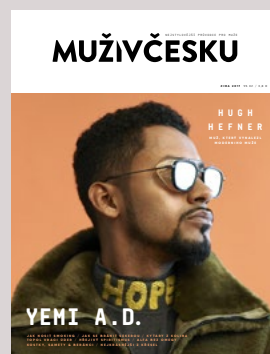


muži v česku

MEDIA KIT 2021





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.

muži v česku

TOMÁŠ SATORANSKÝ, 07 / 2019

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.



muži v česku

JIŘÍ BARTOŠKA, 11 / 2020

muži v česku

JAROMÍR JÁGR, 01 / 2020

MEDIA KIT 2021

03

Periodicity:

bi-monthly

Tone:

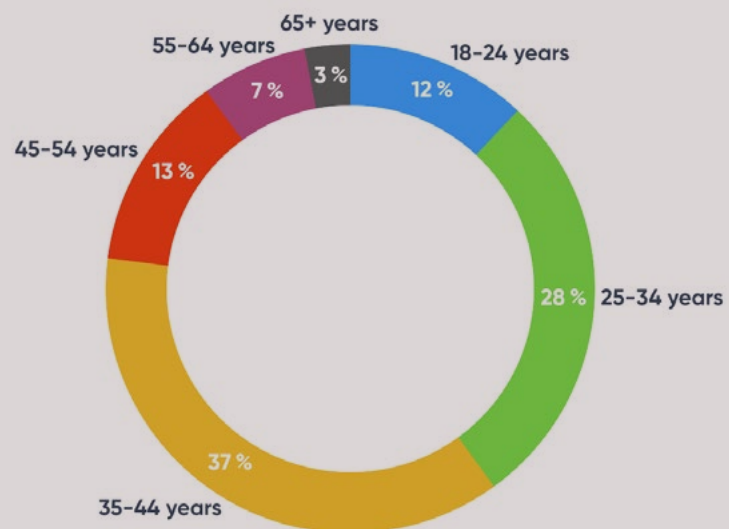
Attractive design, maximum attractiveness and reader comfort, sharp sense of humour, precise and specific information, lifestyle versatility, no bullshit.



04

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



muži v česku

JIŘÍ LANGMAJER, 11 / 2019

05

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.

06

Web traffic numbers

MONTHLY NUMBER OF VISITS

257 000 real users


1 950 000 pageviews


6,25 pageviews per visit

01:46 average time spent on web

* data for September 2020; the site is audited
by NetMonitor project



 Facebook - 28 816 sledujících

 Instagram - 3 538 sledujících



muži v česku

VOJTA KOTEK, 08 / 2019

07

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 ...

08

Schedule for 2021

ISSUE	DEADLINE	COMES OUT
january - february	21. 1. 2021	28. 1. 2021
march - april	19. 3. 2021	26. 3. 2021
may - june	13. 5. 2021	20. 5. 2021
july - august	23. 7. 2021	30. 7. 2021
september - october	9. 9. 2021	16. 9. 2021
november - december	6. 11. 2021	14. 11. 2021

muži v česku

BEN CRISTOVAO, 03 / 2019



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

10

Online advertising rates

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

Leaderboard 1080x120px (1080x240px)

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

Rectangle 2

524x250px

**OBLEČENÍ SMART CASUAL:
VELKÝ PRŮVODCE
NEDBALOU ELEGANCÍ**
**KOSMODROM ŽIŽKOV.
FUTURISTICKÁ PERLA V
MENTÁLNÍM
STŘEDOVĚKU**

nejnovější

NEZOBRAZOVANĚJŠÍ


**Japonští obuvníci: Jména, která
se vyplácí znát**

Víme, že spojení Asie a obuv obvykle neuvádíme dohromady. V tomto případě se ale vyplácí nahlédnout před soudky stranou. Boty vycházejí z dílen těchto míst...

