

# VOGUE

CS



czechoslovakia  
media kit



# VOGUE<sup>CS</sup>

culture of fashion

Bringing the fashion bible to the Czech and Slovak markets is both a dream come true and a challenge. When we started putting the first issue together back in spring 2018, we asked ourselves a lot of questions:

Is writing about freedom Vogue enough?

Is Olga Havlová Vogue enough?

Is putting a second-hand coat on the first cover, in the times of excess and overproduction of luxury goods, a fashion statement strong enough?

On the other hand, what is and what is not Vogue?

VOGUE is not just a magazine about fashion and lipsticks what people often think.

Vogue is not a trendsetter.

Vogue is a social indicator of style, trends and art movements.

Vogue is a trend-maker.

Vogue reflects current movements and puts fashion into their context.

We believe that the Czech and Slovak Republics deserve their own Vogue. We do not want to copy or imitate anyone. We wanted to follow up on the tradition of photography and typography of the thirties, we looking for our own aesthetics compatible with our history, but also with what is going on in contemporary fashion and culture.

That is why Vogue CS is different. It is ours. Czechoslovak.

And thus universal.







# VOGUE<sup>CS</sup>

first issue

**35 500**  
copies printed

**30 332**  
copies sold

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**distribution breakdown:**

Czech republic 78 %  
Slovakia 22 %

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**cover**

Karolina Kurková

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**editor at large**

Eva Herzigová

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**contributors:**

Michal Pudělka  
Alexandra von Fuerst  
Daniela Peštová  
Bronislav Šimončík  
Tereza Maxová  
Barbora Nesvadbová

# VOGUE<sup>CS</sup>

marketing campaign

## City Lights:

August 2018 - September 2018

**91pcs** launch

**91pcs** Exhibiton 1st issue

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## LCD screens:

August 2018 - September 2018

**42pcs** at Narodni trida metro station

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## Big LED screens:

August, 2018 - till now

**10s video spot Prague**

(Willsonova street - city centre both directions)

**10s video spot Prague**

(V Holesovickach - city centre both direction)

**7s video spot Bratislava**

(2 pcs in the city centre)

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## Banners:

August, 2018 - October, 2018

**Palladium**

Biggest shopping mall in the center of Prague

**Eurovea**

luxury shopping mall (Bratislava)

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## Radio:

August\September 2018

**Intensive campaign at 3 radio stations**

(Express, Radio 1, Spin)

**30s spots**



Kristian Velasco

only in  
**VOGUE<sup>CS</sup>**

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





# VOGUE<sup>CS</sup> history

Vogue was founded in 1892  
by Arthur Baldwin Turnure as a high-society journal.  
Condé Montrose Nast, the founder of Condé Nast Publications,  
bought Vogue in 1909 and transformed  
it into a women's fashion magazine.  
It soon became known for its distinctive photographs  
and high editorial quality.

In 1932, Vogue became the first magazine  
to print a colour photo on its cover.

In the 60s, the magazine redefined the look of female models, eschewing  
shapely figures to highlight thin, gender-neutral physiques.

In 1988, Anna Wintour became editor of Vogue and transformed  
its covers by emphasizing the woman's body, rather than just her face,  
as well as by featuring Hollywood actresses. Vogue has heavily  
influenced the development of the fashion industry and continues  
to shape modern trends.

# VOGUE<sup>CS</sup>

Our mission is to innovate.  
To create highly engaging content  
that connects with our audience  
across all platforms, and to support  
campaigns that stand out and deliver  
the best experience.

