

ANATOMIE ÚSPĚCHU
BE THE BEST!



READERSHIP: 48 000
PRINT RUN: 8 000 PCS/ISSUE

PERIODICITY: QUARTERLY
VERSION: PRINTED/ONLINE

TITLE CHARACTERISTICS

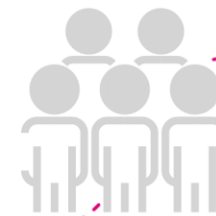
This quarterly issued, prestigious magazine brings the timeless stories of successful Czechs – entrepreneurs, experts, scientists, athletes and artists. It contains inspirational interviews with both famous and less famous personalities or reports on current economic and social trends, influencing the present and the future. We also notice the news from the world of lifestyle, services, design, fashion and gastronomy. One of COT Group long-term goals is to connect business with politics through alluring events, and thus the magazine informs its readers about prestigious meetings and events, many of which are organized or co-organized by our publishing house.

DIALOGUE, NETWORKING, SHARING – THOSE ARE THE MAIN CONCERNS OF „BE THE BEST“ MAGAZINE AND THE ACCOMPANYING EVENTS FOR THE BEST OF CZECHS



48 000

ISSUE READERSHIP



1 900

READERS GET THE MAGAZINE ON ACCOMPANYING SOCIAL EVENTS



192 000

READERS PER YEAR

DISTRIBUTION

- addressed, nominal
- events
- the title is part of the media monitoring Monitora
- chosen prestigious spaces

READERS STRUCTURE



52 %
1 200 000 CZK and more per annum

38 %
600 000 – 1 199 999 CZK per annum

10 %
Other



93 %
Employee with subordinate units, owner, manager, top manager

7 %
Employee without subordinates



78 %
Higher education

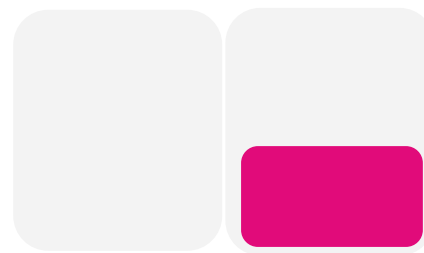
22 %
Secondary school



Double page spread
458 x 297 mm (+ 3 mm bleed)
89 000 CZK / 3 790 EUR



Fullpage
229 x 297 mm (+ 3 mm bleed)
58 000 CZK / 2 470 EUR



1/2 page
200 x 121 mm
40 600 CZK / 1 800 EUR



Foldable envelope
458 x 297 mm (+ 3 mm bleed)
149 000 CZK / 6 340 EUR



Back cover
229 x 297 mm (+ 3 mm bleed)
95 000 CZK / 4 050 EUR



2nd cover page
229 x 297 mm (+ 3 mm bleed)
85 000 CZK / 3 650 EUR



3rd cover page
229 x 297 mm (+ 3 mm bleed)
80 000 CZK / 3 400 EUR

PUBLISHING TIMETABLE

Issue	Closure	Publication
<input checked="" type="checkbox"/> Spring – 1/2023	16. 01. 2023	15. 03. 2023
<input checked="" type="checkbox"/> Summer – 2/2023	17. 04. 2023	05. 06. 2023
<input checked="" type="checkbox"/> Autumn – 3/2023	31. 07. 2023	18. 09. 2023
<input checked="" type="checkbox"/> Winter – 4/2023	23. 10. 2023	06. 12. 2023

ADDITIONAL SERVICES PRICELIST

- Editorial formatting 1 standart page **400 CZK / 16 EUR**
- Graphic design (image inzerce) **650 CZK / 26 EUR per hour**
- Inserted flyer up to A4 size from **3,50 CZK per piece**

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