

WINE & Degustation Magazine Media Kit 2025



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Yacht

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www.w-d.cz

WHY ADVERTISE IN WINE & DEGUSTATION

YOUR GUIDE TO THE WORLD OF WINE

The only independent monthly magazine in the Czech Republic for wine and gastronomy enthusiasts.

It has built its position primarily through independent and expert wine tastings and tips for advantageous purchases from experienced wine connoisseurs and editors. Each month brings domestic and international news, wine travel stories, interesting interviews, educational series, new wines on the market, and independent wine tests.

WIDE AUDIENCE

We communicate with people from various sectors of society. We have an attractive distribution list that includes wealthy, successful, and influential individuals in the Czech Republic and Slovakia. Abroad, our audience mainly consists of professionals in the wine and gastronomy industries.

PREMIUM QUALITY

A team of highly respected and independent authors, experts, and professionals in the field. Timeless, elegant graphic design. High-quality print on premium paper.

DISTRIBUTION CZECH REPUBLIC AND SLOVAKIA

Available by subscription to wine lovers, sommeliers, restaurant and hotel managers. Selected wine bars and wine shops.

Exclusive locations: restaurants, clubs, cafés, hotel and golf resorts, private clinics, law firms, and car dealerships.

Distribution companies in CZ and SK.

Newsstands.

Selected gas stations.

ONLINE DISTRIBUTION

The magazine is also available in an online version for tablets, PCs, and phones, allowing readers access to quality content anytime, anywhere.

Available online on platforms: O2knihovna.cz, vodafone.cz, magaziny.cz, digiport.cz, digitainia.cz, periodik.cz, magzter.com

Direct mail for V.I.P.

We provide online support and social media integration.



AVERAGE MONTHLY WEBSITE TRAFFIC

Number of regular visitors:

1 580

Number of new visitors:

1 850

Number of pages viewed:

1,96

Session duration:

00:01:55

NEWSLETTERS

**Number of regular newsletter
subscribers CZ, SK**

(wine / gastronomy enthusiasts and
subscribers):

16 788

**Number of regular newsletter
subscribers CZ, SVK**

(winemakers, wine shop owners, and other
industry professionals):

1 526

**Number of regular international
newsletter subscribers**

(industry professionals):

1 125

SOCIAL MEDIA



Facebook:

3 700 followers



Instagram:

1 060 followers

SOCIAL MEDIA INTERACTION

For the ideal „media mix,“ we offer the possibility of ONLINE advertising. Interesting articles, events, and invitations can be published on social media with links to the client. This effectively increases the reach of the message to a larger number of users.



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EDITORIAL CALENDAR



BASIC INFORMATION

SALE PRICE: 119 Kč/5,99 EUR
PRINT: full color on matt coated paper
CIRCULATION OF PRINTED VERSION: 11 500
READERSHIP: 45 000 readers
SCOPE, BINDING: 100-120 pages, V2
FREQUENCY: 10 times a year
PUBLISHED SINCE: 2009

ISSUE OF THE MAGAZINE	SPECIAL TOPIC	CLOSING DATE	PUBLICATION DATE
2. 2025	Red Wines for Winter Evenings	17. 01.	04. 02.
3. 2025	Wine Paris & Vinexpo 2025	14. 02.	04. 03.
4. 2025	Tuscan Antepima	14. 03.	01. 04.
5. 2025	Découvertes en Vallée du Rhône, Bordeaux En Primeur, Vinitaly	16. 04.	06. 05.
6. 2025	Grow du Monde 2025	23. 05.	10. 06.
7.-8. 2025	Wines for Summer Refreshment	20. 06.	08. 07.
9. 2025	Winemaker of the Year 2025	15. 08.	02. 09.
10. 2025	Looking Back at the Harvest	19. 09.	07. 10.
11. 2025	Saint Martin's Wines, Christmas Gift Tips	17. 10.	04. 11.
12.-1. 2025/2026	Grand Jour de Champagne, Festive Menu	21. 11.	09. 12.

The publisher reserves the right to change the dates.

READER PROFILE

GENDER:	EDUCATION LEVEL:	AGE:	OCCUPATION:
55 % male	33 % university degree	5 % under 25 years	10 % student
45 % female	52 % secondary school	25 % aged 26–35 years	29 % employee
	11 % vocational training	40 % aged 36–50 years	31 % self-employed
	4 % primary school	30 % over 51 years	23 % managerial
			7 % other

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PRESENTATION OPTIONS

Individual advertising presentations with added value.

Advertising specials offer a variety of creative possibilities for an individual advertising presentation tailored to your products and goals.