Print

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Web

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Social

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Newsletter

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Events







# VOGUE<sup>CS</sup>

content

## In Vogue

Now  
Trends  
Jewellery  
Shopping  
Cult  
Accessories

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## Q

Interview  
Essay  
Opinion

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## Life

Living  
Travel  
Design  
Culture

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## Lab

Care  
Make-up  
Parfume  
Hair  
Health  
Fitness

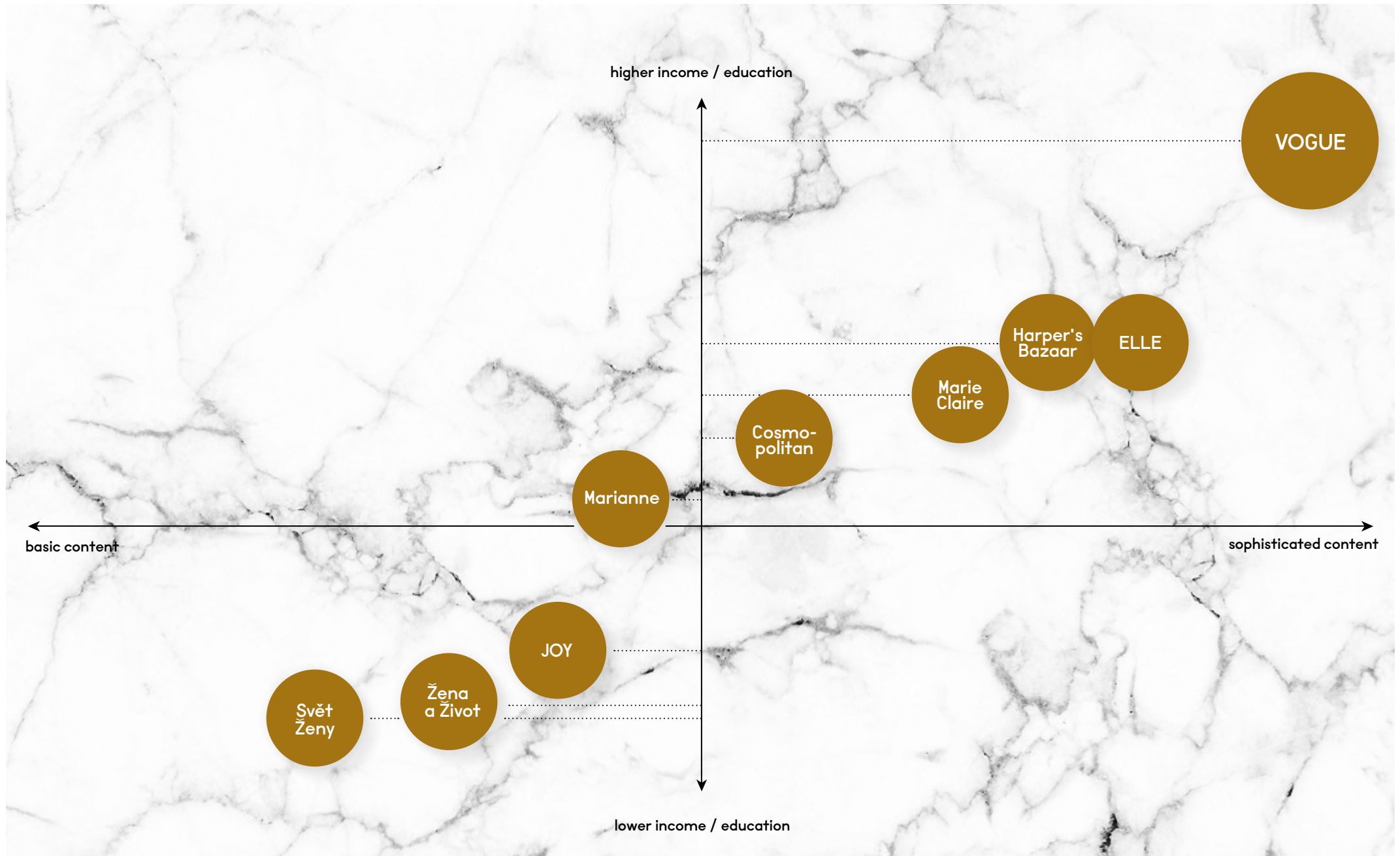
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## Vogue

Fashion  
Photography

# VOGUE<sup>CS</sup>

## market positioning





# VOGUE<sup>CS</sup>

target group

„New kind of woman“  
(A. Wintour)

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18+ years old

Urban

Educated

Affluent

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Vogue readers are not only trend followers but also trendsetters.





# VOGUE<sup>CS</sup>

## Subscription strategy

- Simple subscription scheme with stable advantages (price offer, time)
    - Exclusive customized gifts
  - On-line campaigns (social media, search, display)
- 

## Vogue & Mumm cooperation

- Prelaunch campaign for first 1.000 subscribers (15.7.-16.8.)
- Customized box with champagne Gordon Rouge and magazine



## Vogue Bag

- Campaign for issue #2 (13.9.-10.10.)
  - Transparent PVC bag with logo



## First Issue Exhibition 09/18

- 16/08-16/09 at the Museum of Decorative Arts in Prague
  - Over 9 000 visitors
  - 500 VIP guests
  - Pop-up Bookstore
- 17/08-09/09 at Café-Café Prague
  - Original bookstore created in cooperation with Booktherapy
- Vogue first issue as well as other art and fashion books available to buy.
- Eva Herzigová and Karolína Kurková as special guests signing copies of the magazine.





