

FUTU

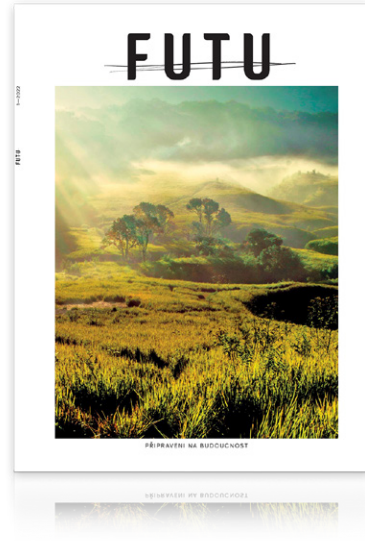
Readership: 210 000

Printed edition: 20 000 pcs/issue

Online distribution: 150 000+/issue

Periodicity: Three times a year

Form: printed/online



Title characteristics ●●●

FUTU is a communication platform for our future. Main concern of this exceptional magazine is sustainable development within business, i.e. what is currently hidden under the letters ESG Environmental Social Governance. **Mandatory non-financial ESG reporting, i.e. the publication of reports on environmental and social responsibility of companies, makes many companies nervous.** FUTU is designed to dispel these fears and offers a space for mutual inspiration of companies in their sustainability efforts. FUTU believes that striving for a better future makes sense.

The content includes interviews with experts, case studies, analyses, infographics mind maps and timelines and reports, as well as presentations of products and services that are communicate in the form of lifestyle topics where the primary business objective is not apparent. The idea of the future is matched by magazine's modern, attractive and elegant layout. It is published in print and electronic form.

Target readers (printed & online distribution)

- CSR & ESG managers
- CEO & owners
- Purchasing and service managers, CFOs, business development managers
- Leo Express partners & customers – newsletter for 150 000 contacts



60 000
Readers of
printed edition



150 000
Online
distribution



420 000
Readers annually

Distribution

- addressed, nominal – distributed together with prestigious Be the Best magazine
- direct distribution to 3 000 ESG companies manufacturing directors
- each advertiser will receive issues to distribute to their stakeholders (based on advertisement size)
- online distribution to Leo Express partners & other selected partners selected events

Readers structure



■ **52 %**
48 000 EUR and more annually

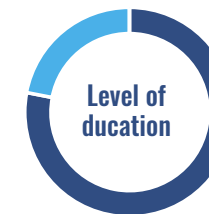
■ **38 %**
24 000 – 48 000 EUR annually

■ **10 %** other



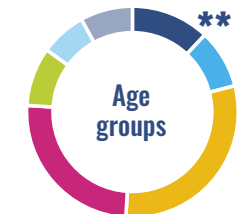
■ **93 %** owners, CEOs,
senior management,
employees with subordinates

■ **7 %** employees without
subordinates



■ **78 %** university degree

■ **22 %** secondary
education



■ **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

** Distribution via Leo Express

* Distribution via Be The Best

Mediakit 2024

FUTU

Advertisement price and size



Partner of the issue
– 12 pages
210 × 280 mm (+ bleed 3 mm)
5 630 EUR



4 pages
210 × 280 mm (+ bleed 3 mm)
3 170 EUR



2 pages
210 × 280 mm (+ bleed 3 mm)
1 920 EUR



Fullpage
210 × 280 mm (+ bleed 3 mm)
1 040 EUR

RELEASE SCHEDULE

Issue	Deadline	Publication
● 1/2024	13. 02. 2024	19. 04. 2024
● 2/2024	11. 06. 2024	16. 08. 2024
● 3/2024	17. 09. 2024	19. 11. 2024

Partner of the issue

- Max 5 partners per issue
- Each partner gets **12 pages**
- Each partner is guaranteed industry exclusivity in the issue

ADDITIONAL SERVICES PRICELIST

- Photoshoot in partner's main office (client receives rights to use photos as his own)
420 – 630 EUR (based on the number of inputs and overall production difficulty)
- Graphic design (image advertisement) **27 EUR/hour**.