

muži v česku

MEDIA KIT 2022





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.



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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.



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JIŘÍ BARTOŠKA, 11 / 2020

A close-up, black and white portrait of Jaromír Jágr. He has long, dark, curly hair and a beard. He is smiling broadly, showing his teeth, and has his right hand resting against his chin and cheek. He is wearing a dark jacket and a thin chain necklace. The background is dark and out of focus.

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JAROMÍR JÁGR, 01 / 2020

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03

Periodicity:

bi-monthly

Tone:

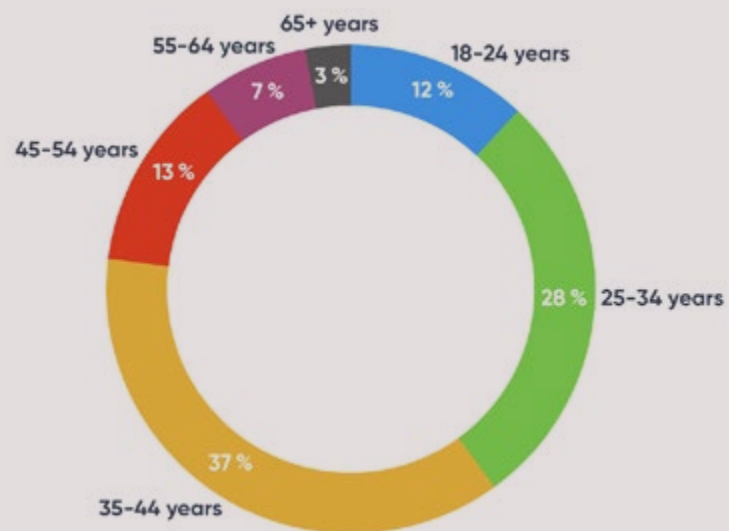
Attractive design, maximum attractiveness and reader comfort, sharp sense of humour, precise and specific information, lifestyle versatility, no bullshit.



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



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JAN KOLLER, 1 / 2021



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

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JIŘÍ MÁDL, 05 / 2021



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 2022

ISSUE	DEADLINE	COMES OUT
january - february	27 Jan. 2022	3 Feb. 2022
march - april	15 Mar. 2022	22 Mar. 2022
may - june	9 May 2022	16 May 2022
july - august	29 Jun. 2022	6 Jul. 2022
september - october	5 Sep. 2022	12 Sep. 2022
november - december	7 Nov. 2022	14 Nov. 2021

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JAN PLECHÁČ, 09 / 2021



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

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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

MODA NA DEB BOTY MODNÍKY STRIDE BROOVINGE BUDNÍ SVĚT VÍCE PŘEPÍNAČE

Rectangle 2

524x250px

Skyscraper

160x600px

OBLEČENÍ SMART CASUAL:
VELKÝ PRŮVODCE
NEDBALOU ELEGANCÍ

KOSMODROM ŽIŽKOV.
FUTURISTICKÁ PERLA V
MENTÁLNÍM
STŘEDOVĚKU

Skyscraper

160x600px

NEPOTVÍŘ

NEZOBRAZOVATEL



Japonští obuvníci: Jména, která
se vyplácí znát

Víme, že japonští jsou a jsou obuvníci neobvyklé dovednosti.
V tomto případě se ale vyplácí nechat přehledný seznam Boty
vybrány z oblíbených...

© 17.1.2017

Rectangle 1

300x250px

Full branding

Výška max 200px

Šířka 1080px

MUŽIVČESKU

MODA NA DEB BOTY MODNÍKY STRIDE BROOVINGE BUDNÍ SVĚT VÍCE PŘEPÍNAČE



OBLEČENÍ SMART CASUAL:
VELKÝ PRŮVODCE
NEDBALOU ELEGANCÍ



BMW 650i GRAN COUPÉ
VLK SAMOTÁŘ

© 21.11.2016

KOSMODROM ŽIŽKOV.
FUTURISTICKÁ PERLA V
MENTÁLNÍM
STŘEDOVĚKU

© 14.10.2016

NEPOTVÍŘ

NEZOBRAZOVATEL



Japonští obuvníci: Jména, která
se vyplácí znát

Víme, že japonští jsou a jsou obuvníci neobvyklé dovednosti.
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© 17.1.2017

