

LUXURY

LUXURY MAGAZINE HAS BEEN CONSIDERED BY THE ADVERTISERS AS THE MOST PRESTIGIOUS MAGAZINE ON THE MARKET SINCE 2001



LUXURY MAGAZINE

- QUARTERLY TRILINGUAL LIFESTYLE MAGAZINE
- SINCE 2001
- TARGETING VIP CLIENTS OF PRESTIGIOUS BRANDS AND GUESTS OF 5* HOTELS
- ADVERTISERS CONSIDER LUXURY AS THE MOST PRESTIGIOUS MAGAZINE ON THE MARKET

IT ADDRESSES VIP CLIENTS OF PRESTIGIOUS BRANDS AND WEALTHY GUESTS OF 5* HOTELS

DATE OF PUBLICATION

| | DEADLINE | EXPEDITION |
|---------------|-------------|--------------|
| SPRING | 31. 1. 2018 | 14. 3. 2018 |
| SUMMER | 2. 5. 2018 | 13. 6. 2018 |
| AUTUMN | 1. 8. 2018 | 12. 9. 2018 |
| WINTER | 3. 10. 2018 | 14. 11. 2018 |

LUXURY MAGAZINE

| | |
|---------------------|---------------|
| Circulation: | 17 000 copies |
| Size: | 215x275 mm |
| Cover: | 200 g/glossy |
| Inside: | 80 g/glossy |

PRICE LIST

| | |
|--|-------------|
| CIRCULATION INCLUDING HOTELS (17 000 copies): | |
| STANDARD PAGE: | 100 000 CZK |
| PAGE OPPOSITE CONTENT 1: | 130 000 CZK |
| PAGE OPPOSITE CONTENT 2: | 120 000 CZK |
| PAGE OPPOSITE EDITORIAL: | 120 000 CZK |
| PAGE OPPOSITE MUST HEAD: | 120 000 CZK |
| FIRST THIRD: | 110 000 CZK |
| FIRST DOUBLE-PAGE: | 280 000 CZK |
| SECOND DOUBLE-PAGE: | 260 000 CZK |
| THIRD DOUBLE-PAGE: | 240 000 CZK |
| THIRD INSIDE COVER: | 115 000 CZK |
| BACK COVER: | 145 000 CZK |
| CIRCULATION WITHOUT HOTELS (9 360 copies)*: | |
| STANDARD PAGE: | 70 000 CZK |

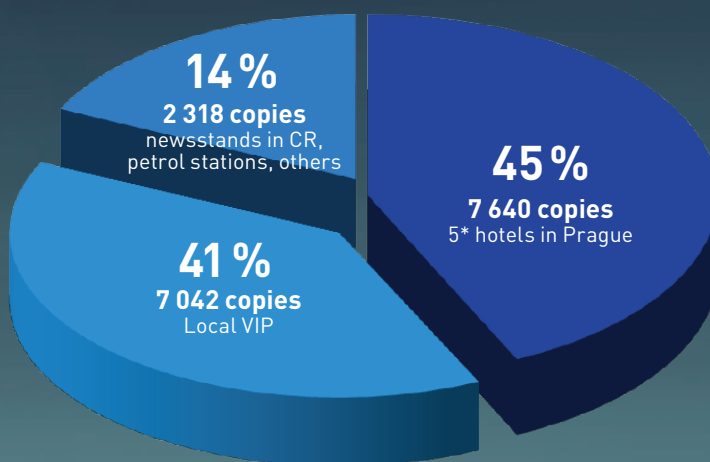
* This edition of Luxury magazine is enlarged by approximately 100 authorial pages written in Czech and is distributed to news stands or to targeted Czech VIP clients.

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LUXURY

DISTRIBUTION STRUCTURE 2018



The circulation and the distribution of the Luxury is audited by ABC ČR.

