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# Magazine profile

First independent monthly magazine in the Czech Republic for wine lovers, gourmets, and for all who consider the world of wine and gastronomy as a topic, which is extremely trendy and is a part of their lifestyle.



PDF version available at [www.w-d.cz](http://www.w-d.cz)



## BASIC INFORMATION

PRICE	119 CZK/5,99 EUR
PRINT	full colour
ISSUES	11 500 copies
RANGE, BIND	100-120 pages, V2
FREQUENCY	ten issues per year
FOUNDED	2009

## READER PROFILE

<b>sex</b>	55% men 45% women	<b>education</b>	33% university 52% secondary 11% low-level 4% basic
<b>age</b>	5% to 25 years 25% 26-35 years 40% 36-50 years 30% over 51 years	<b>working status</b>	10% student 29% employed 31% businessman 23% manager 7% other

**PRESTIGE WINE CLASSIFICATION**  
Independent, actual.

**NEWS**  
News from the Czech Republic and abroad

**TRAVELLING FOR WINE**  
Guide to wine regions in the Czech Republic and abroad

**WE INTRODUCE**  
We introduce less famous regions and wines which are interesting to see and taste.

**GASTRONOMY AND WINE**  
Recipes and tips from chefs in perfect harmony with wine

**LIFESTYLE**  
Wine and art, wine and fashion, wine and design.

**FAMOUS FACE**  
Interviews with famous inland and foreign wine-growers.



## DISTRIBUTION IN THE CZECH REPUBLIC AND SLOVAKIA

- Subscriptions for wine lovers, sommeliers, restaurant and hotel managers
- Selected wine shops
- Exclusive places – selected restaurants, clubs, hotels, cafes, golf clubs...
- Distribution companies PNS, PressMedia
- Digital version on various platforms

## DATES 2024

ISSUE	DEADLINE FOR ARTICLES AND ADVERTISING ORDER	COMING OUT
2	26. 01.	06. 02.
3	19. 02.	05. 03.
4	15. 03.	03. 04.
5	22. 04.	07. 05.
6	27. 05.	07. 06.
7-8	21. 06.	09. 07.
9	16. 08.	02. 09.
10	20. 09.	07. 10.
11	21. 10.	05. 11.
12/24-1/25	22. 11.	09. 12.

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