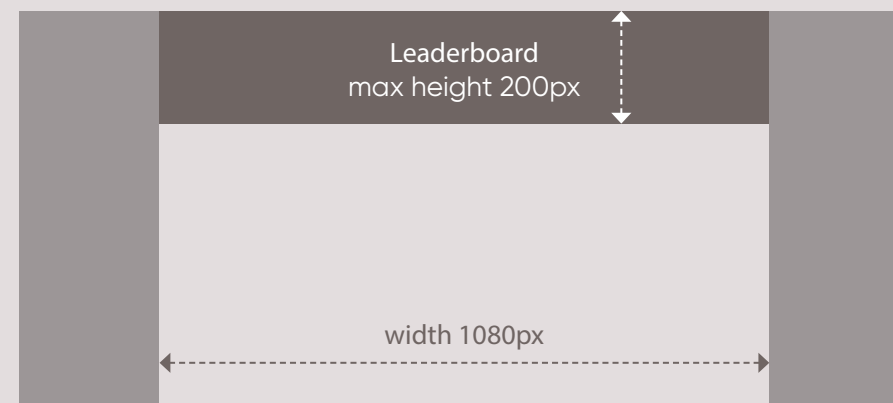
Rectangle 1

300x250px



Full branding

www.muzivcesku.cz

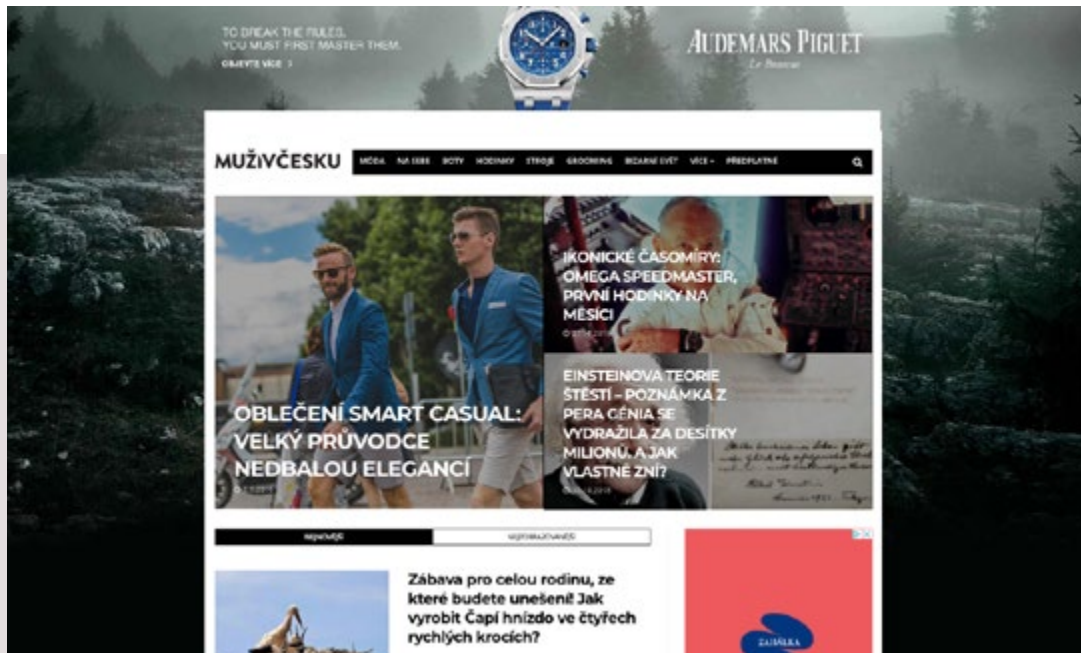


- Branding combines leaderboard and background in a single large format
 - The artwork can be supplied as a single picture, or separately as the leaderboard and the background
- Supported formats: JPG, PNG, or GIF
- Size:
 - 1920 pixels (width), 1080 pixels max (height)
 - The height of the “leaderboard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

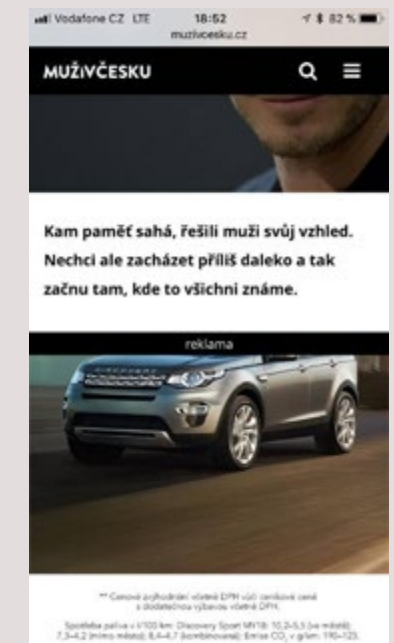
Full branding



Mobile pop-up



Interscroller



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Contact

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muži v česku

VÁCLAV NEUŽIL, 05 / 2021