**VOGUE**  
print & online projects

## Iron Story Project

- 11 partners
- 24 pages in the magazine
- 1 000 competitors
- 50 winners
- Showing the strength of big brands through the power of their visuals in the past, creating a limited collection of denim jackets with those visuals.



## Vogue Xmas Fairy Tale

- Perfect gift guide for the Christmas season
- 21 pages of styled pictures with selected products
- Online section with links to partners' e-shops
  - Campaign on social media





**VOGUE**  
print & online projects

## There is Only One Fashion Bible – Berlin Fashion Story

- A special project presenting trends in a very original street fashion story that takes place in unique locations across Berlin.
- Increasing brand awareness of selected partners
  - Vogue creative supervision
- Renowned photographer and models





VOGUE CS is a growing  
multiplatform love brand

3 600+  
**print subscribers**

5 000+  
**newsletter readers**

180 000+  
**website unique visitors**

65 000+  
**followers (IG + FB)**

source: Google Analytics, 2018  
Socialbakers, 2018







**VOGUE**  
digital

Our data-driven platform  
puts our audience at the core.  
We harness the power  
of conversations along  
with today's digital currency:  
quality content.



VOGUE<sup>CS</sup>  
digital

VOGUE website visitors:

Women & Men

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Young & Energetic

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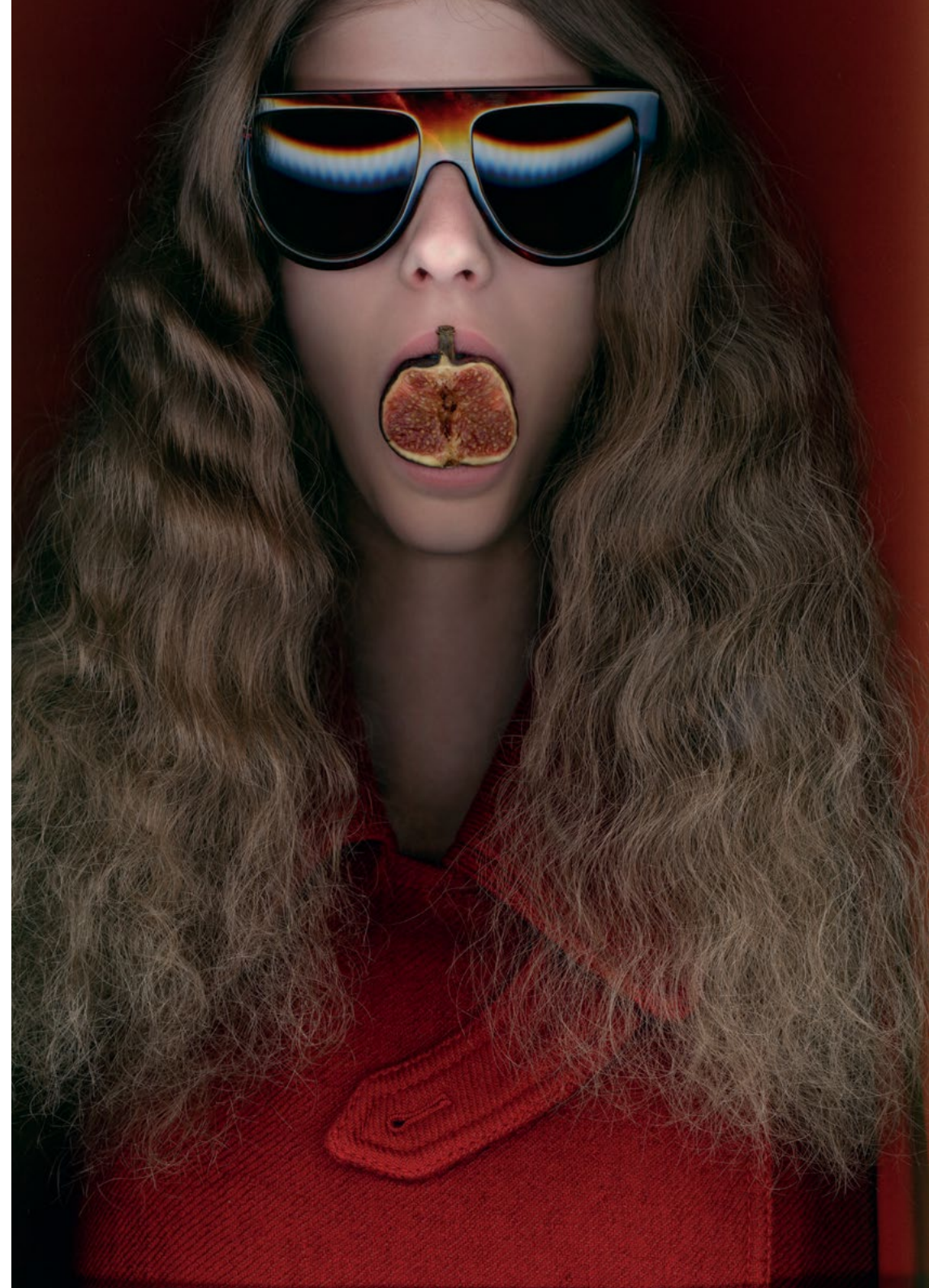
Quality-conscious

