. It's about design and lifestyle advice capable of changing your life. It's about people, adventure, travel, fine drinks and high-quality gastronomy. It's about the importance of craft, from watches to cars. It's about humour, women, legends and everything related to savoir-vivre.



02

What we can do for you?

- A highly sophisticated presentation of your brand, products and services in a graphically appealing format to a broad audience.
- Classic print adverts as well as tailor-made content.
- Editorial support, PR articles (see examples). Our seasoned professional team is able to make promotional content attractive for readers to maximize impact.
- Digital (widely-followed social networks, a web magazine).
- Increasingly efficient print advertising, which experiences a revival.





03

Periodicity:

bi-monthly

Tone:

Attractive design, maximum attractiveness and reader comfort, sharp sense of humour, precise and specific information, lifestyle versatility, no bullshit.

04

Regular sections



LAST OF THE GREAT

Great people, great work, great inspiration.



INTERVIEW

People with talent and masters in their field who are pleasure to talk to and read about.



BUSINESS

Inspiration, success, productivity.



DRESSCODE

Everything from the past, present and future of fashion.



WISHLIST

Things that make life better. Because everyone deserves a reward.



GEAR

Cars, planes, yachts, or transportation to anywhere by any means.

05

Target group

- Managers, businessmen, modern and successful men, owners of firms, fashionistas, design geeks and culture lovers.
- 80% men / 20% women
- AB groups, with income over CZK 60,000 per month
- Age 22–56





06

Web magazine

What is it about?

Since 2011.

An online magazine has been published alongside the print edition.

Fresh and quick news from the world of fashion, design, lifestyle. Loads of sharp comments, a pinch of hyperbole, a handful of irony, oodles of sense of perspective and, most importantly, up-to-date information, communicated in a professional way.

Thanks to a broad basis of followers on Facebook and Instagram, the digital articles have a wide reach and can contain a click-through to your website.


