



LUXURY

GUIDE

media kit 2021



LUXURY

GUIDE

The only publishing house,
which addresses readers from
groups A+ B



LUXURY



LUXURY
TRAVEL & STYLE



LUXURY BUSINESS



DESIGN & DEVELOPER



LUXURY
SHOPPING
MAP



BEAUTY BOX

Groups A+ B*

*Top managers and professionals with the highest level of education – middle management



Luxury

A lifestyle magazine dedicated to fashion, watches, design and art. Particular attention is also paid to trends in travel, technology and gastronomy. The main edition of the magazine in The Czech Republic is distributed directly to VIP clients and also to newsstands. Seventy-seven percent of the VIP readers of Luxury Guide work in upper management. Among the magazine's advertisers are brands such as Prada, Fendi, Gucci, Bottega Veneta, Dior, Patek Philippe, Rolex, Tiffany, Cartier and many others.

www.luxuryguide.cz

[@luxuryczechia](https://www.facebook.com/luxuryczechia)

[@luxury_cz](https://www.instagram.com/luxury_cz)



Luxury BUSINESS

The world of business is dynamic and full of challenges. Perhaps that is why it fascinates so many of us. We will ask prominent Czech businessmen about their personal stories. We are going to ask how long it took them to get to where they are, what they had to sacrifice to get there, what they have gained and especially, what satisfaction their work brings them. For some it's money, for some it's recognition, and for others, it's being a part of a successful team. A magazine of interviews and interesting articles about The Czech Republic's (and the world's) economic situation.

www.luxuryguideint.cz



Luxury Travel & Style

A semi-annual lifestyle magazine. The magazine is distributed to Prague airport VIP lounges, private jet passengers and to Leo Express premium class. It covers news from the world of luxury, includes interviews with interesting people and offers tips for traveling around The Czech Republic and rest of the world.

www.luxuryguideint.cz

Foreign tourists



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Luxury Shopping Map

Folding map of Prague, which can be found in the arrivals hall at the airport and in all Taxi Praha cars. Maps are now available in the vintage car sightseeing tours. The Luxury Shopping Map is the only map that covers the entire luxury market in the Czech Republic.

 www.luxuryguideint.cz

Other



Beauty
BOX 

Beauty Box

Beauty Box is a box of cosmetic products

- make up and care, and food supplements.

Our customers like to test new products and share their opinions about them on social media.

Participating in Beauty Box is an effective way of acquiring new customers online.

 beauty-box.cz

 www.facebook.com/beautyboxczech/

 [@beautyboxcz](https://www.instagram.com/beautyboxcz)

Special Editions



Newspaper Design & Developer

The first professional newspaper in the Czech Republic in this field. Twice a year the magazine features a selection of products from the world's design weeks, informing readers about the latest trends and pointing to the most interesting new stores and design projects.

 www.luxuryguideint.cz

LUXURY SHOPPING

MAP



DEADLINES

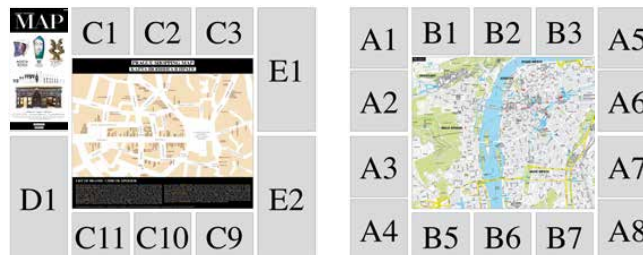
	Deadline for submission of materials	Dates of issue
Spring/Summer	7. 5. 2021	21. 5. 2021
Autumn/Winter	12. 10. 2021	26. 10. 2021

ADVERTISING PRICE LIST

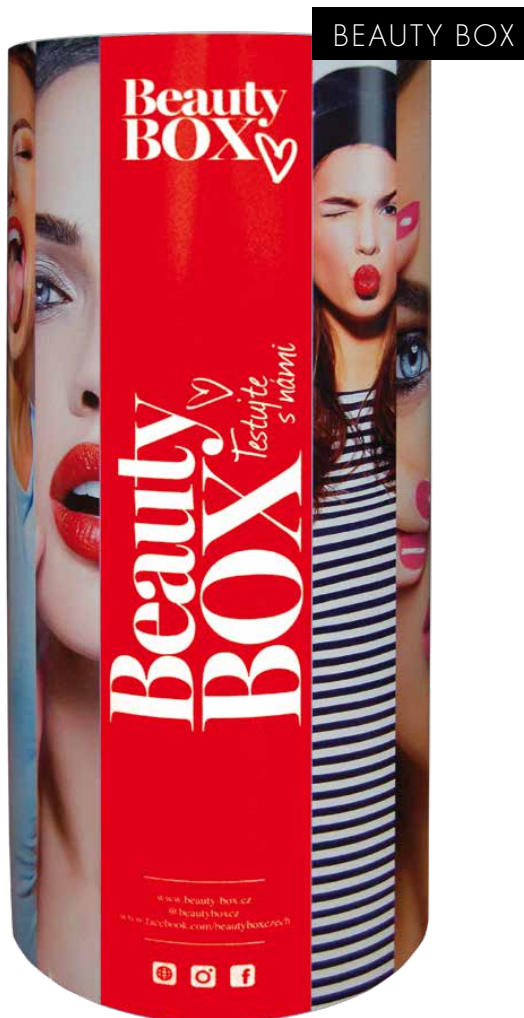
Position A	120 x 128	45 000 CZK
Position B	120 x 99	40 000 CZK
Position C	120 x 99	35 000 CZK
Position D	120 x 260	70 000 CZK
Position E	120 x 260	60 000 CZK

TECHNICAL SPECIFICATIONS

Circulation:	20 000 copies
Format unfolded:	650 x 540 mm
Format folded:	130 x 270 mm
Paper:	135 g/g!



Beauty BOX



BEAUTY BOX

CALENDAR 2021

FEBRUARY, APRIL, MAY, JULY, SEPTEMBER,
NOVEMBER – MEN BB, DECEMBER

PARTICIPATION CONDITIONS

Delivery of 200 + 5 pcs of product
(standard sales package)

Handing in materials for presentation

MATERIALS FOR PRESENTATION

photos in print quality, logo,
description of the product – 60 words,
price and place of sale

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way of acquiring new customers online.