

PRESS KIT 2010

WOMAN[®]

PERFECT

časopis perfektní ženy

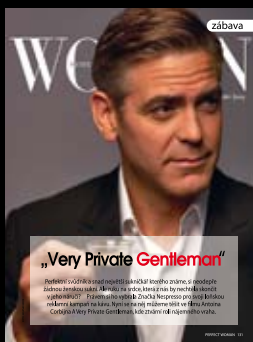


MEDIAL PARTNER
PRETTY WOMAN 2010



MEDIAL PARTNER
MUŽ ROKU 2010

ESPRIT BOHEMIA s.r.o.
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www.espritbohemia.cz | www.perfectwoman.cz | www.primazena.cz



SPECIFICATIONS

Business: distribution: whole Czech republic | publication frequency: bimonthly | price per copy: 79 CZK | annual subscription: 474 CZK | edition: 38 000 | go out: in press and electronic form | circulation: PricewaterhouseCoopers Audit | on the market: since 2006

Technical: size: 200 x 270 mm (w x h) | content paper: 90 g glossy paper | cover paper: 170 g glossy paper + UV coating | binding: V2

TARGET GROUP

readers: women 82% - men 18% | age: 25 - 40 years | education: secondary, university | income: middle and higher

SUBSTANCE

fashion | health and beauty | relations hip | inspiration | design | living | travelling | appetite | entertainment | contests | horoscopes | party | thematic plates

PRICELIST

1/1 page	89 000 CZK	PR + ADVERTORIAL	
1/2 page (horizont., vertical)	59 000 CZK	1/1 page PR	79 000 CZK
1/3 page (horizont., vertical)	44 000 CZK	1/1 page Advertorial	89 000 CZK
1/6 page (kaleidoskop)	19 000 CZK	2/1 page PR	109 000 CZK
Product type	19 000 CZK	2/1 page Advertorial	129 000 CZK
Front spread	149 000 CZK	THEMATIC PROJECTS	
3th cover page	139 000 CZK	3 + 1/1 page travelling	159 000 CZK
4th cover page	169 000 CZK	2/1 page living	139 000 CZK
1st right page opposite TOC	119 000 CZK	2/1 page design	139 000 CZK
2nd right page opposite TOC	119 000 CZK	6/1 page fashion story	189 000 CZK
4/1 pages wegate	239 000 CZK	Contest	20 000 CZK

Prices do not include VAT.

DEADLINES

No.1 February/ March	January 25
No.2 April/May	March 22
No.3 June/July	May 24
No.4 August/September	July 20
No.5 October/November	September 24
No.6 December/January	November 22

Coming out 1st week in even month.

RECOMMENDATIONS

You find them on <http://www.espritbohemia.cz/cz/reference/>

Effect from December 12 2009.