

# Magazín

Leo Express



Onboard magazine for Leo Express passengers

**READERSHIP: 1 080 000** **PERIODICITY: QUARTERLY**  
**PRINTED EDITION: 45 000 PCS** **FORM: PRINTED/ONLINE**

## TITLE CHARACTERISTIC

The on-board magazine Leo Express is the ideal companion on journeys with the Leo Express transport company. Published quarterly, the magazine examines selected destinations, puts the spotlight on up-and-coming personalities, brings passengers up-to-the-minute lifestyle topics and also offers advice on how to make your journey simpler, pleasanter and more enjoyable, all in an engaging way.

## ABOUT LEO EXPRESS

Leo Express is a privately-owned, multimodal transport group linking 200 locations across six European countries. The company operates trains in three countries (CZ, SK, PL), offering four classes on board: Premium, Business, Economy Plus and Economy. In July of 2018, the company launched rail services on the Prague – Cracow route, thus becoming the very first commercial transport company on Poland's railways. In December 2019, the company entered the regional transport market, with trains also calling at Wroclaw in Poland. Leo Express operates coaches in five countries (CZ, SK, PL, UA, A) with vehicles offering two classes: Economy and Business for more demanding clients.

## DISTRIBUTION

- in Leo Express trains
- In Leo Express buses
- direct mail on 150 000 contacts
- in the sale offices



**1 350 000**

passengers carried



**1 080 000**

readers annually



**150 000**

direct mail to 150,000 contacts each issue

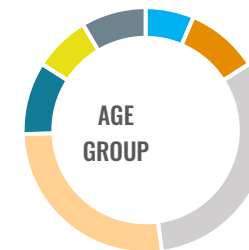
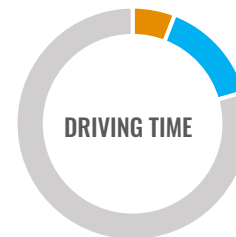
## DISTRIBUTION

- 53 % women : 47 % men
- regular travellers (for work)
- managerial staff on business trips
- students
- parents and grandparents with children

## INCOME GROUPS

- more than 80 thousand CZK 9 %
- 40 – 80 thousand CZK 25 %
- 20 – 40 thousand CZK 40 %
- up to 20 thousand CZK 26 %

## READERS STRUCTURE



- 6% Less than 60 min
- 15% 60 - 120 min
- 81% More than 120 min
- 12% Up to 18 years
- 9% 18 - 24 years
- 30% 25 - 34 years
- 25% 35 - 44 years
- 9% 45 - 54 years
- 7% 55 - 64 years
- 8% More than 65 years



Double page spread  
330 x 240 mm (bleed 4 mm)  
**92 000 CZK / 3 680 EUR**



Fullpage 165 x 240 mm (bleed 4 mm)  
**70 000 CZK / 2 800 EUR**



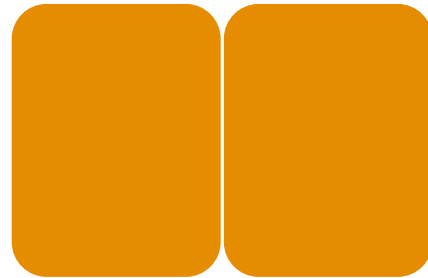
1/2 page 138 x 99 mm  
**40 000 CZK / 1 600 EUR**



Back cover 165 x 240 mm (bleed 4 mm)  
**130 000 CZK / 5200 EUR**



2. cover page 165 x 240 mm (bleed 4 mm)  
**85 000 CZK / 3 400 EUR**



3. Cover page 165 x 240 mm (bleed 4 mm)  
**78 000 CZK / 3 120 EUR**

### RELEASE SCHEDULE

Issue	Deadline	Publication
<input checked="" type="checkbox"/> 01 – 03 / 2022	08.11.2021	28. 12. 2021
<input checked="" type="checkbox"/> 04 – 06 / 2022	14.02.2022	29. 03. 2022
<input checked="" type="checkbox"/> 07 – 09 / 2022	16.05.2022	28. 06. 2022
<input checked="" type="checkbox"/> 10 – 12 / 2022	15.08.2022	27. 09. 2022
<input checked="" type="checkbox"/> 01 – 03 / 2023	07.11.2022	27. 12. 2023

### ADDITIONAL SERVICES PRICELIST

Text services and proofreading - 1 standart page  
**400 CZK / 16 EUR**

Translation – 1 standart page  
**500 CZK / 20 EUR**

Graphical design  
**650 CZK / per hour / 26 EUR / per hour**



### ELECTRONIC DISTRIBUTION



The publisher has the right to refuse to publish an advertisement, especially if its content or the type of advertised services would harm the legitimate interests of the publisher and its contents could harm their reputation in the public or its part and if it is contrary to generally binding legal regulations and good morals not only of the Czech Republic but also of any country where the carrier operates



More information on [www.cot.cz/leo-express](http://www.cot.cz/leo-express)