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Wealthy

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Educated & Sophisticated







VOGUE<sup>CS</sup>  
digital

## Young and millennial

18-24	26 %
25-34	46 %
35-44	17 %
45-54	7 %
55-64	4 %

source: Google Analytics, 2018

## Gender

79 % ♀  
21 % ♂

source: Google Analytics, 2018



**VOGUE**  
digital  
(August 17 - October 17)

180,000+  
**unique visitors**

310,000+  
**sessions**

670,000+  
**pageviews**

450,000+  
**video impressions**

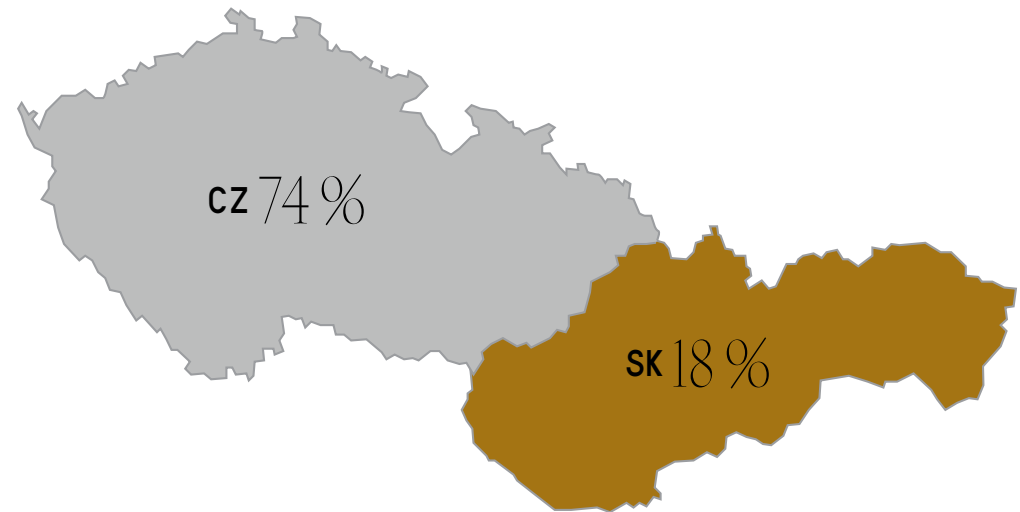
source: Google Analytics, 2018  
Brightcove, 2018





**VOGUE**  
digital

## Geography



source: Google Analytics, 2018



Vogue.cz presents a multifaceted world of topics in an innovative and classy way, with daily updates and the highest level of brand sophistication.

