

# 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-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



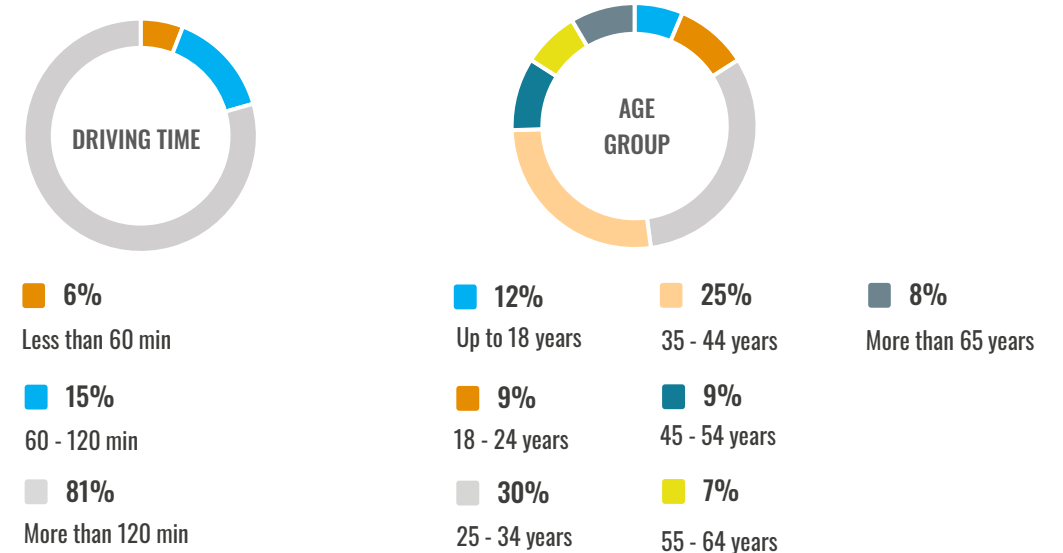
## DISTRIBUTION

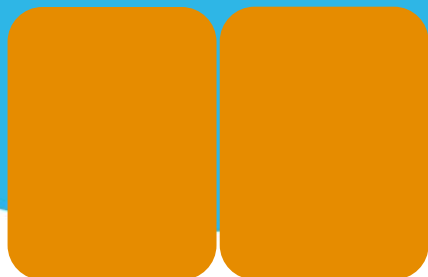
- 53 % women : 47 % men
- regular travellers (for work)
- managerial staff on business trips
- students
- parents and grandparents with children

## 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

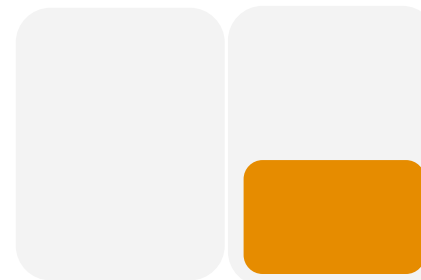




Double page spread  
330 x 240 mm (bleed 4 mm)  
**92 000 CZK / 3 680 EUR**



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)  
**110 000 CZK / 4 400 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**

### PUBLISHING 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 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.

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

