

# muži v česku

**MEDIA KIT 2020**





muži v česku

## 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 can we 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..



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# 03

## Periodicity:

bi-monthly

## Tone:

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





# 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.



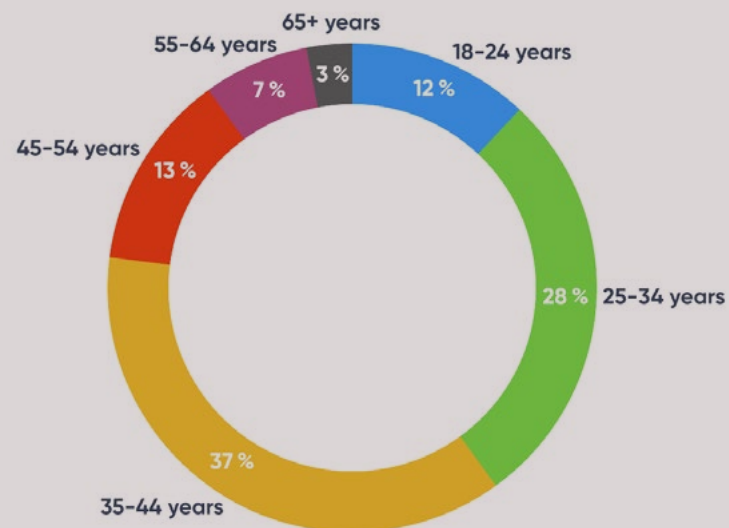
## GEAR

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



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# 06

## Web magazine

### What is it about?

Since 2011. Currently the most visited men's lifestyle web magazine in our country.

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

## Visits of web magazine

### DAILY NUMBER OF VISITS


32 060 visits\*


4,27 pageviews per visit

01:56 average time spent on web

\* average data per october 2019; web is audited by NetMonitor



 Facebook - 28 580 followers

 Instagram - 3 415 followers



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## Distribution

- Subscribers: 4 200
- Newsagents: 10 500
- Total circulation: 16 000
- Distribution in newsagent, petrol station and shopping mall chains



- Free Distribution:
  - business lounges at Prague Airport
  - car showrooms (BMW, Porsche ...)
  - hotels (Marriot, Kempinski ...)
  - barber shops (TBB, Tony Adams ...)
  - Men's tailoring (Le Premier, J & P, Leo Macenauer)
- Remittance distribution: Rohlík.cz, Café Café, Copy General, hotel chains ...



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## Schedule for 2020

ISSUE	DEADLINE	COMES OUT
january - february	29. 1. 2020	<b>6. 2. 2020</b>
march - april	10. 3. 2020	<b>19. 3. 2020</b>
may - june	29. 5. 2020	<b>11. 6. 2020</b>
july - august	24. 7. 2020	<b>6. 8. 2020</b>
september - october	11. 9. 2020	<b>24. 9. 2020</b>
november - december	13. 11. 2020	<b>26. 11. 2020</b>

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## 10

## 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

Leaderboard 1080x120px (1080x240px)

MUŽIVČESKU MÓDA NA SEBE BOTY HODINKY STROJE GROOMING BIZARNÍ SVĚT VÍCE PŘEDPLATNÉ

Rectangle 2

524x250px

Skyscraper

160x600px

OBLEČENÍ SMART CASUAL:  
VELKÝ PRŮVODCE  
NEDBALOU ELEGANCÍ

KOSMODROM ŽIŽKOV.  
FUTURISTICKÁ PERLA V  
MENTÁLNÍM  
STŘEDOVĚKU

NEJNOVĚJŠÍ

NEZOBRAZOVANĚJŠÍ



Japonští obuvníci: Jména, která  
se vyplatí znát

Víme, že spojení Asie a obuv obvykle neuvádí nic dobrého.  
V tomto případě se ale vyplatí nahlédnout přes hranice stranou. Boty  
vyhazující z dílen těchto mistrů...

© 17.1.2017

Rectangle 1

300x250px

Skyscraper

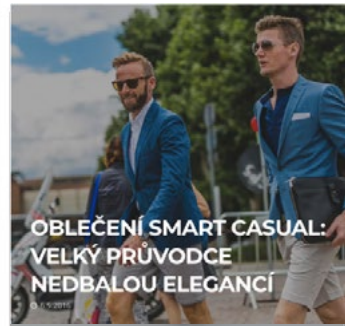
160x600px

Full branding

Výška max 200px

Šířka 1080px

MUŽIVČESKU MÓDA NA SEBE BOTY HODINKY STROJE GROOMING BIZARNÍ SVĚT VÍCE PŘEDPLATNÉ



BMW 650i GRANCOUPÉ:  
VLK SAMOTÁŘ

© 21.11.2016

OBLEČENÍ SMART CASUAL:  
VELKÝ PRŮVODCE  
NEDBALOU ELEGANCÍ

KOSMODROM ŽIŽKOV.  
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© 17.1.2017

Rectangle 1

300x250px



# Online advertising rates

[www.muzivcesku.cz](http://www.muzivcesku.cz)