## web sections

Homepage

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Vogue daily

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Fashion

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Sneakers

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Beauty

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Vogue planet

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Society

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Video & podcast

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Suzy Menkes





**VOGUE**  
social

Fans and followers

28,000



43,000



Sentiment

85 % 

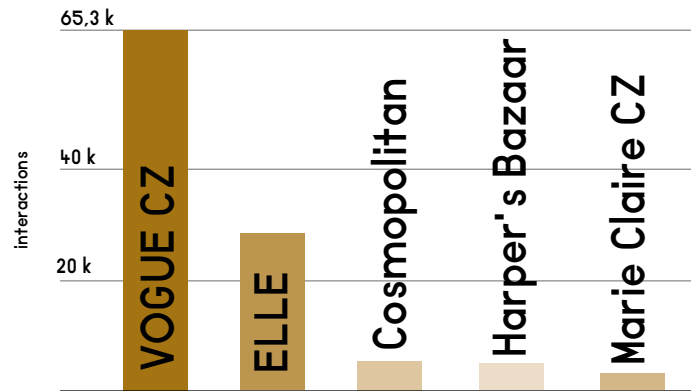
14 % 

source: Socialbakers data, 2018



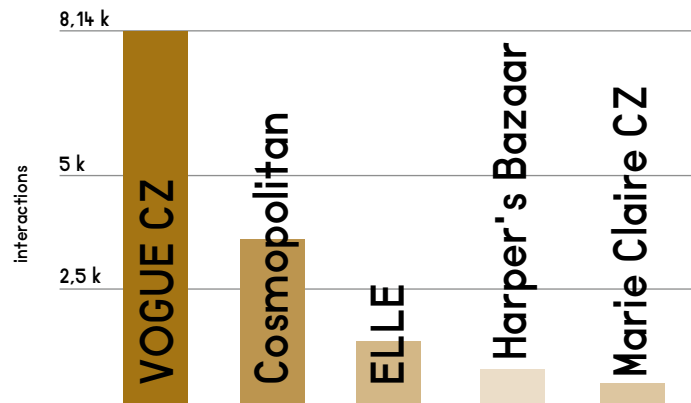
## interactions

aug 17, 2018 - sep 16, 2018



## interactions

aug 17, 2018 - sep 16, 2018



## Newsletter readership

**registered readers** 5,500 +

**open rate** 38.4 %  
(Industry average 14.9 %)

**CTR** 9.32 %  
(Industry average 2.6%)



Digital advertising  
opportunity

**estimated impressions web:**  
1,200 M



# VOGUE<sup>CS</sup>

## 2019 magazine rates

### STANDARD

SINGLE PAGE	275 000
DOUBLE PAGE	550 000

### ADVERTORIAL

SINGLE PAGE	350 000
DOUBLE PAGE	700 000

### SINGLE PAGE / PREFERRED POSITIONS

OUTSIDE BACK COVER	450 000
INSIDE BACK COVER	360 000
1 <sup>ST</sup> SINGLE PAGE - TOC 1 (LHP)	400 000
2 <sup>ND</sup> SINGLE PAGE - TOC 2 (RHP)	390 000
3 <sup>RD</sup> SINGLE PAGE - TOC 3 (RHP)	380 000
4 <sup>TH</sup> SINGLE PAGE - MASTHEAD 1 (RHP)	370 000
5 <sup>TH</sup> SINGLE PAGE - MASTHEAD 2 (RHP)	360 000
6 <sup>TH</sup> SINGLE PAGE - CONTRIBUTORS (RHP)	350 000
7 <sup>TH</sup> SINGLE PAGE - EDITOR'S LETTER (LHP)	340 000
8 <sup>TH</sup> -10 <sup>TH</sup> SINGLE PAGE	330 000

### DOUBLE PAGE / PREFERRED POSITIONS

V-GATE COVER	1 100 000
INSIDE BACK COVER DP	620 000
1 <sup>ST</sup> DOUBLE PAGE	800 000
2 <sup>ND</sup> DOUBLE PAGE	780 000
3 <sup>RD</sup> DOUBLE PAGE	760 000
4 <sup>TH</sup> DOUBLE PAGE	740 000
5 <sup>TH</sup> DOUBLE PAGE AND MORE	720 000
DP BETWEEN SPECIAL POSITIONS*	700 000

\*TOC, MH, Contributors, Editor's Letter

# VOGUE<sup>CS</sup>

## 2019 supplement rates

### STANDARD

SINGLE PAGE	225 000
DOUBLE PAGE	450 000

### ADVERTORIAL

SINGLE PAGE	265 000
DOUBLE PAGE	530 000

### SINGLE PAGE / PREFERRED POSITIONS

OUTSIDE BACK COVER	350 000
INSIDE BACK COVER	255 000
1 <sup>ST</sup> SINGLE PAGE - TOC 1 (LHP)	320 000
2 <sup>ND</sup> SINGLE PAGE - TOC 2 (RHP)	310 000
3 <sup>RD</sup> SINGLE PAGE - TOC 3 (RHP)	300 000
4 <sup>TH</sup> SINGLE PAGE - MASTHEAD 1 (RHP)	290 000
5 <sup>TH</sup> SINGLE PAGE - MASTHEAD 2 (RHP)	280 000
6 <sup>TH</sup> SINGLE PAGE - CONTRIBUTORS (RHP)	270 000
7 <sup>TH</sup> SINGLE PAGE - EDITOR'S LETTER (LHP)	260 000
8 <sup>TH</sup> -10 <sup>TH</sup> SINGLE PAGE	250 000

