

# choice<sup>®</sup> magazine

Be inspired by **LUXURIOUS LIVING** and home equipment **DESIGNED** to the **SMALLEST DETAIL**; travel with us to visit the **UNKNOWN PLACES** on the other side of the globe as well as **FAMOUS ART GALLERIES**; taste original food, **DRINKS** and **CIGARS**; relax in spots that are gentle to your **BODY** and **SPIRIT** take a break by **READING INTERVIEWS** with a less notorious, but **INTERESTING PEOPLE**; There is no reason to be **ASHAMED OF ORIGINALITY** and **EXTRAORDINARY IDEAS**, but those who say they are for free aren't being honest. Any unforgettable moment **COSTS SOMETHING**.



# CHOICE IS

...an **EXCLUSIVE LIFESTYLE MAGAZINE** reaching a core target **GROUP OF 11,000** carefully chosen readers: a mix of loyal subscribers and other readers acquired from **VIP DATABASES** of prestige companies in long-term cooperation with CHOICE Magazine. To mention just a few: **NESPRESSO, ŠKODA AUTO, BANG & OLUFSEN**, the most prestigious **FALKENSTEINER HOTELS**.

# CIRCULATION

CHOICE Magazine uses its own **DISTRIBUTION CHANNELS** to assure a flow of crucial information to a wide spectrum of readers. This entails the magazine's **MAILING PROCESS** to partners 'company clients' databases, as well as its **PRESENCE** in prestigious **CULTURAL** and **SPORTING EVENTS**. Thus assuring not only CHOICE media coverage of key events, but media networking **PARTNERSHIPS** as well. New issues of CHOICE Magazine are distributed to readers through **NESPRESSO** boutique stores, carefully selected **TOP STAR HOTELS**, wellness or gym centres, and **PUBLIC LIBRARIES**. Thanks to such sophisticated distribution the publication has only a limited number of returned copies.

# TARGET GROUP

People 25 years and upward, with **HIGHER-THAN-AVERAGE** income and **UPSCALE CAREER POSITIONS**, along with an interest in learning and discovery.

**READERSHIP:** at least 60,000 CLEARLY DEFINED customers.





## EXTENDED POSSIBILITIES

- Opportunity **TO INSERT PROMOTIONAL MATERIALS** in the magazine.
- **BINDING PAPER STRIPE** holding PR message across the cover page.
- Tailor-made **DISCOUNT CARDS** glued inside the block with a unique offer to magazine audience only.
- Possibility to promote product or service through **READER COMPETITIONS**.
- Highlighted product **TIPS AND “ADVERTORIALS”** intentionally designed to look like the editorials.
- On-line edition of CHOICE Magazine with **HOT WEB LINKS** to company pages.
- Extended use of **SOCIAL MEDIA** tools.

## QUALITY APPROACH

The publication has a liberal sprinkling of photos and a clean **ELEGANT DESIGN**. Its stories – all written by **PROFESSIONAL JOURNALISTS** – tend to the **UNEXPECTED** previously unexplored **PERSPECTIVE**. Let yourself to be **POSITIVELY SURPRISED**.

### TECHNICAL SPECIFICATION

number of pages: 132  
 paper: glossy cover 250 g lamino matt  
 inside pages matt paper 135 g  
 size: 210 x 270 mm  
 binding: V2

# THE COST OF ADVERTISING

second page of the cover	2600 EURO
third page of the cover	2250 EURO
fourth page of the cover	2950 EURO

first double page magazine ads	2950 EURO
second advertisement page	2600 EURO

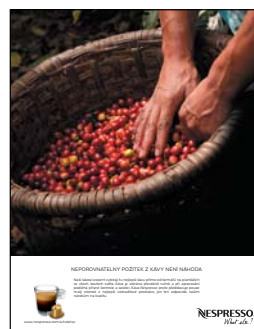
1/1 page	1800 EURO
1/1 page (guaranteed placement)	2050 EURO
1/2 page	1150 EURO

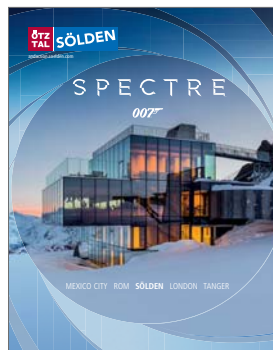
## REDUCTION FOR RENEWAL

In two editions reduction	15 percent
In three editions reduction	20 percent
In four editions reduction	25 percent

The prices of supplements comes from an individual calculation

All rates subject to VAT



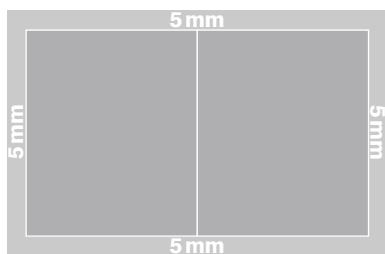


## TECHNICAL SPECIFICATION

Please mail ads in press PDF format in 1:1 size, resolution 300 DPI, color profile CMYK – without ICC profiles and direct colors (according to advertisement sizes) plus bleed on all of the four pages with the crop marks to e-mail address: **novakova@choicemag.cz**

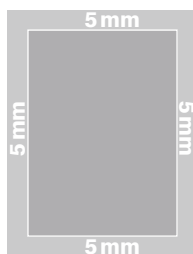
### 2/1 pages

420 x 270mm + 5mm bleed



### 1/1 page

210 x 270mm + 5mm bleed



### 1/2 page

103 x 270mm + 5mm bleed



### 1/3 page

67 x 270mm + 5mm bleed



## PUBLICATION SCHEDULE

**Deadline** 13. 4. 2018 / Publishing **date** 30. 4. 2018

## CONTACTS

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**PUBLISHING HOUSE**

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