

# Magazín

Leo Express



CZ/EN

## Leo Express Onboard Passenger Magazine

Destination highlights, interviews with celebrities and visionaries at the beginning of their career, current lifestyle topics, travel advice.



The title is part of Mediaboard's media monitoring.



**1 500 000**  
passengers carried



**150 000**  
mailing to 150 000  
contacts



**45 000 pcs/issue**  
printed edition



**quarterly**  
periodicity



**printed / online**  
form

Leo Express operates train and bus services in 3 countries (CZ, SK, PL)



Current  
connection  
map

## DISTRIBUCE

- on Leo Express trains
- on Leo Express buses
- direct mail to 150 000 contacts
- at ticket sales points

## PASSENGER STRUCTURE

- 53% women, 47% men
- commuters
- managers on business trips
- students
- parents and grandparents with children

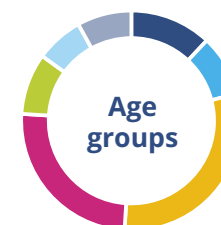
## INCOME GROUPS

- more than 80 000 CZK 9 %
- 50 - 80 000 CZK 25 %
- 30 - 50 000 CZK 40 %
- up to 30 000 CZK 26 %

## READERS STRUCTURE



- 5 % less than 60 minutes
- 15 % 60 - 120 minutes
- 80 % more than 120 minutes



- 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



The cover of the magazine is treated with antibacterial varnish

**Mediakit 2025**

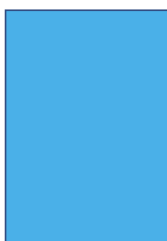
## ADVERTISEMENT PRICE AND SIZE



### Double page spread

330 × 240 mm (+ spad 4 mm)

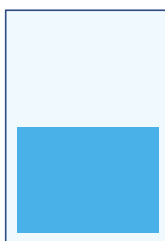
**3 960 EUR**



### Fullpage

165 × 240 mm (+ spad 4 mm)

**2 460 EUR**



### 1/2 page

138 × 99 mm

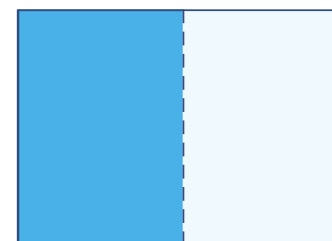
**1 730 EUR**



### Back cover

165 × 240 mm (+ bleed 4 mm)

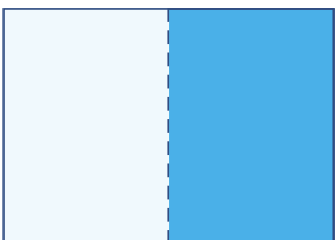
**3 960 EUR**



### 2nd cover page

165 × 240 mm (+ bleed 4 mm)

**3 550 EUR**



### 3rd cover page

165 × 240 mm (+ bleed 4 mm)

**3 250 EUR**

## RELEASE SCHEDULE

Issue	Deadline	Publication
● Spring 2024	23. 01. 2025	07. 03. 2025
● Summer 2024	22. 04. 2025	06. 06. 2025
● Autumn 2024	31. 07. 2025	12. 09. 2025
● Winter 2024/2025	30. 10. 2025	12. 12. 2025

## ADDITIONAL SERVICES PRICELIST

- Editorial revision – 1 standart page **33 EUR**
- Translation – 1 standart page **21 EUR**
- Graphic design (image advertising) **27 EUR/hour**