EXAMPLES OF DISTRIBUTION LISTS

HOTELS DISTRIBUTION 11/2017

| | |
|-------------------------------------|-------|
| Alchymist | 100 |
| Ambassador Zlatá Husa | 280 |
| Aria | 90 |
| Augustine a Luxury Collection Hotel | 130 |
| Barcelo Brno Palace | 160 |
| Boscolo Prague Hotel | 250 |
| Buddha-bar | 60 |
| Cosmopolitan Hotel | 230 |
| Dům U Tří Čápů | 40 |
| Emblem | 140 |
| Four Seasons Hotel Prague | 20 |
| GH Bohemia | 140 |
| Golden Tulip Savoy Prague | 40 |
| Grandior Hotel | 450 |
| Hilton | 300 |
| Hilton Prague Old Town | 180 |
| Hoffmeister | 70 |
| Hotel General | 40 |
| Hotel UNIC | 20 |
| IHI Towers (Corinthia) | 1 250 |
| Imperial (Art Deco Imperial hotel) | 280 |
| InterContinental | 480 |
| Kings Court Praha | 250 |
| Le Palais | 110 |
| Mandarin Oriental Prague | 130 |
| Marriott | 380 |
| NH Hotel Prague | 140 |
| Occidental Praha Hotel | 170 |
| Pachtův Palác | 70 |
| Palace Praha | 250 |
| Paris Praha | 110 |
| President | 160 |
| Radisson | 240 |
| Residence Malostranská | 20 |
| Savoy | 180 |
| Sheraton | 240 |
| Thalia | 30 |
| The Iron Gate | 70 |
| The Mark | 100 |
| U Prince | 80 |
| U Zlatého Stromu | 20 |
| Ventana | 140 |

HOTELS TOTAL 7 640

DISTRIBUTION NEWSSTANDS, PETROL STATIONS, OTHERS

| | |
|--------------------------------------|--------------|
| Newsstands | 2 000 |
| Luxury – for the needs of publishers | 318 |
| TOTAL NEWSSTANDS, OTHERS | 2 318 |

DISTRIBUTION VIP CLIENTS 11/2017

| | |
|---|---------------|
| CARS | |
| Bentley Praha, Lamborghini Praha | 50 |
| BMW Cestlice | 1 025 |
| Porsche | 185 |
| DESIGN | |
| Audioego | 27 |
| Basys | 30 |
| Home Style | 43 |
| Insight Home | 135 |
| Moser | 187 |
| Potten and Pannen | 80 |
| Sotheby's | 178 |
| WATCHES AND JEWELRY | |
| Hodinařství Bechyně | 20 |
| Klenotnictví Dušák | 415 |
| COSMETICS | |
| Babor | 200 |
| La Mer | 60 |
| AIRLINE COMPANIES | |
| All private flights from Czech Republic | 90 |
| [Bahrain Royal Flight, Dubai Air Wing, Qatar Amiri Flight, Comlux Aviation, VistaJet, TAG Aviation UK, Hangar 8, DC Aviation, MetroJet, LuxAviation, Air Charter Scotland, Bulgaria Air, Global Jet Luxembourg, Global Jet Austria, Nomad Aviation, ElitAvia, Moscow Sky, Tiriac Air, Flying Service, VR Jet, Blue Jet, Corporate Jet Management, FlyJet, AirFix, Cat Aviation, Air X, Tyrolean Jet Services, London Executive Aviation, International Jet Management, Abelag, Gozen Havacilik] | |
| Václav Havel Airport, VIP Service & Airport Lounges | 400 |
| [VIP Club Continental, Salonek Club Europa, Citigold Lounge, Crystal Lounge T1, Crystal Lounge T2, Salonek Terminálu 3] | |
| FASHION | |
| Baldinini | 50 |
| Brioni | 20 |
| Corneliani | 20 |
| Hugo Boss | 500 |
| Versace, E.Zegna, S. Ferragamo, G. Armani, | 187 |
| Bottega Veneta, Etro, Fendi, Tods, S. Rossi, Valentino | |
| OTHERS | |
| Balance Club Brumlovka | 10 |
| Clinics Aesthetic Medicine | 2 860 |
| Volcano Health Club | 20 |
| VIP clients Luxury | 220 |
| TOTAL VIP | 7 042 |
| TOTAL CIRCULATION LUXURY | 17 000 |

All the returns of Luxury magazine are distributed on the boards of CSA.

SPECIAL SUPPLEMENTS:

LUXURY BEAUTY



Trends and news: aesthetics, beauty, health.
Date of publication: 9. 3. 2018

LUXURY DESIGN



Design news in Czech Republic
Date of publication: 31. 5. 2018

LUXURY HODINKY & ŠPERKY



Watches and jewels in Czech Republic
Date of publication: 17. 10. 2018

LUXURY TRAVEL



Luxury travelling
Date of publication: 11. 9. 2018