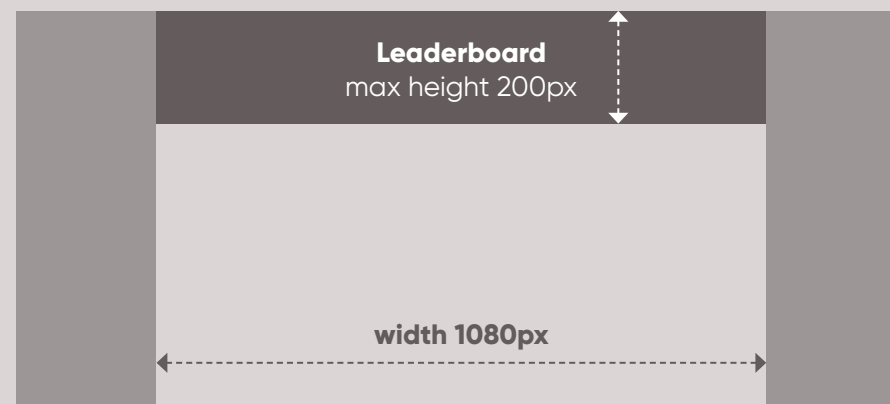
	format	CPT
Megaleaderboard	1080x240px	500
Rectangle	300x250px	200
Leaderboard	1080x120px	400
Skyscraper	160x600px	350
Full Branding		700
PR article		25 000 CZK
poutání na HP (Rectangle 2)		7000 Kč / week



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## Full branding

[www.muzivcesku.cz](http://www.muzivcesku.cz)

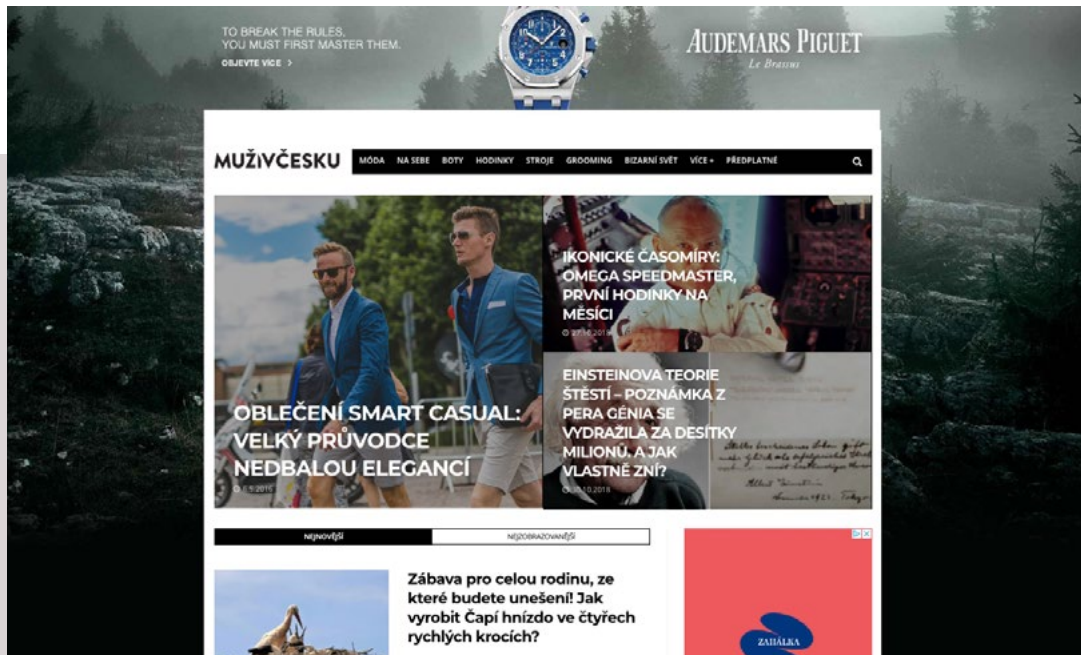


- Branding combines leaderboard and background in a single large format
  - The artwork can be supplied as a single picture, or separately as the leaderboard and the background
- Supported formats: JPG, PNG, or GIF
- Size:
  - 1920 pixels (width), 1080 pixels max (height)
  - The height of the “leaderboard part”, i.e. the part above the website can be 200 px at maximum.
  - In the centre of the artwork, there is a space for the website, width 1080 px
- Data size: 70 kB max.
- Setting options:
  - The artwork can contain a clickthrough URL
  - Branding may be anchored to the background, i.e. will scroll together with the user’s scrolling
  - Branding may be repeated; or else it can be complemented with a compact colour, to be supplied by the client in a hexadecimal format.
- It is recommended to concentrate the message at about 150 px from the website edge, so that it is clearly visible even at a smaller resolution.

### Other formats

- Pop-up: size 300x500px,
- Mobile Skyscraper = Interscroller: 300x500px,  
Supported formats: JPG, PNG

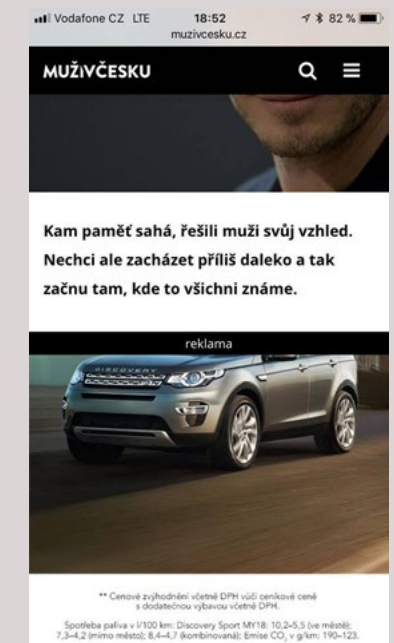
## Full branding



## Mobile pop-up



## Interscroller





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## Contact

### Sales Department:

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