07


Daily number of visits

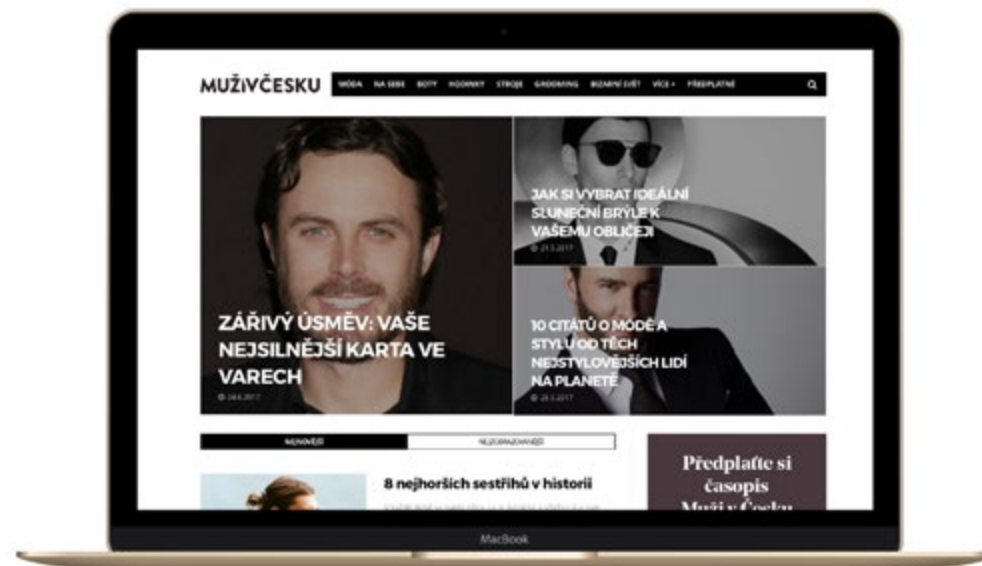
6 900 unique users

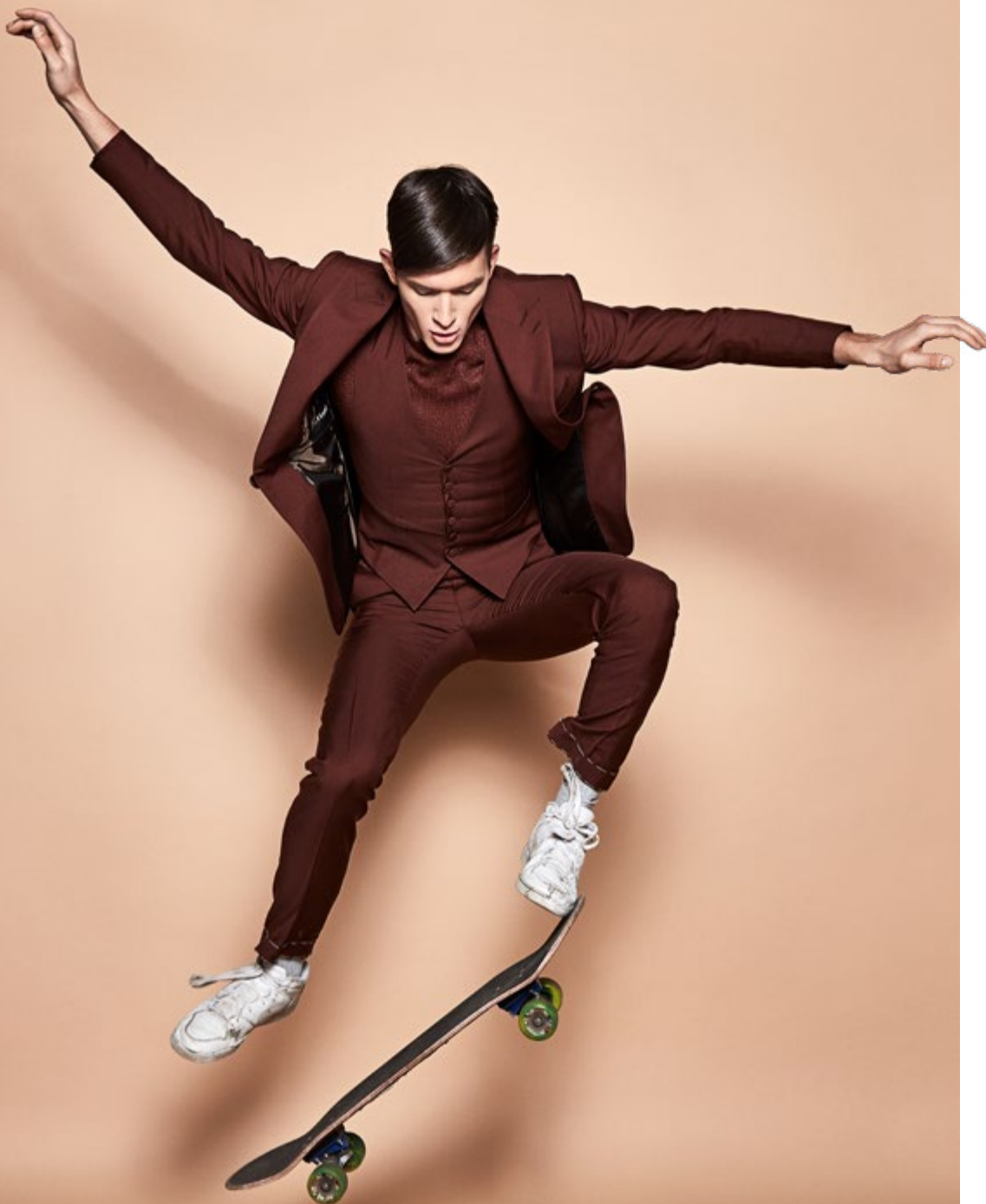
16 500 pageviews

02:20 average time spent

 Facebook - 13 400 followers

 Instagram - 1 900 followers





08

Distribution

- Subscribers: 2,500
- Newsstand sales: 10,500
- Available on Emirates, Travel Service, Smart Wings and British Airways flights, Business lounges at the Prague airport: 3,000



- Together with Rohlik.cz shipment: back issues
- Total circulation: **16,000**

09

Advertising rates

- 1st spread : CZK 250,000
Format: 406x265mm
- 2nd spread: CZK 230,000
Format: 406x265mm
- cover 3, back, inside: CZK 140,000
Format: 203x265mm
- cover 4, back, inside: CZK 160,000
Format: 203x265mm
- 2/1 page: CZK 220,000
Format: 406x265mm
- 1/1 page: CZK 120,000
Format: 203x265mm

Technical specifications

- PDF format (or EPS, AI, TIFF, JPEG (cmyk/300dpi))
- 5mm bleed



	format	CPT
Megaleaderboard	1080x240px	500
Rectangle	1 300x250px	200
Leaderboard	1080x120px	400
Skyscraper	160x600px	350
Full Branding		700
PR article		
Homepage (Rectangle 2)		CZK 7000 / week
Pay per click		CZK 9

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Contact

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