

# LUXURY



**LUXURY** ADDRESSES VIP CLIENTS OF PRESTIGIOUS BRANDS AND WEALTHY GUESTS OF 5\* HOTELS  
QUARTERLY TRILINGUAL (CZECH, ENGLISH, RUSSIAN) LIFESTYLE MAGAZINE

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

DATE OF ISSUE

	DEADLINE	EXPEDITION
<b>SPRING</b>	25. 2. 2020	11. 3. 2020
<b>SUMMER</b>	26. 5. 2020	10. 6. 2020
<b>AUTUMN</b>	25. 8. 2020	9. 9. 2020
<b>WINTER</b>	27. 10. 2020	11. 11. 2020

BASIC INFORMATION

<b>CIRCULATION</b>	12 000 copies
<b>FORMAT</b>	215x275 mm
<b>COVER</b>	200 g/m <sup>2</sup> , glossy
<b>INSIDE</b>	80 g/m <sup>2</sup> , glossy

ADVERTISING PRICE

CIRCULATION INCLUDING HOTELS (14 000 COPIES):

<b>Standard page</b>	100 000 CZK
<b>Page opposite content 1</b>	130 000 CZK
<b>Page opposite content 2</b>	120 000 CZK
<b>Page opposite editorial</b>	120 000 CZK
<b>Page opposite must head</b>	120 000 CZK
<b>first third</b>	110 000 CZK
<b>First double-page</b>	280 000 CZK
<b>Second double-page</b>	260 000 CZK
<b>Third double-page</b>	240 000 CZK
<b>Third inside cover</b>	115 000 CZK
<b>Back cover</b>	145 000 CZK

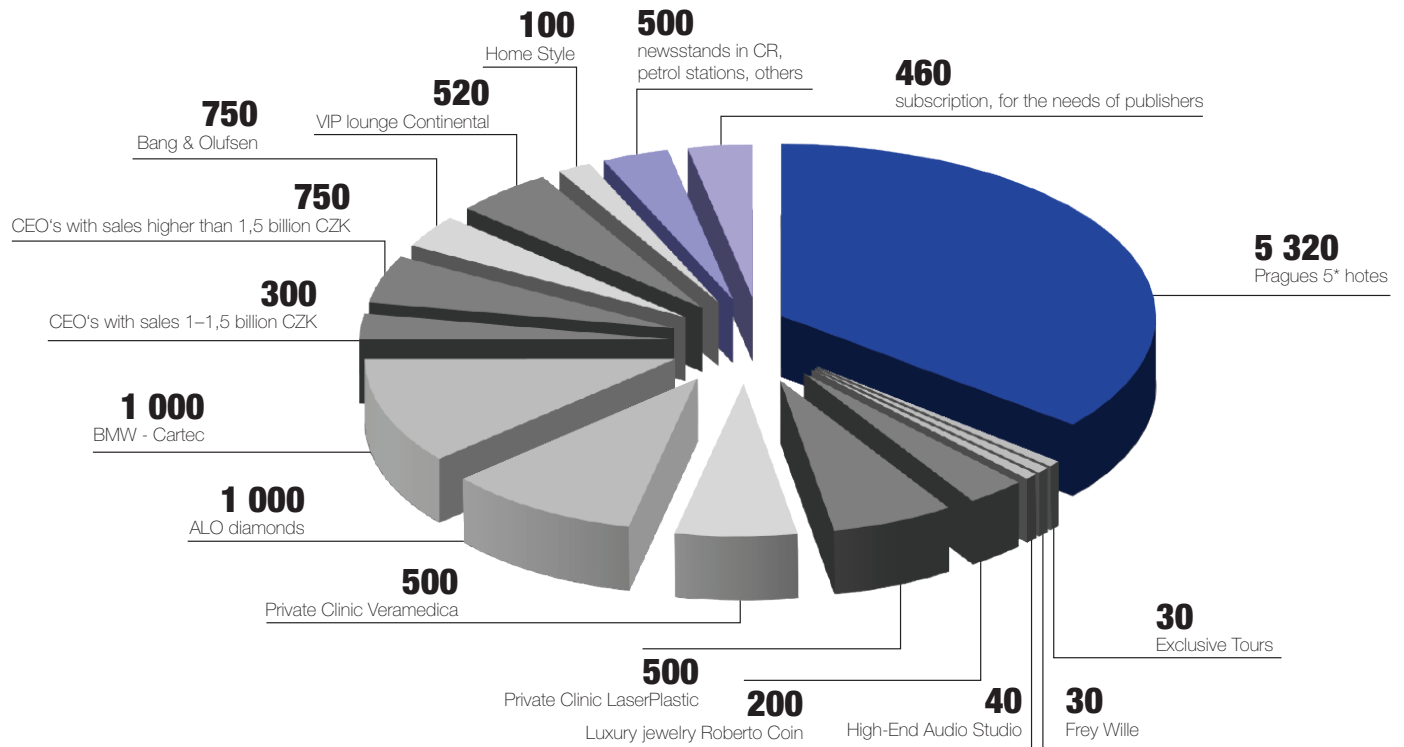
CIRCULATION WITHOUT HOTELS (6 680 COPIES)\*:

