

Magazín

Leo Express



Onboard magazine for LEO EXPRESS passengers

READERSHIP: 1 080 000
PRINTED EDITION: 45 000 PCS

PERIODICITY: QUARTERLY
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-date lifestyle topics and also offers advice on how to make your journey simpler, more pleasant and more enjoyable, all wrapped up in engaging, interesting package.

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 ticket sale offices



1 350 000
passengers carried



1 080 000
readers annually



150 000
direct mail to 150,000 contacts per issue

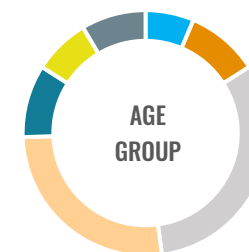
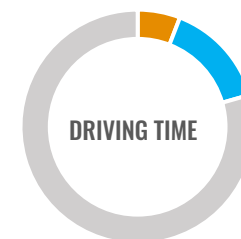
DISTRIBUTION

- 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

12 % Up to 18 years

25 % 35 - 44 years

8 % More than 65 years

15 % 60 - 120 min

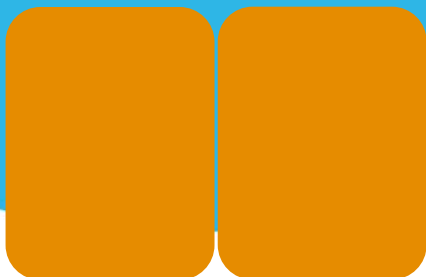
9 % 18 - 24 years

9 % 45 - 54 years

30 % 25 - 34 years

7 % 55 - 64 years

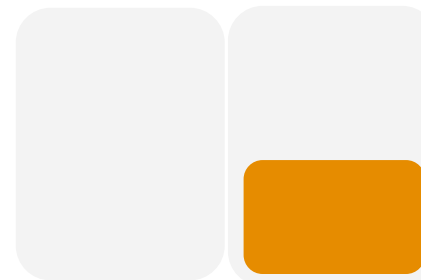
81 % More than 120 min



Double page spread
330 x 240 mm (bleed 4 mm)
95 000 CZK / 4 045 EUR



Fullpage 165 x 240 mm (bleed 4 mm)
59 000 CZK / 2 510 EUR



1/2 page 138 x 99 mm
41 500 CZK / 1 760 EUR



Back cover 165 x 240 mm (bleed 4 mm)
95 000 CZK / 4 045 EUR



2. cover page 165 x 240 mm (bleed 4 mm)
85 000 CZK / 3 620 EUR



3. Cover page 165 x 240 mm (bleed 4 mm)
78 000 CZK / 3 185 EUR

PUBLISHING SCHEDULE

Issue	Deadline	Publication
<input checked="" type="checkbox"/> 01 – 03 / 2023	08. 11. 2022	28. 12. 2022
<input checked="" type="checkbox"/> 04 – 06 / 2023	13. 02. 2023	28. 03. 2023
<input checked="" type="checkbox"/> 07 – 09 / 2023	15. 05. 2023	27. 06. 2023
<input checked="" type="checkbox"/> 10 – 12 / 2023	14. 08. 2023	26. 09. 2023
<input checked="" type="checkbox"/> 01 – 03 / 2024	06. 11. 2023	19. 12. 2024

ADDITIONAL SERVICES PRICELIST

- Text services and proofreading - 1 standard 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 of the Czech Republic, as well as of any other state whose territory is serviced by the contracting authority. The advertisement musn't display nudity, not even as a part of an artistic portrayal or a piece of art.

