

Magazín

Leo Express



Readership: 1 180 000

Periodicity: quarterly

Printed edition: 45 000 pcs/issue

Form: print/online



Onboard magazine for Leo Express passengers ●●●

The on-board magazine Leo Express is the ideal companion on journeys with the Leo Express transport company. Published quarterly, the magazine examines selected destinations, puts the spotlight on up-and-coming personalities, brings passengers up-to-date lifestyle topics and also offers advice on how to make your journey simpler, more pleasant and more enjoyable, all wrapped up in engaging, interesting package.

About Leo Express ●●●

Leo Express is a privately-owned, multimodal transport group linking 200 locations across four European countries. The company operates trains in three countries (CZ, SK, PL), offering four classes on board: Premium, Business, Economy Plus and Economy. In July of 2018, the company launched rail services on the Prague – Kraków route, thus becoming the very first commercial transportation company on Polish railways. In December 2019, the company entered the regional transport market, with trains heading all the way to Wrocław in Poland. Leo Express operates buses in four countries (CZ, SK, PL, UA) with vehicles offering two classes: Economy and Business for more demanding clients.

Distribution

- in Leo Express trains
- in Leo Express buses
- direct mailing to 150 000 contacts
- in ticket sale booths
- title is a part of Monitora media monitoring



1 500 000
passengers
carried

1 180 000
readers

150 000
direct mailing
to 150 000 contacts



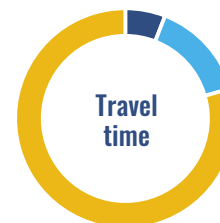
Passenger structure

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

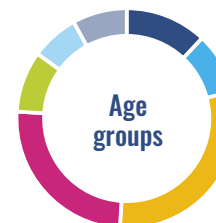
Income groups

- more than 3 200 EUR 9 %
- 1 600 – 3 200 EUR 25 %
- 800 – 1 600 EUR 40 %
- up to 800 EUR 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 2024

Magazín

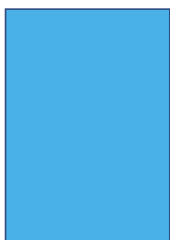
Leo Express



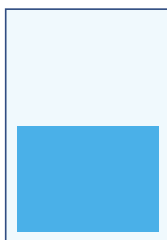
Advertisement price and size



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



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



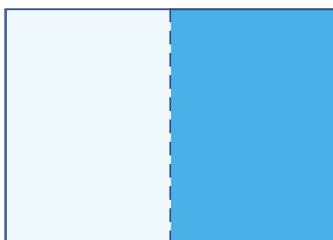
1/2 page
138 × 99 mm
1 730 EUR



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	06. 2. 2024	20. 3. 2024
● Summer 2024	29. 4. 2024	14. 6. 2024
● Autumn 2024	29. 7. 2024	10. 9. 2024
● Winter 2024/2025	23. 10. 2024	5. 12. 2024

ADDITIONAL SERVICES PRICELIST

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

Scan QR code
for up-to-date
schedule



The publisher reserves the right to refuse to publish an advertisement, especially if its content or the type of advertised services would harm the legitimate interests of the publisher and its contents could harm their reputation in the eye of the public or its part and if it is contrary to generally binding legal regulations and good morals of the Czech Republic, as well as of any other state whose territory is serviced by the contracting authority. The advertisement musn't display nudity, not even as a part of an artistic portrayal or a piece of art.

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