

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

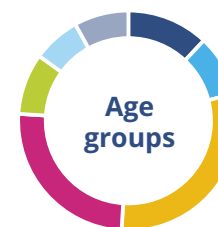
INCOME GROUPS

- 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



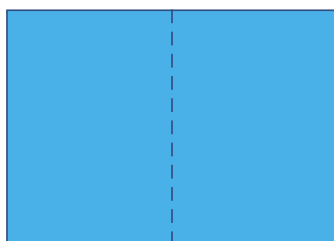
- 12 % up to 18 years
- 9 % 18 - 24 years
- 30 % 25 - 34 years
- 25 % 35 - 44 years
- 9 % 45 - 54 years
- 7 % 55 - 64 years
- 8 % more than 65 years



The cover of the magazine is treated with antibacterial varnish

Mediakit 2025

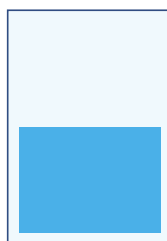
ADVERTISEMENT PRICE AND SIZE



Double page spread
330 × 240 mm (+ spad 4 mm)
3 960 EUR



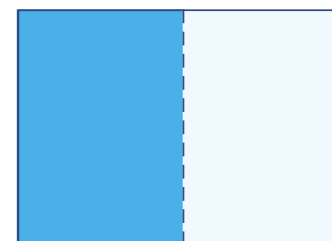
Fullpage
165 × 240 mm (+ spad 4 mm)
2 460 EUR



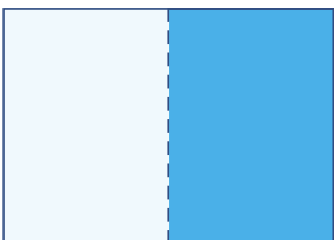
1/2 page
138 × 99 mm
1 730 EUR



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**

The stated prices are **excluding VAT**.