<b>Standard page</b>	70 000 CZK
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CIRCULATION ONLY FOR HOTELS (5 320 COPIES)\*:

<b>Standard page</b>	65 000 CZK
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STRUCTURE OF DISTRIBUTION 2020



PRESENTATION OF DISTRIBUTION LIST

**HOTELS DISTRIBUTION**

Alchemist	60
Alcron Hotel	230
Ambassador Zlatá Husa 5*	180
Aria 5*	60
Augustin	110
Boscolo Carlo	170
Buddha bar	50
Cosmopolitan	120
Dům U Tří Čápů	30
Emblem Hotel	40
GH Bohemia 5*	90
Golden Well Hotel Prague	20
Grandium Hotel Prague	400
Hilton 5*	200
Hilton Prague Old Town	100
Hoffmeister 5*	60
Hotel General	20
Hotel Grandior	420
Hotel Unic	10
IHL Towers 5* (Corinthia)	610
Imperial (Art Deco Imperial hotel)	140
InterContinental 5*	440
Kings Court Praha	150
Le Palais 5* LVX Preferred	80
Mandarin	110
Marriott 5*	330
Occidental Praha Wilson	60
Pachtův Palác	60
Palace Praha 5*	140
Paris Praha 5*	120
President 5*	140
Radisson Blu Hotel (ex Sheraton)	180
Savoy	60
Thalia	10
The Iron Gate	50
The Mark	90
U Prince	30
Urban Creme	110
Ventana	40
<b>HOTELS TOTAL</b>	<b>5 320</b>

**DISTRIBUTION NEWSSTANDS, PETROL STATIONS, OTHERS**

Newsstands, petrol stations 500

**DISTRIBUTION TO VIP CLIENTS DIRECT DISTRIBUTION**

to client databases of leading Czech 4 150

dermatologists, jewelers, premium electronics stores, premium furniture stores, car showrooms, travel agencies (Private Clinic Vera medica, Private Clinic Laser Plastic, ALO diamonds, Roberto Coin, Freywille, BMW - Cartec, Bang & Olufsen, Home Style, High-end Audio Studio, Exclusive Tours)

owners of the wealthiest companies in Czech Republic 1 050

**VÁCLAV HAVEL AIRPORT**

VIP Lounge Continental 520

**LUXURY**

subscription, for the needs of publishers 460

**TOTAL VIP 6 680**

**TOTAL CIRCULATION LUXURY 12 000**

ALL THE RETURNS OF LUXURY MAGAZINE ARE DISTRIBUTED ON THE BOARDS OF CSA.

DISTRIBUTED PRINT RUN IS AUDITED BY ABC CR.

SPECIAL SUPPLEMENT:

**LUXURY**

TIME & TRAVEL



The latest news from the world of watches, jewelry and travel

DATE OF PUBLICATION: 13. 10. 2019