

ANATOMIE ÚSPĚCHU
BE THE BEST!
 ANATOMY OF SUCCESS



READERSHIP: 48 000 **PERIODICITY: QUARTERLY**
PRINT RUN: 8 000 PCS / ISSUE **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.

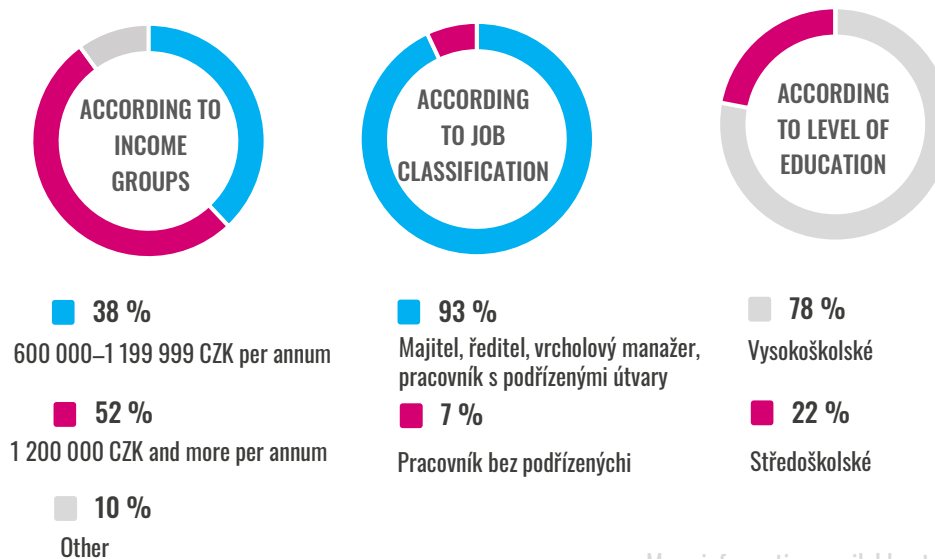
DIALOGUE, NETWORKING, SHARING – THOSE ARE THE MAIN CONCERNS OF „BE THE BEST“ MAGAZINE AND THE ACCOMPANYING EVENTS FOR THE BEST OF CZECHS



DISTRIBUTION

- ✓ addressed, nominal
- ✓ events
- ✓ online distribution: 
- ✓ chosen prestigious spaces

READERS STRUCTURE

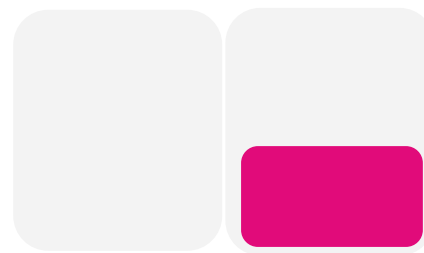




Double page spread
458 x 297 mm (+ 3 mm bleed)
120 000 CZK / 4 800 EUR



Fullpage
229 x 297 mm (+ 3 mm bleed)
90 000 CZK / 3 600 EUR



1/2 page
200 x 121 mm
50 000 CZK / 2 000 EUR



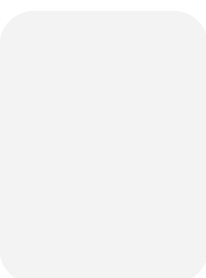
Foldable envelope
458 x 297 mm (+ 3 mm bleed)
180 000 CZK / 7 200 EUR



Back cover
229 x 297 mm (+ 3 mm bleed)
150 000 CZK / 6 000 EUR



2nd cover page
229 x 297 mm (+ 3 mm bleed)
120 000 CZK / 4 800 EUR



3rd cover page
229 x 297 mm (+ 3 mm bleed)
95 000 CZK / 3 800 EUR

PUBLISHING TIMETABLE

Issue	Closure	Publication
<input checked="" type="checkbox"/> Spring – 1/2022	17. 01. 2022	16. 03. 2022
<input checked="" type="checkbox"/> Summer – 2/2022	19. 04. 2022	15. 06. 2022
<input checked="" type="checkbox"/> Autumn – 3/2022	16. 08. 2022	12. 10. 2022
<input checked="" type="checkbox"/> Winter – 4/2022	24. 10. 2022	16. 12. 2022

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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