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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.

BASIC INFORMATION

PRICE	99 CZK/4,69 EUR
PRINT	full colour
ISSUES	11 500 copies
RANGE, BIND	100-120 pages, V2
FREQUENCY	ten issues per year
FOUNDED	2009

READER PROFILE

sex	55% men 45% women	education	33% university 52% secondary 11% low-level 4% basic
age	5% to 25 years 25% 26-35 years 40% 36-50 years 30% over 51 years	working status	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 2022

ISSUE	DEADLINE FOR ARTICLES AND ADVERTISING ORDER	COMING OUT
2	28. 01.	11. 02.
3	25. 02.	11. 03.
4	25. 03.	08. 04.
5	22. 04.	06. 05.
6	20. 05.	03. 06.
7-8	01. 07.	15. 07.
9	26. 08.	09. 09.
10	23. 09.	07. 10.
11	27. 10.	11. 11.
12/22-1/23	25. 11.	09. 12.

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