### DOUBLE PAGE / PREFERRED POSITIONS

V-GATE COVER	850 000
INSIDE BACK COVER DP	460 000
1 <sup>ST</sup> DOUBLE PAGE	640 000
2 <sup>ND</sup> DOUBLE PAGE	620 000
3 <sup>RD</sup> DOUBLE PAGE	600 000
4 <sup>TH</sup> DOUBLE PAGE	580 000
5 <sup>TH</sup> DOUBLE PAGE AND MORE	560 000
DP BETWEEN SPECIAL POSITIONS	540 000

### TECHNICAL SPECIFICATIONS

PERIODICITY: Monthly  
 FORMAT: 230x285 mm  
 Cover: 250g KM / 4 + 4 colors  
 Inside: 90g MWC / 4+5 colors  
 Binding: V2 - Perfect bound

### INSERTS

For inserts, sachet and special formats, please, contact us and consult prices.



# VOGUE

## 2019 digital advertising rates

### display formats

FORMAT NAME	SIZE IN px	PRICE PER WEEK	
		HOME PAGE	OTHER SECTIONS
<b>billboard /megaboard</b>	1350 x 300	150 000	130 000
Web and mobile / Image or video	970 x 250		
3 Positions in section	300 x 250		
<b>wide skyscraper article</b>	160 x 600	80 000	
Web/ Image or video	200 x 200		
<b>infinite scroll banner</b>	300 x 600	80 000	
Web and mobile / Image or video	120 x 240		
<b>interstitial</b>	320 x 480	80 000	
Mobile / Image or video loop			

### special formats

FORMAT NAME	DESCRIPTION	HOME PAGE
<b>custom advertorials</b>	PR article, made by editorial team	100 000*
Web and mobile / Image or video		
<b>video advertorial</b>	Video made by editorial team	100 000*
Web and mobile / Video		

\*price doesn't include production cost

### newsletter

FORMAT NAME	SIZE IN px	PRICE PER DATABASE
<b>banner in newsletter</b>		10 000
Web and mobile / Image or video		

## VOGUE.CZ

### social media advertising rates 2019

	PRICE*
<b>facebook - video advertorial</b>	25 000
Web and mobile	
<b>facebook - shopping</b>	35 000
Web and mobile	
<b>instagram - story (limited to 5)</b>	70 000
Mobile / Image or video	
<b>instagram - post (1 month exclusivity)</b>	100 000
Mobile / Image or video	
<b>instagram - post tagging (1 month exclusivity)</b>	100 000
Mobile / Image or video	

\*price doesn't include production cost



# VOGUE<sup>CS</sup>

## schedule

ISSUE	ORDERS	DATA DEADLINE	DATE OF RELEASE
<b>JAN-FEB 2019</b> 1-2/2019	13. 11. 2018 Tue	16. 11. 2018 Fri	13. 12. 2018 Thu
X	x	x	x
<b>MAR 2019</b> 3	15. 1. 2019 Tue	18. 1. 2019 Fri	14. 2. 2019 Thu
<b>APR 2019</b> 4	12. 2. 2019 Tue	15. 2. 2019 Fri	14. 3. 2019 Thu
<b>MAY 2019</b> 5	12. 3. 2019 Tue	15. 3. 2019 Fri	11. 4. 2019 Thu
<b>JUN 2019</b> 6	16. 4. 2019 Tue	19. 4. 2019 Fri	16. 5. 2019 Thu
<b>JUL 2019</b> 7	14. 5. 2019 Tue	17. 5. 2019 Fri	13. 6. 2019 Thu
<b>AUG 2019</b> 8	11. 6. 2019 Tue	14. 6. 2019 Fri	11. 7. 2019 Thu
<b>SEPT 2019</b> 9	16. 7. 2019 Tue	19. 7. 2019 Fri	15. 8. 2019 Thu
<b>OCT 2019</b> 10	13. 8. 2019 Tue	16. 8. 2019 Fri	12. 9. 2019 Thu
<b>NOV 2019</b> 11	10. 9. 2019 Tue	13. 9. 2019 Fri	10. 10. 2019 Thu
<b>DEC 2019</b> 12	15. 10. 2019 Tue	18. 10. 2019 Fri	14. 11. 2019 Thu
<b>JAN 2020</b> 1	12. 11. 2019 Tue	15. 11. 2019 Fri	12. 12. 2019 Thu





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