

yacht
MAGAZINE

MEDIAKIT
2026

yacht.cz



20 MOTOROVÁ JACHTA
Prestige F4.3
Novinka s flybridgem

46 CHARTER
Jachting
v Řecku 2025



36 PLACHETNICE
Saffier SL 46 MED
pro rodinné plavby

48 PLAVBA
S ANNOU za severní
polární kruh



24 PLACHETNICE
Saare 47
Vlajková loď z Estonska

60 HISTORIE
Slavné bitvy
Trafalgar, 1805



44 PLAVBY
Sail Amsterdam
Na vlnách vzpomínek

56 CHARTER
Speciál věnovaný
pronájmu lodí

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www.yacht.cz

TECHNICAL SPECIFICATIONS AND PRICE LIST

2nd cover 220 x 300 €2,080	3rd cover 220 x 300 €1,790	4th cover 220 x 300 €2,080	1/1 220 x 300 €1,630	2/1 440 x 300 €2,500
1/2 width 190 x 125 €1,120	1/3 height 77 x 300 €810	1/3 width 190 x 82 €810	1/4 width 190 x 60 €650	1/8 width 190 x 28 €330

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.

EDITORIAL PLAN



ISSUE	SPECIAL THEME	DEADLINE	ADVERTISEMENT DELIVERY	COMING OUT
1. spring 2026	Boat as an investment, exhibition For Boat Prague	2. 2.	20. 2.	6. 3.
2. summer 2026	Insurance, what to take with you on the boat	4. 5.	22. 5.	5. 6.
3. autumn 2026	Real estate on the coast	3. 8.	21. 8.	4. 9.
4. winter 2026	Winter double issue, CHARTER 2025 - Holiday on a boat	2. 11.	20. 11.	4. 12.

BASIC INFORMATION

COVER PRICE: €6.29
PRINT: Full-color on matte paper
PRINT RUN: 9 500
READERSHIP: 45 000 readers
EXTENT, BINDING: 115 pp, V2
FREQUENCY: 4 issues per year
ESTABLISHED: since 1994

READER PROFILE

GENDER: 91% men 9% women	EDUCATION LEVEL: 38% university 48% secondary 13% lower level 1% basic	AGE: 19% up to 25 years 28% 26–35 years 41% 36–50 years 12% over 51 years	OCCUPATION: 4% student 25% employed 31% businessman 35% manager 5% other
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PRESENTATION OPPORTUNITIES

Tailored advertising solutions 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 the technical aspects. And if you don't have an idea yet, we will have one! 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.



ADVERTORIAL, INTERVIEW

Text advertising provided by the client.

- Full page 1/1 €800
- Double spread 2/1 €1,200



PRODUCT TIP

- 1/3 page €300
- Full page 1/1 €800



TEST

Price upon request



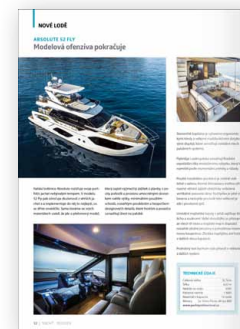
INVITATION TO AN EVENT

- 1/3 page €300
- Full page 1/1 €800



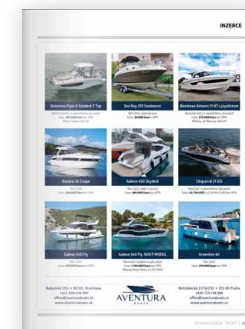
RACES

- Race coverage.
- Full page 1/1 €800
 - Double spread 2/1 €1,200



NEW BOATS

- 1/2 page €300
- Full page 1/1 €600



USED BOATS FOR SALE

- Full page 1/1 €800

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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 through 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 it is also possible to link the content to 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 enter the URL directly in the form www... or send the 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

	Banner (120 x 600 px) 1	Banner (120 x 600 px) 2	Banner (250 x 250 px) 3	Banner 1 + 2	Banner 1 + 2 + 3	PR article A	PR article B
1 month visual display	€310	€310	€230	€500	€690	€770	€390
3 months visual display	€770	€770	€580	€1,150	€1,500	-	-

Prices are excluding VAT.

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AVERAGE MONTHLY WEBSITE TRAFFIC

Number of regular visitors:

1 550

Number of new visitors:

1 780

Number of pages viewed:

1,94

Session duration:

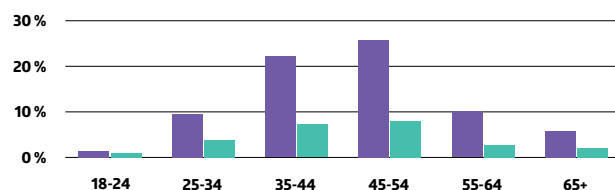
00:01:45

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

yacht.cz

Number of regular subscribers to newsletters CZE, SVK

(sailors, boat owners, subscribers and professionals):

15 266

Schedule

- 13. 1. BOOT DÜSSELDORF
- 10. 2. CAPTAIN COURSES
- 10. 3. YACHT SPRING
- 14. 4. YACHTING FASHION
- 12. 5. CROATIA
- 09. 6. YACHT SUMMER
- 14. 7. TIPS FOR CRUISES
- 11. 8. CANNES
- 8. 9. YACHT AUTUMN
- 6. 10. BIOGRAD BOAT SHOW
- 10. 11. CHARTER 2027
- 15. 12. YACHT WINTER

SOCIAL NETWORKS

Facebook:
2 338 followers

Instagram:
646 followers

LinkedIn

SOCIAL MEDIA ENGAGEMENT

As part of an effective media mix, we offer integrated online promotion across our social media channels. Selected articles, events, and invitations can be promoted with direct links to client content, significantly increasing reach and engagement.



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WHY ADVERTISE IN YACHT

THE ONLY MAGAZINE ON THE CZECH MARKET

Since 1994, when the first issue of the Yacht magazine was published, it has reached tens of thousands of satisfied readers. YACHT holds an irreplaceable position in the Czech market. Four times a year, we prepare editions with exclusive content and up-to-date information from the world of yachting for the most demanding target group, interested in news from the world of boats and water sports, seeking unique experiences at sea, as well as new destinations and marinas. Readers are interested in fashion trends, clothing, real estate, investments, finance, architecture, art, design, sports, and gastronomy. They are active individuals ready to 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 also available in digital format for mobile devices, tablets, and desktop. Available on: O2knihovna.cz, Vodafone.cz, Magaziny.cz, Digiport.cz, Periodik.cz, Magzter.com. We provide additional online promotion and social media support.



ADVERTISING TERMS AND CONDITIONS

SUBMISSION OF ADVERTISING

YACHT, s.r.o. accepts advertisements based on a written order or contract, including provided the 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 a violation of third-party rights.

ADVERTISEMENT MATERIALS

If the client fails to provide materials by the deadline, the client is 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

Prices are listed in CZK excluding VAT per issue. 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.