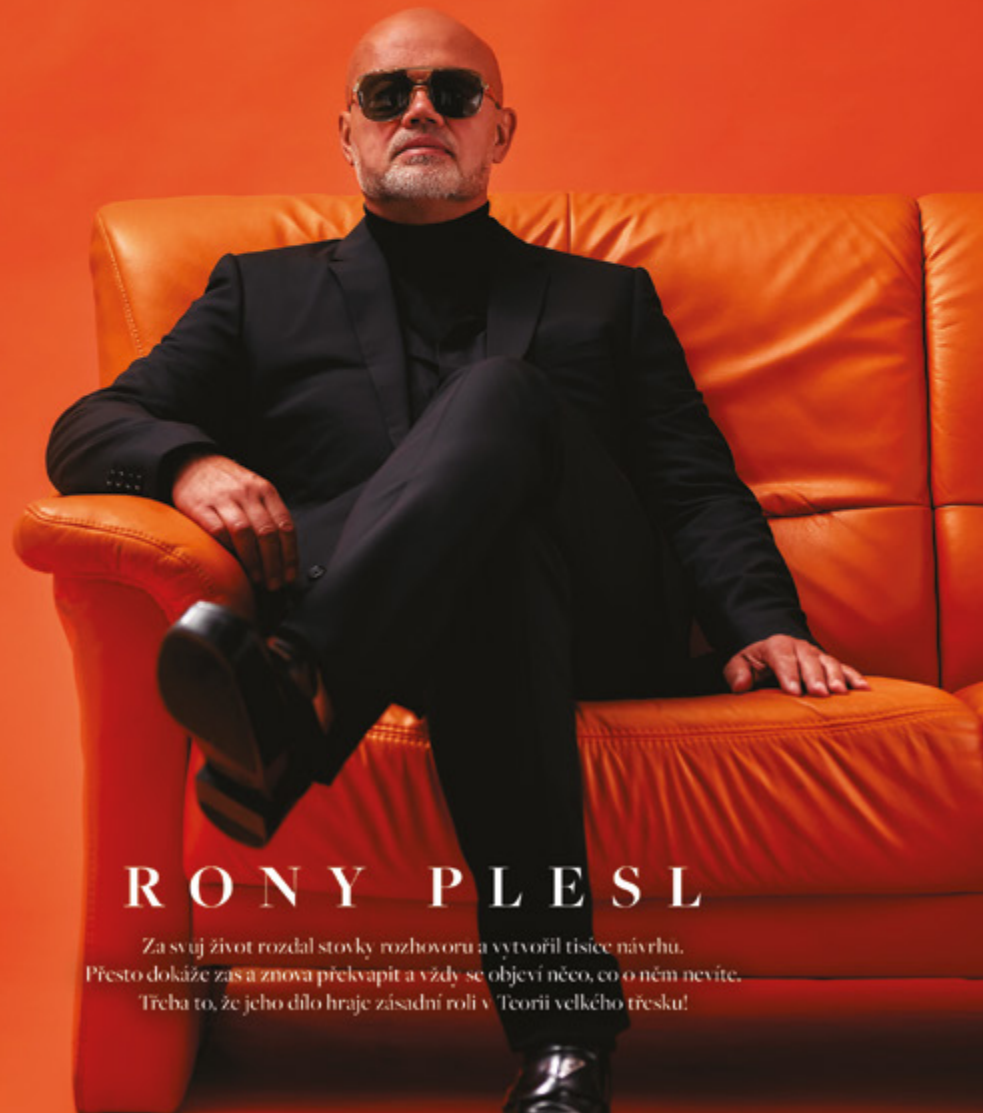


muži v česku

MEDIA KIT 2023

muži v česku

ZÁŘÍ - ŘÍJEN 2022 | 05 Kč | Kč 4,50



RONY PLESL

Za svůj život rozdal stovky rozhovorů a vytvořil tisíce návrhů.
Přesto dokáže zas a znova překvapit a vždy se objeví něco, co o něm nevíte.
Třeba to, že jeho dílo hraje zásadní roli v Teorii velkého třesku!



muži v česku

TOMÁŠ SATORANSKÝ, 07 / 2019

01

Muži v Česku

an invitation to a good company.