Do you already have your own idea? Then let's make it happen together! We will take care of everything, including the technical aspects. And if you don't have an idea yet, we will come up with one for you!



ADVERTORIAL

Text advertisement provided by the client

1/1 full pages 800 EUR
2/1 full pages 1600 EUR



PRODUCT TIP

Product introduction in the form of a short PR article

1/3 page 250 EUR



PLACES WHERE YOU CAN ENJOY WINE

Attractive visibility for places (hotel, guesthouse, etc.) for wine and gastronomy lovers

1/1 full pages 800 EUR
2/1 full pages 1 200 EUR



EVENT INVITATION

1/3 page 250 EUR



WINERIES, WINE SHOPS

Attractive presentation of a winery or wine shop with a portfolio of offered wines

1/1 full pages 800 EUR
2/1 full pages 1 200 EUR



YEAR-ROUND BUSINESS CARD

1/16 page in 10 issues + 10 copies of the magazine per month included
1 year (10 issues) 390 EUR

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PRESENTATION ON THE WEBSITE WWW.W-D.CZ

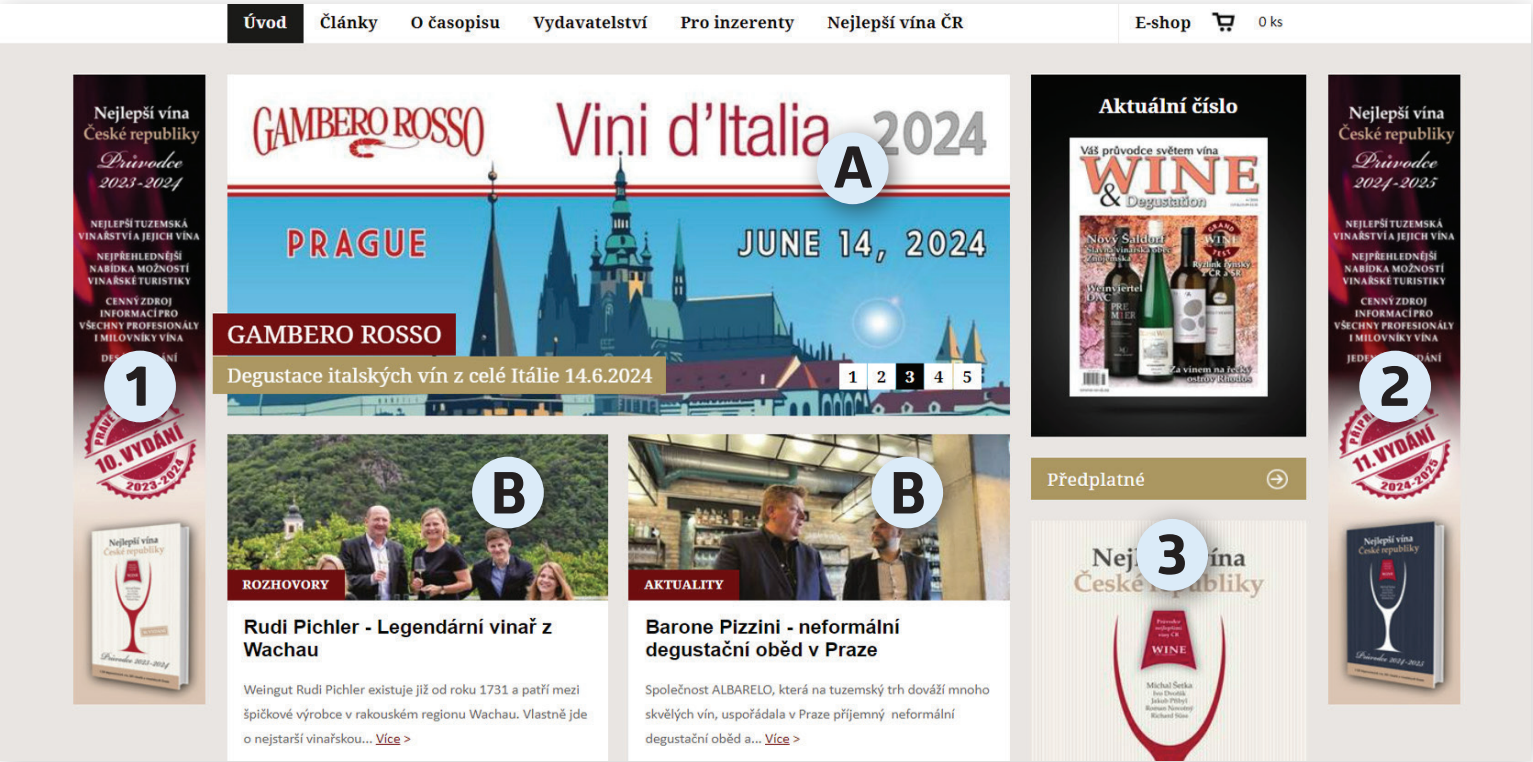
Increase the visibility of your products through online marketing.

