

B E S T
 Y O F T H E A R
 2 0 2 5

GALERIE ÚSPĚCHŮ

BE
THE
BEST!



Yearbook Best of the year

is the follow-up to Be the Best magazine, which, under the subtitle Anatomy of Success, has been covering stories for more than 15 years from the worlds of business, science, culture and sports, as well as exceptional personalities and companies.

Since 2025, the magazine has changed its scope, periodicity and face, but has not changed its focus. Success still remains its main theme.

Cooperation with two prestigious rankings – Diamonds of Czech Business and Czech 100 Best. These are the places where inspiring stories of Czech successes that do not end at the Czech borders meet.

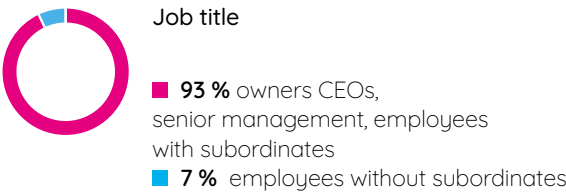
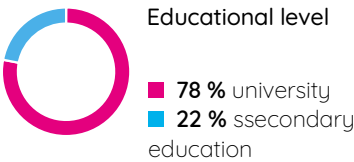
These stories will be complemented by expert and polemical topics related to current events in the domestic economic environment.

All in an attractive printing process, with a larger number of pages and targeted distribution.

Distribution

- Addressed by name according to the updated database of Be the Best magazine
- Addressed nominal according to the Diamonds of Czech Business ranking database (from the 2024 and 2025 editions)
- Addressed by name according to the Czech Top 100 database
- The magazine will be presented to participants of important social events (the Czech 100 Best gala evening and 7 regional Diamonds of Czech Business awards)

Readership structure



Publication schedule

Issue

■ Yearbook 2025

Deadline

24. 10. 2025

Distribution

25. 11. 2025

Additional services pricelist

- Editorial revision 1 standard page **33 EUR**
- Graphic design (image advertising) **27 EUR/hour**
- Inserted flyer up to A4 **0,20 EUR per piece**

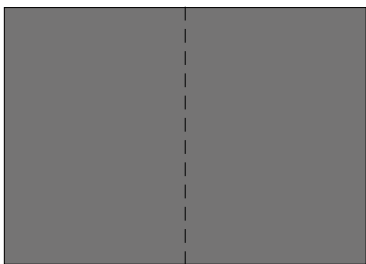
Price and size of advertising



2nd cover page
229 × 297 mm (+ 3 mm bleed)
3 540 EUR



3rd cover page
229 × 297 mm (+ 3 mm bleed)
3 340EUR



Doublepage spread
458 × 297 mm (+ 3 mm bleed)
3 710 EUR



Fullpage
229 × 297 mm (+ 3 mm bleed)
2 420 EUR



yearbook
periodicity



48 000
readership



13 500
print run



print/online
form



distribution
by post and also
at 9 social events



2 100
readers pick up the
magazine at major social
event

The publisher / commissioning authority has the right to refuse to publish advertising, in particular if its content or the type of services advertised would harm the legitimate interests of the publisher / commissioning authority and if its content could damage the reputation of the public or a section of the public and if it contravenes generally binding legal regulations and good morals not only of the Czech Republic, but also of any state on whose territory the contracting authority operates transport. Nude human figures may not be depicted in the advertisement. This requirement also applies to works of art.