

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

CONTACTS:

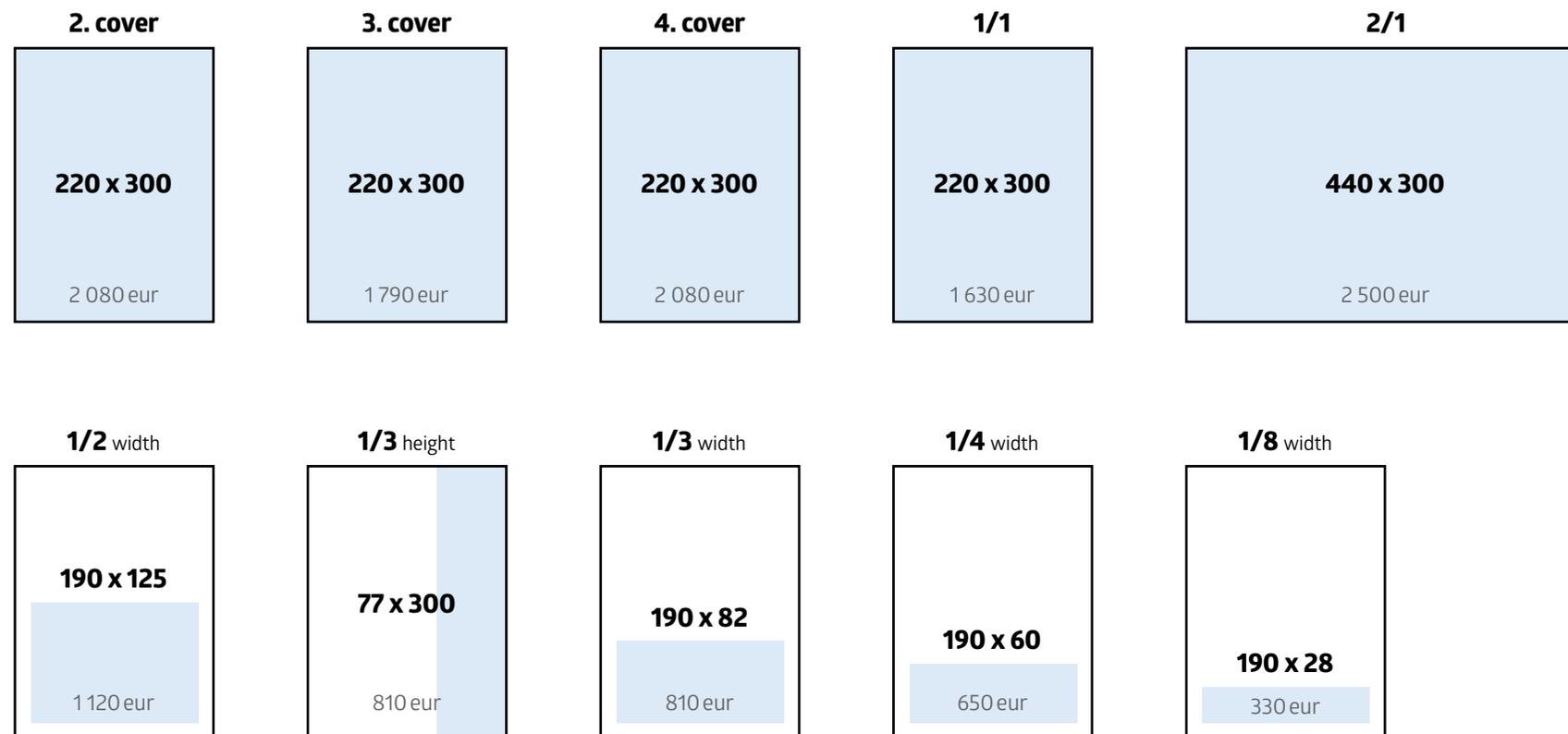
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www.yacht.cz

TECHNICAL SPECIFICATIONS



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

PRICE: 6,29 EUR
PRINT: Full-color on matte paper
ISSUES: 9 500
READERSHIP: 45 000 readers
FORMAT, BINDING: 115 pp, V2
FREQUENCY: 4 issues per year
FOUNDED: since 1994

READER PROFILE

| | | | |
|------------------------------------|---|--|--|
| SEX: 91% men 9% women | EDUCATION: 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 | WORKING STATUS: 4% student 25% employed 31% businessman 35% manager 5% other |
|------------------------------------|---|--|--|

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PRESENTATION OPPORTUNITIES

Individual advertising presentations 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 EUR
- Double spread 2/1 1200 EUR



PRODUCT TIP

- 1/3 page 300 EUR
- Full page 1/1 800 EUR



TEST

Price upon request



INVITATION TO AN EVENT

- 1/3 page 300 EUR
- Full page 1/1 800 EUR



RACES

Race coverage.

- Full page 1/1 800 EUR
- Double spread 2/1 1200 EUR



NEW BOATS

- 1/2 page 300 EUR
- Full page 1/1 600 EUR



USED BOATS FOR SALE

Full page 1/1 800 EUR

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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 EUR | 310 EUR | 230 EUR | 500 EUR | 690 EUR | 770 EUR | 390 EUR |
| 3 months visual display | 770 EUR | 770 EUR | 580 EUR | 1 150 EUR | 1 500 EUR | - | - |

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:

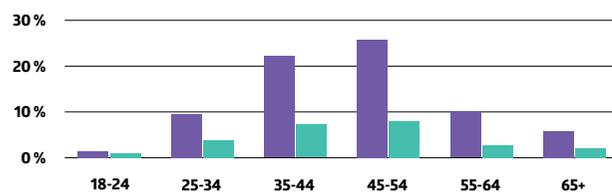
00:01:45

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

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Number of regular subscribers to newsletters CZ, SK

(sailors, boat owners, subscribers and professionals):

15 266

Schedule

- 13. 1. BOOT DÜSELDDORF
- 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**

CONNECTION ON SOCIAL NETWORKS

For the ideal „media mix,“ we offer online advertising options. Interesting articles, events, invitations can be posted on social networks with a link to the client. This provides an effective increase in the reach of the message to a larger number of users.



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WHY ADVERTISE WITH US

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 available in a digital version for tablets, PCs and phones, allowing our readers access to quality content anytime, anywhere. Available online on servers: O2knihovna.cz, vodafone.cz, magaziny.cz, digiport.cz, digitania.cz, periodik.cz, magzter.com Direct mail for V.I.P. We provide online support and connectivity on social networks.



ADVERTISING TERMS AND CONDITIONS

SUBMISSION OF ADVERTISING

YACHT, s.r.o. accepts advertisements based on a written order or contract, including provided 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, they are 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.