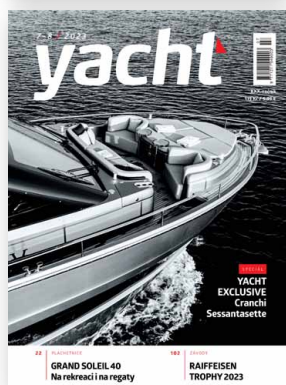


# yacht

MAGAZINE



## CONTACTS:

Yacht s.r.o.  
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daniel@yacht.cz

Daniel Guryča  
Publisher  
+420 777 722 133

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Sales representative  
+420 775 571 120

[www.yacht.cz](http://www.yacht.cz)

# WHY ADVERTISE WITH US

## THE ONLY MAGAZINE ON THE CZECH MARKET

Since 1994, when the first issue of the Yacht magazine was released, it has reached tens of thousands of satisfied readers. YACHT holds an irreplaceable position in the Czech market. 10 times a year, we prepare editions with extraordinary content and up-to-date information from the world of yachting for the most demanding target group, interested in news in the world of boats and water sports, seeking exceptional experiences at sea, as well as new destinations and marinas. They are interested in fashion trends, clothing, real estate, investments, finance, architecture, art, design, sports, and gastronomy. Readers are active individuals who can invest significant resources in their hobbies and leisure time.

## BROAD AUDIENCE

We communicate with people across a wide spectrum of society. We have an attractive distribution list, including affluent, successful, and influential individuals in the Czech Republic and Slovakia. Abroad, especially professionals from the boating and recreational industry.

## PREMIUM QUALITY

An independent team of authors, experts, and professionals. Graphic design. High-quality printing on premium paper.

## DISTRIBUTION in the Czech Republic and Slovakia

For subscribers who own boats and active sailors. Exclusive locations such as yacht clubs, selected boat dealers, hotels and golf resorts, private clinics, law firms, and car dealerships. Distribution companies in the Czech Republic and Slovakia. Newsstands. Selected gas stations.

## ONLINE DISTRIBUTION

The magazine is available in an online version for tablets, PCs and phones, allowing our readers access to quality content anytime, anywhere. Available online on servers: O2knihovna.cz, vodafone.cz, magaziny.cz, digiport.cz, digitania.cz, periodik.cz, magzter.com. Direct mail for V.I.P. We provide online support and connectivity on social networks.



# AVERAGE MONTHLY WEBSITE TRAFFIC

## Number of regular visitors:

1 550

## Number of new visitors:

1 780

## Number of pages viewed:

1,94

## Session duration:

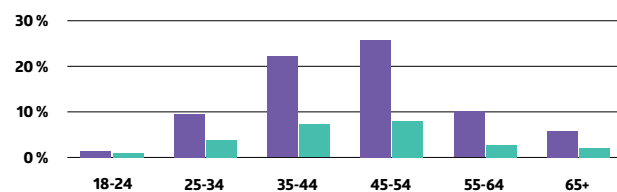
00:01:45

## Position:

Czech Republic .....	1 883
Slovak Republic .....	282
Italy .....	29
Croatia .....	23
France .....	20
U. S. A. ....	15
Poland .....	12
Germany .....	11
Great Britain .....	11
Austria .....	9

## Age and gender:

Men 75,30 %  
Women 24,70 %



# NEWSLETTERS

## Number of regular subscribers to newsletters CZ, SK

(sailors, boat owners, and subscribers):

15 266

## Number of regular subscribers to newsletters CZ, SK

(professionals in the field):

1 461

## Number of regular subscribers to newsletters abroad

(professionals in the field):

1 019

# SOCIAL NETWORKS

 **Facebook:**  
2 338 followers

 **Instagram:**  
646 followers

## CONNECTION ON SOCIAL NETWORKS

For the ideal „media mix,“ we offer the option of ONLINE advertising. Interesting articles, events, invitations can be posted on social networks with a link to the client. This provides an effective increase in the reach of the message to a larger number of users.



