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.
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.
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.
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
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.
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
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 (Marriott, Kempinski ...)
- barber shops (TBB, Tony Adams ...)
- Men’s tailoring (Le Premier, J & P, Leo Macenauer)

Remittance distribution: Rohlik.cz, Café Café, Copy General, hotel chains ...
# Schedule for 2020

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>DEADLINE</th>
<th>COMES OUT</th>
</tr>
</thead>
<tbody>
<tr>
<td>January - February</td>
<td>29.1.2020</td>
<td>6.2.2020</td>
</tr>
<tr>
<td>March - April</td>
<td>10.3.2020</td>
<td>19.3.2020</td>
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<tr>
<td>May - June</td>
<td>29.5.2020</td>
<td>11.6.2020</td>
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<tr>
<td>July - August</td>
<td>24.7.2020</td>
<td>6.8.2020</td>
</tr>
<tr>
<td>September - October</td>
<td>11.9.2020</td>
<td>24.9.2020</td>
</tr>
<tr>
<td>November - December</td>
<td>13.11.2020</td>
<td>26.11.2020</td>
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</tbody>
</table>
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
## Online advertising rates

**www.muzivcesku.cz**

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>CPT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Megaleaderboard</td>
<td>1080x240px</td>
<td>500</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300x250px</td>
<td>200</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>1080x120px</td>
<td>400</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160x600px</td>
<td>350</td>
</tr>
<tr>
<td>Full Branding</td>
<td>160x600px</td>
<td>700</td>
</tr>
<tr>
<td>PR article</td>
<td></td>
<td>25 000 CZK</td>
</tr>
<tr>
<td>poutání na HP (Rectangle 2)</td>
<td></td>
<td>7000 Kč / week</td>
</tr>
</tbody>
</table>
• 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
Contact

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