



## CONTACTS:

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Yacht

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[www.w-d.cz](http://www.w-d.cz)



# TECHNICAL SPECIFICATIONS

Price list for end customers without agency commission

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

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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**.

# EDITORIAL CALENDAR



ISSUE OF THE MAGAZINE	SPECIAL TOPIC	CLOSING DATE	PUBLICATION DATE
2. 2026	Red Wines for Winter Evenings	16. 01.	10. 02.
3. 2026	Tuscan Anteprima	18. 02.	13. 03.
4. 2026	Wine Warsaw Expo	19. 03.	13. 04.
5. 2026	Bordeaux En Primeur, Vinitaly	17. 04.	12. 05.
6. 2026	VieVinum Vienna	20. 05.	12. 06.
7.-8. 2026	Wines for Summer Refreshment	18. 06.	13. 07.
9. 2026	Winemaker of the Year 2026	17. 08.	11. 09.
10. 2026	Looking Back at the Harvest	16. 09.	09. 10.
11. 2026	Saint Martin's Wines, Christmas Gift Tips	15. 10.	09. 11.
12.-1. 2026/2027	Festive Menu	18. 11.	11. 12.

The publisher reserves the right to change the dates.

## BASIC INFORMATION

**SALE PRICE:** 149 Kč/6,29 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

## READER PROFILE

### GENDER:

55% male

45% female

### EDUCATION LEVEL:

33% university degree

52% secondary school

11% vocational training

4% primary school

### AGE:

5 % under 25 years

25 % aged 26-35 years

40 % aged 36-50 years

30 % over 51 years

### OCCUPATION:

10% student

29% employee

31% self-employed

23% managerial

7% other

## 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

2/1 full pages 1600 EUR

## EVENT INVITATION

1/3 page 250 EUR

A collage of images related to the article: a bottle of Agnus Mead, a bottle of Zadního Domácího Pivovaru beer, a bottle of Nového pivovaru beer, a bottle of Rosézové Šáko rice wine, and a wooden box for Víno a Čokoláda.

## PRODUCT TIP

Product introduction in the form of a short PR article

1/3 page 250 EUR

## WINERIES, WINE SHOPS

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

2/1 full pages 1 450 EUR

## PLACES WHERE YOU CAN ENJOY WINE

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

2/1 full pages 1 450 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 %.

	<b>Banner</b> <b>1</b> (120 x 600 px)	<b>Banner</b> <b>2</b> (120 x 600 px)	<b>Banner</b> <b>3</b> (250 x 250 px)	<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>Views 1 month</b>	310 EUR	310 EUR	230 EUR	500 EUR	690 EUR	770 EUR	390 EUR
<b>Views 3 months</b>	770 EUR	770 EUR	580 EUR	1 150 EUR	1 500 EUR	-	-

Prices are quoted excluding VAT.

# 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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# 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.



[www.w-d.cz](http://www.w-d.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.

The price includes graphic design and article publication based on materials provided by the client. It does not cover editorial preparation of the print materials.

# 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.