[www.yacht.cz](http://www.yacht.cz)

# EDITION PLAN



ISSUE	SPECIAL THEME	DEADLINE	DISTRIBUTION	COMING OUT
<b>2.</b> 2025	The largest boat show Boot Düsseldorf	<b>10. 1.</b>	<b>23. 1.</b>	<b>24. 1.</b>
<b>3.</b> 2025	Boat as an investment, exhibition For Boat Prague	<b>14. 2.</b>	<b>27. 2.</b>	<b>28. 2.</b>
<b>4.</b> 2025	Skipper courses, training centres	<b>12. 3.</b>	<b>27. 3.</b>	<b>28. 3.</b>
<b>5.</b> 2025	Preparing the boat for the season	<b>11. 4.</b>	<b>24. 4.</b>	<b>25. 4.</b>
<b>6.</b> 2025	Insurance, what to take with you on the boat	<b>16. 5.</b>	<b>26. 5.</b>	<b>30. 5.</b>
<b>7.-8.</b> 2025	Summer double issue, specialized on Croatia	<b>13. 6.</b>	<b>27. 6.</b>	<b>27. 6.</b>
<b>9.</b> 2025	Real estate on the coast	<b>8. 8.</b>	<b>21. 8.</b>	<b>22. 8.</b>
<b>10.</b> 2025	Cannes Yachting Festival, Genoa Boat Show	<b>12. 9.</b>	<b>25. 9.</b>	<b>26. 9.</b>
<b>11.</b> 2025	Winterisation of boats	<b>10. 10.</b>	<b>23. 10.</b>	<b>24. 10.</b>
<b>12.-1.</b> 2025/2026	Winter double issue, CHARTER 2025 - Holiday on a boat	<b>14. 11.</b>	<b>27. 11.</b>	<b>28. 11.</b>

Vydavatel si vyhrazuje právo změny termínů.

# BASIC INFORMATION

**PRICE:** 119 Kč  
**PRINT:** Full-color on glossy coated paper  
**ISSUES:** 10 800  
**READING:** 45 000 readers  
**RANGE, BIND:** 100 pg, V2  
**FREQUENCY:** 10 issues per year  
**FOUNDED:** since 1994

# READER PROFILE

<b>SEX:</b>	<b>EDUCATION:</b>	<b>AGE:</b>	<b>WORKING STATUS:</b>
91% men	38% university	19% up to 25 years	4% student
9% women	48% secondary	28% 26–35 years	25% employed
	13% low-level	41% 36–50 years	31% businessman
	1% basic	12% over 51 years	35% manager
			5% other

[www.yacht.cz](http://www.yacht.cz)

# PRESENTATION OPPORTUNITIES

## Individual advertising presentations with added value.

Advertising specials offer a range of creative options for customized advertising presentations tailored to your products and goals. Do you already have your own idea? Let's bring it to life together! We will take care of everything, including technical aspects. And if you don't have an idea yet, we will have one!



### ADVERTORIAL

Text advertising provided by the client.

- Full page 1/1 600 eur
- Double spread 2/1 1000 eur

SCOPE: Text: max 1500 characters including spaces, 1-2 photos per page



### PRODUCT TIP

- 1/3 page 300 eur
- 1 page 600 eur



### INTERVIEW

Standard interview in the magazine

- Full page 600 eur
- Double spread 1000 eur



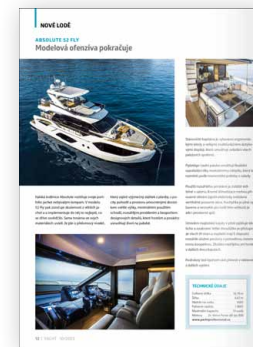
### INVITATION TO AN EVENT

- 1/3 page 300 eur
- Full page 600 eur



### TECHNICAL INFORMATION

- Full page 600 eur



### NEW BOATS

- 1/3 page 300 eur
- Full page 600 eur



## RACES

Race coverage.

- Full page 1/1 600 eur
  - Double spread 2/1 1 000 eur
- SCOPE: Text: max 1500 characters including spaces, 1-2 photos per page



## TEST

Price upon request



## PRIVATE ADVERTISING

Sale of used boats, rentals, courses, accessories.

- SCOPE: Text up to 200 characters
- + 1 photo 10 eur
  - + highlighting 10 eur

Possibility of individual ad size.  
Price upon request.



## YEAR-ROUND BUSINESS CARD

Advertising 1/16 in 10 issues

- 3 copies of the magazine per month
- 1 year (10 issues) 700 eur



## OLD BOATS FOR SALE

Full page 1/1 900 eur

# PRESENTATION ON THE WEB PORTAL WWW.YACHT.CZ

## Increase the visibility of your products through online marketing.

We offer attractive and effective solutions for promoting your services and products through online marketing. We offer the possibility of publishing professional articles that not only inform, but also attract readers and new customers by linking to your website. The second option is the placement of banners that ensure high visibility of your brand with the target audience of yachting enthusiasts. With a professional presentation, you will get an immediate response in the online space of a prestigious magazine.

There are several packages to choose from. But if you have a different idea that we don't offer, don't hesitate to ask us.