It's about refined fashion – a fashion which is elegant, innovative and interesting. It's about design and lifestyle advice capable of changing your life. It's about people, adventure, travel, fine drinks and high-quality gastronomy. It's about the importance of craft, from watches to cars. It's about humour, women, legends and everything related to *savoir-vivre*.



02

What can we do *for you?*

- A highly sophisticated presentation of your brand, products and services in a graphically appealing format to a broad audience.
- Classic print adverts as well as tailor-made content.
- Editorial support, PR articles (see examples). Our seasoned professional team is able to make promotional content attractive for readers to maximize impact.
- Digital (widely-followed social networks, a web magazine).
- Increasingly efficient print advertising, which experiences a revival.



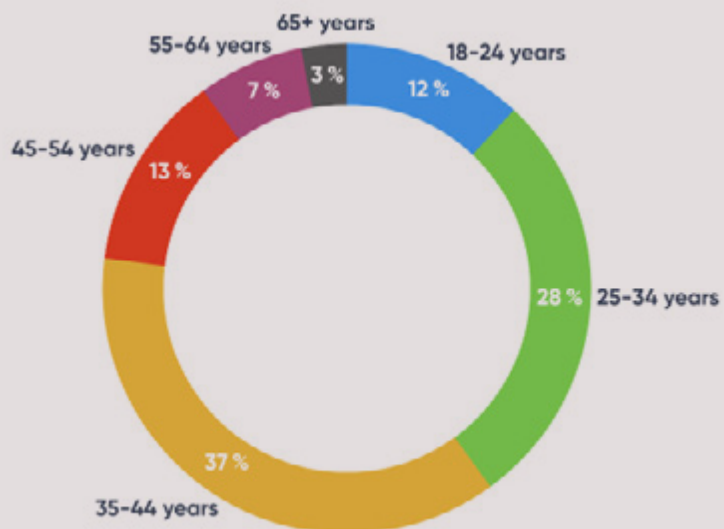
muži v česku

JIŘÍ BARTOŠKA, 11 / 2020

03

Target group

- Managers, businessmen, modern and successful men, owners of firms, fashionistas, design geeks and culture lovers.
- 80% men / 20% women
- AB groups, with income over CZK 60,000 per month
- Age 22–56




04


Web magazine

What is it about?

Since 2011. Currently the most visited men's lifestyle web magazine in our country.

Fresh and quick news from the world of fashion, design, lifestyle. Loads of sharp comments, a pinch of hyperbole, a handful of irony, oodles of sense of perspective and, most importantly, up-to-date information, communicated in a professional way.

 Facebook - 28 816 followers

 Instagram - 3 538 followers

05

Distribution

- Subscribers: 4 200
- Newsagents: 10 500
- Total circulation: 16 000
- Distribution in newsagent, petrol station and shopping mall chains



- Free Distribution:
 - business lounges at Prague Airport
 - car showrooms (BMW, Porsche ...)
 - hotels (Marriot, Kempinski ...)
 - barber shops (TBB, Tony Adams ...)
 - Men's tailoring (Le Premier, J & P, Leo Macenauer)
- Remittance distribution: Rohlík.cz, Café Café, Copy General, hotel chains ...

06

2023 schedule

ISSUE	DEADLINE	COMES OUT
january - february	27 Jan. 2023	3 Feb. 2023
march - april	15 Mar. 2023	31 Mar. 2023
may - june	9 May 2023	16 May 2023
july - august	29 Jun. 2023	7 Jul. 2023
september - october	5 Sep. 2023	12 Sep. 2023
november - december	7 Nov. 2023	14 Nov. 2023

muži v česku

MIRAI, 03 / 2022



07

Advertising rates

- 1st spread : CZK 490 000
Format: 406x265mm
- 2nd spread: CZK 470 000
Format: 406x265mm
- 3rd spread: CZK 450 000
Format: 406x265mm
- cover 4, back, outside: CZK 330 000
Format: 203x265mm
- 1/1 page: CZK 230 000
Format: 203x265mm

Technical specifications

- PDF format (or EPS, AI, TIFF, JPEG,)
- cmyk/300dpi
- 5mm bleed

08

Contact

Sales Department:

Michaela Hromádková
michaela.hromadkova@newlookmedia.cz

Apolinářská 3, 128 00 Praha – Nové Město

muži v česku

MAREK ADAMCZYK, 01 / 2022

