

# Magazín

Leo Express



SK/HU

Passengers transported: up to 4 mil.

Periodicity: quarterly

Printed edition: 45 000 pcs/issue

Form: printed/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 that connects around 200 cities in four European countries. Leo Express operates trains in 3 countries (Czech Republic, SK, PL) and offers travel in Premium, Business, Economy Plus and Economy classes. In July 2018, it launched operations on the Prague-Kraków railway line, becoming the first commercial passenger carrier on Polish tracks. In December 2019, it launched a committed regional service in Orlice and from December 2023 connects Bratislava and Komárno as part of a regional service in the Slovak Danube region. Within the Slovak Republic, 21 modern Alstom Coradia LINT 41 diesel units run on the line between Bratislava and Komárno. Bus transport is offered by Leo Express in 4 countries (CR, SK, PL, UA) and buses they have 2 classes: Economy and Business for more demanding clientele. In Slovakia, Leo Express customers ride on the route Bratislava - Košice.

## Distribution

- in Leo Express trains
- in ticket sale booths
- title is a part of Monitora media monitoring



up to  
4 000 000

forecast of passengers  
carried

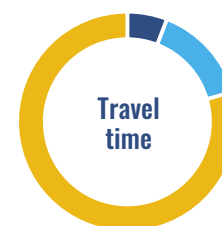
## Passenger structure

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

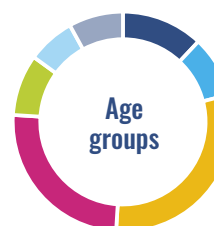
## Income groups

- 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 10 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

Link to the  
electronic version  
of the magazine



Mediakit 2024

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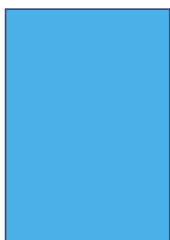


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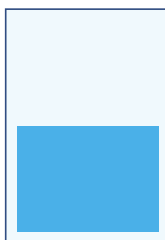
## Advertisement price and size



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



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



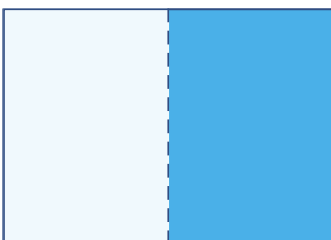
**1/2 page**  
138 × 99 mm  
**1 730 EUR**



**Back cover**  
165 × 240 mm (+ bleed 4 mm)  
**3 960 EUR**



**2nd page cover**  
165 × 240 mm (+ bleed 4 mm)  
**3 550 EUR**



**3rd page cover**  
165 × 240 mm (+ bleed 4 mm)  
**3 250 EUR**

## PUBLISHING SCHEDULE

Issue	Deadline	Publication
● Winter 2023/2024	20. 10. 2023	8. 12. 2023
● Spring 2024	14. 2. 2024	28. 3. 2024
● Summer 2024	16. 5. 2024	28. 6. 2024
● Autumn 2024	15. 8. 2024	27. 9. 2024
● Winter 2024/2025	1. 11. 2024	20. 12. 2024

## ADDITIONAL SERVICES PRICELIST

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

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.

**Mediakit 2024**