© 17.1.2017

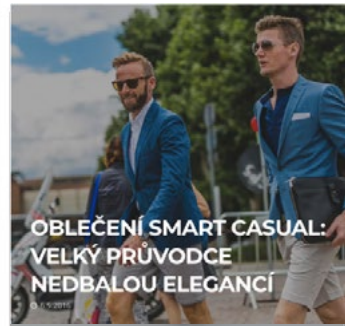
Rectangle 1

300x250px

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.
FUTURISTICKÁ PERLA V
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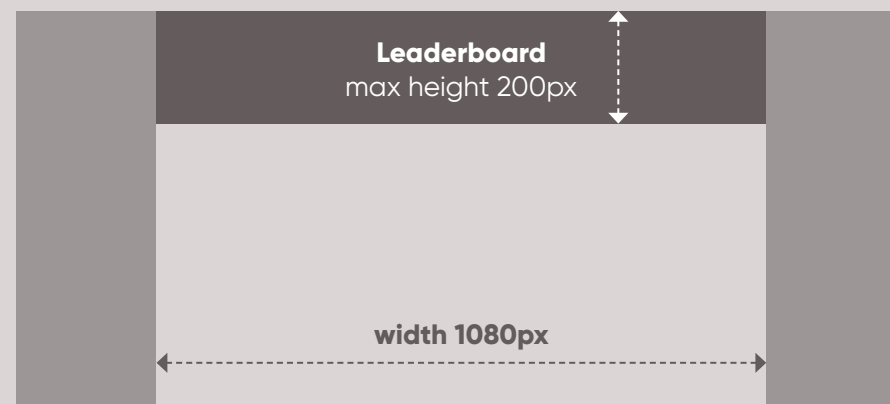
Rectangle 1

300x250px



Full branding

www.muzivcesku.cz

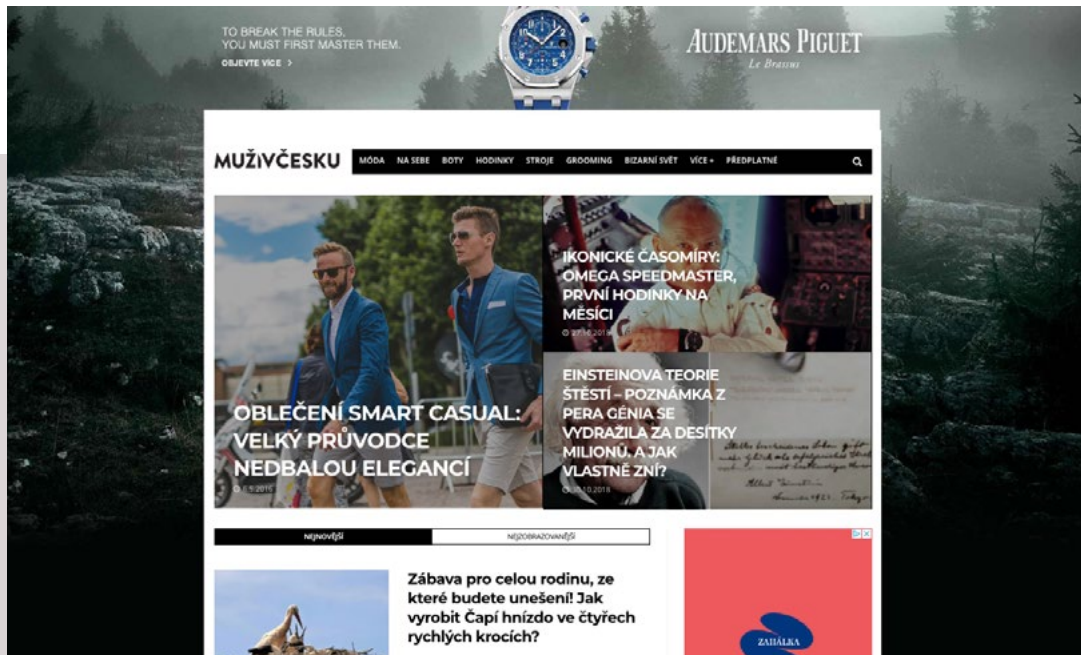


- Branding combines leaderboard and background in a single large format
 - The artwork can be supplied as a single picture, or separately as the leaderboard and the background
- Supported formats: JPG, PNG, or GIF
- Size:
 - 1920 pixels (width), 1080 pixels max (height)
 - The height of the “leaderboard 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

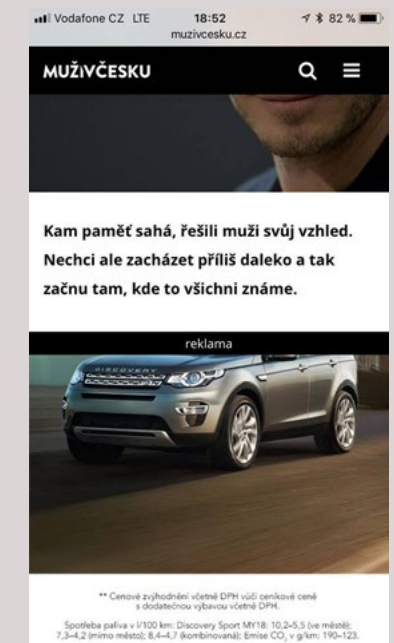
Full branding



Mobile pop-up



Interscroller



12

Contact

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muži v česku

JAROMÍR JÁGR, 01 / 2020