**With online promotion is possible also linking to on Facebook and Instagram.**

PLEASE NOTE:

- Recommended size of the banner up to 30 kb
- Banner should be sent in gif, jpg, tiff, bmp, png, pdf, ai or svg format
- When creating banners directly enter the URL address in the form www... or send URL address where the banner should redirect
- Located on the main page of the magazine, including its subsections
- 20 sec. per minute displaying guarantee
- Exclusivity guarantee with 50 % sur charge

	<b>Banner</b> (120 x 600 px) <b>1</b>	<b>Banner</b> (120 x 600 px) <b>2</b>	<b>Banner</b> (250 x 250 px) <b>3</b>	<b>Banner</b> <b>1 + 2</b>	<b>Banner</b> <b>1 + 2 + 3</b>	<b>PR article</b> <b>A</b>	<b>PR article</b> <b>B</b>
<b>1 month visual display</b>	310 EUR	310 EUR	230 EUR	500 EUR	690 EUR	770 EUR	390 EUR
<b>3 months visual display</b>	770 EUR	770 EUR	580 EUR	1 150 EUR	1 500 EUR	–	–

Prices are without VAT.

**www.yacht.cz**

# TECHNICAL SPECIFICATIONS

Price list for end customers without agency commission

<b>2. cover</b> 220 x 300 2 080 eur	<b>3. cover</b> 220 x 300 1 790 eur	<b>4. cover</b> 220 x 300 2 080 eur	<b>1/1</b> 220 x 300 1 630 eur	<b>2/1</b> 440 x 300 2 500 eur
<b>1/2 width</b> 190 x 125 1 120 eur	<b>1/3 height</b> 77 x 300 810 eur	<b>1/3 width</b> 190 x 82 810 eur	<b>1/4 width</b> 190 x 60 650 eur	<b>1/8 width</b> 190 x 28 330 eur

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Insert materials should always be provided in the **CMYK** color space without using spot colors and at a scale of 1:1. Photographs used in the advertisement should have a minimum resolution of **300 dpi**. Please submit materials as **print-ready PDFs**. For bleed advertisements (full page, 1/3 height), add 5 mm for trimming on all sides. Place important logos and text at least 8 mm from the trim edge. Double-page spreads should be submitted as separate pages. Send materials to the email: [marketa@yacht.cz](mailto:marketa@yacht.cz).

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# ADVERTISING TERMS AND CONDITIONS

## **SUBMISSION OF ADVERTISING**

YACHT, s.r.o. accepts advertisements based on a written order or contract, including provided advertising materials. The order must include the client's business name and address, business identification number, tax identification number, banking details, precise specifications of the advertisement (format, color), and agreement with the advertising terms and conditions. The client is responsible for the timely and accurate delivery of advertising materials. The publisher is not liable for the accuracy of the information published in the advertisement and does not bear responsibility for the violation of third-party rights.

## **ADVERTISEMENT MATERIALS**

If the client fails to provide materials by the deadline, they are obligated to pay the full price even if the advertisement cannot be published due to time constraints.

## **CANCELLATION FEES**

In the event of order cancellation, the client shall pay a portion of the total price based on the cancellation time before the advertising deadline as follows: 20% of the total price - 4 weeks before the deadline, 50% of the total price - 2 weeks before the deadline, 100% of the total price - after the deadline. (Deadlines are valid according to the current schedule of YACHT, s.r.o.)

# SURCHARGES

For graphic design of the advertisement, a fee of 10% applies.  
Client-requested placement incurs a 10% charge.  
A non-standard size for the advertisement will be subject to a 10% fee.

# PUBLIC RELATIONS

In publications of YACHT publishing, it is possible to publish an article related to the interests of the readers. The editorial team reserves the right to edit the text. The price per page is available upon request.

# PAYMENT TERMS

The final price is determined from the current price list, minus discounts and plus surcharges. The publisher reserves the right to request payment in advance. The advertisement will be published after the payment of the advance invoice.

The invoice, along with a proof copy, is sent and is due within 14 days from the date of issuance, unless otherwise specified in writing. In case of late payment by the client, a contractual penalty is set at 0.5% of the invoiced amount per day from the due date until the payment of the outstanding amount. The client is obliged to cover all costs associated with debt collection. The publisher reserves the right not to publish the advertisement if the client has unpaid debts to the publisher.

# COMPLAINTS

In the case of an incorrect or incomplete advertisement, the client is entitled to a discount only to the extent that the purpose of the advertisement was compromised. The client does not have the right to complain in the case of the delivery of incorrect advertising materials. Complaints are only accepted in written form within 10 days after the distribution date.

# ADDITIONAL CONDITIONS

The price is stated in CZK excluding VAT for 1x printing. Payment of the invoice for the advertisement will always be made on time. The order will be placed directly from the customer to the publishing house without intermediaries. Please inquire about current prices and quantity discounts.