

WE ARE HERE



YEARS  
FOR YOU

[www.choicemag.cz](http://www.choicemag.cz)

# 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 PRINT** magazine reaching a core target group of **9.000** carefully chosen **READERS**. Another **6.000** people receive the publication in its **DIGITAL FORM**. It is a mix of **LOYAL SUBSCRIBERS** and clients acquired from **VIP DATABASES** of well-known companies in **LONG-TERM** cooperation with CHOICE Magazine. To mention just a few: **STARBUCKS**, Škoda Auto, **BANG & OLUFSEN**, Tirol Werbung, **KEMPINSKI HOTELS**, Dyson, **FJÄLLRAVEN**, Columbia and **KJUS**.

# 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 **CULTURAL EVENTS** and **PROFESSIONAL FAIRS**. Thus assuring not only CHOICE media coverage of key events, but media networking **PARTNERSHIPS** as well. Issues of CHOICE Magazine are distributed through **NESPRESSO** boutiques, top **STAR HOTELS**, golf clubs, 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 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

**CHOICE** has a clean **ELEGANT DESIGN** and a liberal sprinkling of photos. 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	2 800	□
third page of the cover	2 800	EURO
fourth page of the cover	3 700	EURO
first double page magazine ads	3 700	EURO
second advertisement page	3 000	EURO
1/1 page	2 400	EURO
1/2 page	1 300	EURO
1/3 page	520	EURO

The prices of supplements comes from an individual calculation  
All rates subject to VAT

## PUBLICATION SCHEDULE

(could be slightly changed according to print house and partners requirements)

<b>spring issue*</b>	FEBRUARY 2023
<b>summer issue</b>	MAY 2023
<b>fall issue</b>	OCTOBER 2023
<b>winter issue*</b>	DECEMBER 2023

\* The magazine will be distributed to 6.000 clienst in its electronical form and than well extended via the web pages dedicated to the free distributed media



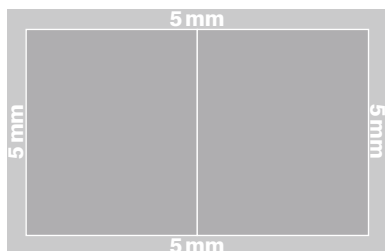


## TECHNICAL SPECIFICATION

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](mailto:novakova@choicemag.cz), [tuma@choicemag.cz](mailto:tuma@choicemag.cz)

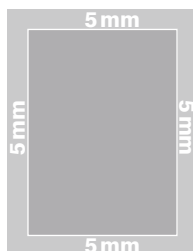
### 2/1 pages

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



## CONTACT

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