

FUTU



NUMBER OF ISSUES: 210 000
PRINTED EDITION: 20 000 PCS
ONLINE DISTRIBUTION: 150 000+

PERIODICITY: HALF-YEARLY
FORM: PRINTED/ONLINE

TITLE CHARACTERISTICS

FUTU is a communication platform for our future. The main content line 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, reports, as well as presentations of products and services that we communicate in the form of lifestyle topics where the primary business objective is not apparent. The idea of the future is matched by the magazine's modern, attractive and elegant layout. It is published in print and electronic form.

TARGET GROUPS OF READERS (PRINT + ONLINE DISTRIBUTION)

- CSR managers, ESG managers
- company directors and owners
- Purchasing and service managers, CFOs, business development managers
- LEO EXPRESS PARTNERS AND CUSTOMERS - NEWSLETTER FOR 150 000 CONTACTS**



More information at cot.cz/tituly/futu/



60 000

READERSHIP OF THE
PRINT EDITION



150 000+

ELECTRONIC
DISTRIBUTION



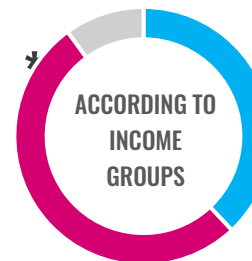
420 000

ANNUAL READER

DISTRIBUTION

- targeted, nominal - distribution together with the prestigious Be the Best magazine
- each partner of the issue receives 3,000 copies for distribution to their ESG manufacturing directors
- electronic distribution to Leo Express partners, electronic distribution to other partners
- selected events

STRUCTURE OF READERS



52 %
1 200 000 CZK and more per annum

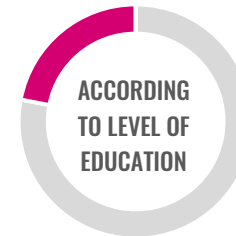
38 %
600 000 – 1 199 999 CZK per annum

10 %
Other



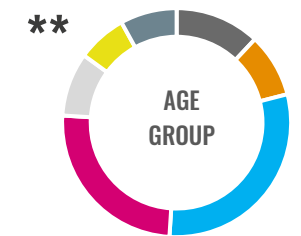
93 %
Employee with subordinate units, owner, manager, top manager

7 %
Employee without subordinates



78 %
Higher education

22 %
Secondary school



12 %
Up to 18 years

30 %
18 - 24 years

9 %
25 - 34 years

25 %
35 - 44 years

9 %
45 - 54 years

7 %
55 - 64 years

8 %
More than 65 years

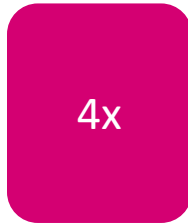
* Distribution Be the Best

** Distribution Leo Express

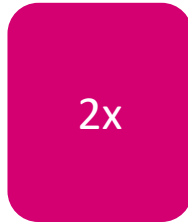
FUTU



Partner issue – 12 pages
210 x 280 mm (+ bleed 3 mm)
135 000 CZK / 5 750 EUR



4 pages
210 x 280 mm (+ spad 3 mm)
76 000 CZK / 3 240 EUR



2 pages
210 x 280 mm (+ bleed 3 mm)
46 000 CZK / 2 000 EUR



Fullpage
210 x 280 mm (+ bleed 3 mm)
25 000 CZK / 1 070 EUR

PUBLISHING SCHEDULE

Issue	Deadline	Publication
<input checked="" type="checkbox"/> Summer – 2/2023	17. 04. 2023	16. 06. 2023
<input checked="" type="checkbox"/> Winter – 4/2023	16. 10. 2023	15. 12. 2023

PARTNER ISSUE

- the maximum number of partners in an issue is five
- the partner has 12 pages
- each partner is guaranteed industry exclusivity in the issue

ADDITIONAL SERVICES PROCELIST

- Shooting at the partner's headquarters (the client gets the copyright for the use of the photos) **10 000- 15 000 CZK** (the price depends on the number of outputs and the complexity of the production)

- Graphic processing (image advertising) **650 CZK / hour**

The publisher has 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 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 mustn't display nudity, not even as a part of an artistic portrayal or a piece of art.