

# BE THE BEST!

ANATOMIE ÚSPĚCHU

**Readership: 48 000**

**Periodicity: quarterly**

**Printed edition: 11 000 pcs/issue**

**Form: printed/online**



## Title characteristic ●●●

This quarterly issued, prestigious magazine brings the timeless stories of successful Czechs – entrepreneurs, experts, scientists, athletes and artists. It contains inspirative interviews with both famous and less famous personalities or reports on current economic and social trends, influencing the present and the future. We also take note of the news from areas such as lifestyle, services, design, fashion and gastronomy.

Networking is an inseparable part of our magazine – the publisher organises numerous social and experiential events for its readers, many of which are owners and top managers of successful companies or institutions. Their aim is to organically connect business, public and academic spheres.

**Dialogue, networking, sharing – those are the main concerns of BE THE BEST magazine, as well as of the accompanying social events**



**48 000**  
edition readership



**1 900**  
readers receive  
the magazine at related  
social events



**192 000**  
readers annually



## Distribution

- addressed, nominal
- events
- selected VIP venues
- title is a part of Monitora media monitoring

## Readers structure



■ 52 % 48 000 EUR and more annually  
■ 38 % 24 000 – 48 000 EUR annually  
■ 10 % other



■ 93 % owners CEOs, senior management, employees with subordinates  
■ 7 % employees without subordinates



■ 78 % university degree  
■ 22 % secondary education

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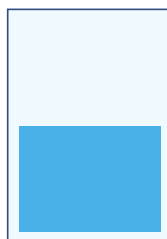
## Advertisement price and size



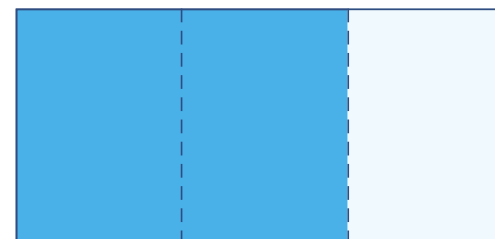
**Doublepage spread**  
458 × 297 mm (+ bleed 3 mm)  
**3 710 EUR**



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



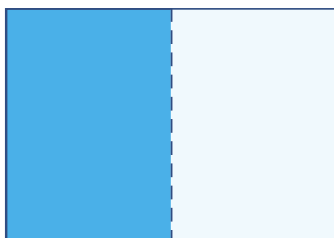
**1/2 page**  
200 × 121 mm  
**1 700 EUR**



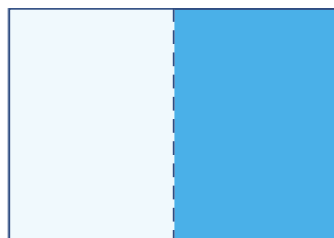
**Two-page fold cover**  
458 × 297 mm (+ bleed 3 mm)  
**6 210 EUR**



**Back cover**  
229 × 297 mm (+ bleed 3 mm)  
**3 960 EUR**



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



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

## RELEASE SCHEDULE

Issue	Deadline	Publication
● Spring – 1/2024	15. 01. 2024	13. 03. 2024
● Summer – 2/2024	15. 04. 2024	12. 06. 2024
● Autumn – 3/2024	29. 07. 2024	25. 09. 2024
● Winter – 4/2024	21. 10. 2024	12. 12. 2024

## ADDITIONAL SERVICES PRICELIST

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