

# Travel Digest mediakit

## About Travel Digest

Published since 2006, **Travel Digest** is the only **magazine** on the Czech and Slovak markets focusing on **lifestyle travel**. The publication is a source of inspiration and information, as well as a travel guide. With us, you can discover our beautiful world just behind your doorstep, or on the other side of the globe. Each issue of Travel Digest includes sections devoted to gadgets, watches, cars, cosmetics and fashion. There is also Hotel Digest, a popular section presenting extraordinary hotels & resorts all over the world.

## Reader profile

- Age 25–60
- 60% men, 40% women
- Socioeconomic status A & B, with monthly income over EUR 1,385, in higher or middle management positions

## Technical specifications

**Number of pages:** 124–140

**Published since:** 2006

**Periodicity:** bi-monthly (6 issues per year)

**Cover paper:** 200g coated matte, UV varnish 1/0

**Inside paper:** 80g LWC NovaPress

**Binding:** V2

**Circulation:** 15,000

**Retail price:** CZK 79

## Circulation

- 13,500 copies

## Distribution

- 2,900 copies: subscribers
- 3,800 copies: newsstand sales (Geco, Shell and OMV petrol stations)
- 3,500 copies: Invia.cz and Čedok offices
- 400 copies: VIP lounges at Václav Havel Airport Prague
- 800 copies: all Emirates flights from Prague
- 800 copies: Czech Railways lounges
- 1,200 copies: luxury resorts (Svatá Kateřina Resort, Yard Resort and others)

## Ad formats and prices

**2<sup>nd</sup> cover** EUR 7,060

**3<sup>rd</sup> cover** EUR 5,885

**Back cover** EUR 7,845

**1<sup>st</sup> advertising page** EUR 5,730

**2<sup>nd</sup> advertising page** EUR 5,530

**3<sup>rd</sup> advertising page** EUR 5,330

**Spread** EUR 6,275

**Standard page** EUR 4,705

(220×285mm)

**1 page advertorial** EUR 7,120

**Half page - V, H** EUR 3,530

(V 110×285mm, H 220×142mm)

**1/3 page - V,H** EUR 2,745

(V 73×285mm, H 220×95mm)

**1/4 footer** EUR 1,574

(220×71mm)

**1/6 page - product PR** EUR 1,270

(110×95mm)

Inserts up to 15 g of weight EUR 1,800

Inserts over 15 g of weight EUR 2,700

Foil wrapping EUR 0.08 /piece

- Prices are without VAT

- Prices valid from Jan 1, 2020

- Add 5 mm for bleed size

- Material for a spread must be provided as two single pages

## Publication plan 2021

Issue	Deadline	Sale
1	29. 12. 2020	16. 1. 2021
2	21. 2. 2021	13. 3. 2021
3	24. 4. 2021	14. 5. 2021
4	26. 6. 2021	9. 7. 2021
5	21. 8. 2021	10. 9. 2021
6	23. 10. 2021	12. 11. 2021

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