

Reportér

**Media kit
2018**



- Monthly news magazine in print and digital versions for sophisticated readers, who demand quality content.
- The magazine appeals to readers interested in public affairs, business, culture, Central Europe and intriguing personalities.
- Sales of this monthly publication begin in September 2014; via subscription and newsstand sales and via bulk sales of branded editions for partner company clients.





Content: 5 Sections

Report – investigative pieces and in-depth coverage along with photo reports

Czech Achievements – stories on interesting people or success stories from various segments of society

Business – in-depth stories that are not covered in day-to-day news reports

Central Europe – cooperation with reporters from Austria, Germany, Hungary, Poland and Slovakia

Art/Literature – fiction, short stories and essays written only for The Reporter Magazine





Exclusive Readership

- The Reporter Magazine targets **educated, successful readers with above-average incomes** and positions. These readers have sophisticated tastes and topics that interest them.
- The Reporter Magazine's branded editions will be read by **premium clients of our partners:**
 - **Česká spořitelna (Erste Group)**
program **Erste Premier**
 - **Fincentrum** – one of the largest financial-consulting companies – VIP clients
 - **Travel service**
- Thanks to its branded editions, the Reporter Magazine will have a guaranteed circulation of a **minimum 10,000 copies sold per month**. These will **reach readers from high to very high income groups**.
- We expect **the average monthly readership to be 110,000 readers** from among premium groups.*

* (This estimate is based on average readership for business and news outlets. Source: Mediaprojekt 2017)



Basic Facts

- Periodicity: monthly, 12 issues annually
- Number of printed pages: 132 – 164
- Print circulation: 32,000 copies per month
- Paper: 80g, LWSC bright, white glossy paper
- Digital edition: iOS, Android, PC
- Price per print issue: 69 CZK
- Annual subscription: 500 CZK
- Price of digital edition: 2.69 EUR





Advertising Prices

Single-ad advertising

Print circulation – 32,000 copies.

Guaranteed sales among affluent target groups – 10,000 copies.

Estimated readership – 110,000 premium readers per issue.

2nd cover	270 000 CZK
3rd cover	250 000 CZK
4th cover	290 000 CZK
First advertising page	260 000 CZK
2/1	360 000 CZK
Pages 2–3	390 000 CZK
1/1	240 000 CZK
1/2	130 000 CZK
1/3	90 000 CZK
1/4	70 000 CZK
Junior page	160 000 CZK

Print Production Specifications

	<p>2nd cover 270 000 CZK</p> <p>203×265 mm</p>	<p>3rd cover 250 000 CZK</p> <p>203×265 mm</p>	<p>4th cover 290 000 CZK</p> <p>203×265 mm</p>
<p>2/1 360 000 CZK</p> <p>406×265 mm</p>	<p>1/1 240 000 CZK</p> <p>203×265 mm (170×230 mm)</p>	<p>1/2 130 000 CZK</p> <p>203×134 mm (170×120 mm)</p>	<p>1/2 130 000 CZK</p> <p>94×265 mm (79×230 mm)</p>
<p>1/3 90 000 CZK</p> <p>64×265 mm (49×230 mm)</p>	<p>1/3 90 000 CZK</p> <p>203×88 mm (170×75 mm)</p>	<p>1/4 70 000 CZK</p> <p>97×134 mm (82×121 mm)</p>	<p>1/4 70 000 CZK</p> <p>52×265 mm (37×230 mm)</p>
		<p>1/4 70 000 CZK</p> <p>203×70 mm (170×57 mm)</p>	<p>Junior page 160 000 CZK</p> <p>126×194 mm (111×180 mm)</p>

Bleed 5 mm



Repeat Advertisement

Repetition of advertisements broadens the scope of premium clients reached by advertisers. Repeat advertisement enables (via the branded editions) communication with either all, or most of the exclusive clients of the partner companies.

Discounts for Repeat Advertisement

Repeated 3×	5% discount
Repeated 6×	10% discount
Repeated 12×	15% discount

Supplementary charge for special formats and positioning**20%**

Inserted ads (inlays), special packaging/wrapping attached to the magazine cover

The final price consists of technical costs and the weight of the supplement or insert.

Prices for Inserted Ads

Up to 10g	2,40 CZK per copy
Up to 20g	3,20 CZK per copy
Up to 30g.....	4,80 CZK per copy
Over 30g	Per agreement

Technical Cost

Insert	0,40 CZK
Insert to a particular page	0,60 CZK
Plastic cover wrapping.....	1,20 CZK
Plastic cover insert wrapping.....	1,60 CZK

No bonuses applied to the technical cost.

Reporter Magazine offers a variety of non-standard ad formats; i.e. expanded cover pages, stickers.

Prices for those formats are determined per individual agreement.

All prices shown in this document do not include VAT.



Publication Schedule (2017)

ISSUE	AD DEADLINE	ISSUE DATE
January 2017	01/12/18	01/22/18
February 2017	02/09/18	02/19/18
March 2017	03/02/18	03/12/18
April 2017	03/30/18	04/09/18
May 2017	04/23/18	05/04/18
June 2017	05/25/18	06/04/18
July 2017	06/18/18	06/29/18
August 2017	07/27/18	08/06/18
September 2017	08/31/18	09/10/18
October 2017	09/28/18	10/08/18
November 2017	11/02/18	11/12/18
December 2017	11/30/18	12/10/18

Cancellation Refund Policy

21 days before publication – no refund

30 days before publication – 50% refund



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Our general business terms and conditions
can be found at www.reportermagazin.cz.