As part of our online marketing services, we offer attractive and effective solutions to promote your services and products. We provide the option to publish expert articles that not only inform but also engage readers and bring in new customers through links to your website. Another option is banner placement, which ensures high visibility for your brand among the wine-loving target audience. With a professional presentation, you will receive immediate responses in the online space of a prestigious magazine.

You can choose from several packages. However, if you have a different idea that we don't offer, feel free to ask us.

When ordering an article, promotion on Facebook is also possible.

- NOTES:
- Recommended banner size is up to 30 KB.
 - Banners should be submitted in gif, jpg, tiff, bmp, png, pdf, ai, or svg formats.
 - When creating banners, include the URL in the format `www...`
 - Placed on the main page of the magazine's website, including its subsections.
 - Guaranteed banner display for at least 20 seconds per minute.
 - Exclusivity provided with a surcharge of 50 %.



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

Prices are quoted excluding VAT.

TECHNICAL SPECIFICATIONS

Price list for end customers without agency commission

Titul 220 x 300 2 700 EUR	2nd cover 220 x 300 2 080 EUR	3rd cover 220 x 300 1 790 EUR	4th cover 220 x 300 2 080 EUR	2/1 440 x 300 2 500 EUR
1/1 220 x 300 1 630 EUR	1/2 width 190 x 125 1 120 EUR	1/3 height 77 x 300 810 EUR	1/3 width 190 x 82 810 EUR	

Always provide advertising materials in **CMYK** color space without the use of spot colors and at a scale of 1:1. The photos used in the advertisement should have a resolution of at least **300 dpi**. Submit the materials as a **print-ready PDF**. For bleed ads (full page, 1/3 height), we require an additional 5 mm on all sides for trimming. Important logos and text should be placed at least 8 mm from the trim edge. For spreads, always submit them as separate pages. Please send the materials to the email: **lucie@yacht.cz**.

ADVERTISING TERMS AND CONDITIONS

SUBMITTING ADVERTISEMENTS

Advertisements are accepted by YACHT, s.r.o. based on a written order or contract, including provided advertising materials.

The order must include the company name and registered office of the client, company ID, VAT number, bank details, exact specifications of the advertisement (format, colors), 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 content in the advertisement and assumes no responsibility for any violations of third-party rights.

ADVERTISING MATERIALS

If the client fails to deliver the materials by the deadline, they are obliged to pay the full price even if the advertisement is not published due to time constraints.

CANCELLATION FEES

When an order is canceled, the client must pay a portion of the total price depending on the time of cancellation relative to the advertising deadline:

- 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

(The deadlines are valid according to the current schedule of YACHT, s.r.o.)

ADDITIONAL CHARGES

- For graphic design of the advertisement: 10 %
- For placement per the client's request: 10 %
- For non-standard advertisement dimensions: 10 %

PUBLIC RELATIONS

In publications by YACHT it is possible to publish articles on topics close to the interests of readers. The editorial team reserves the right to edit the text. Pricing per page is available upon request.

PAYMENT TERMS

The final price is determined based on the valid price list, after deducting discounts and adding additional charges. The publisher reserves the right to request payment in advance. Advertisements will be published only after the advance invoice has been paid.

Invoices are sent along with a proof copy and are payable within 14 days of the invoice date unless otherwise agreed in writing.

In case of late payment, the client will be charged a contractual penalty of 0.5 % of the invoiced amount per day from the due date until the amount is fully paid. The client is also responsible for covering all costs associated with debt collection.

The publisher reserves the right not to publish the advertisement if the client has outstanding debts with the publisher.

COMPLAINTS

The client is entitled to a discount in the case of incorrect or incomplete advertisements, but only to the extent that the purpose of the advertisement was impaired.

The client has no right to file a complaint if incorrect advertising materials were provided.

Complaints must be submitted in writing within 10 days after the distribution date.

ADDITIONAL CONDITIONS

Prices are listed in EUR excluding VAT for a single publication. Invoices for advertisements must always be paid on time.

Orders must come directly from the customer to the publisher without intermediaries. Please inquire about current prices and volume discounts.