

A photograph of three young adults sitting on a wooden bench outdoors. A woman with long red hair is leaning over a woman with long blonde hair who is holding a tablet. A man with dark hair and a beard is sitting to the right, looking at the tablet. They are all smiling and appear to be engaged in a conversation. The background shows a white fence and some greenery.

# Studenta.cz

web&mag

**MEDIA KIT**

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

# Studenta

is the biggest magazine for university students in the Czech Republic which stands out due to its novel editorial content, modern graphics, targeted distribution, and a close connection with the studenta.cz website and Facebook page.

The magazine reaches students by way of directed distribution, personal delivery, and a network of UNIboard info stands - and it covers 85% of university students in the Czech Republic.



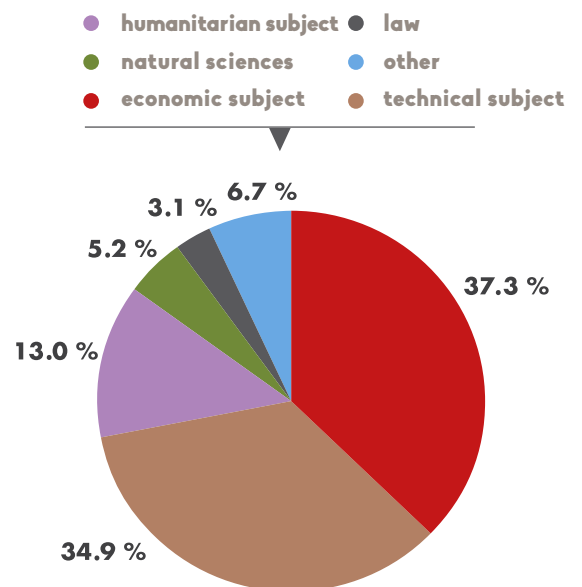
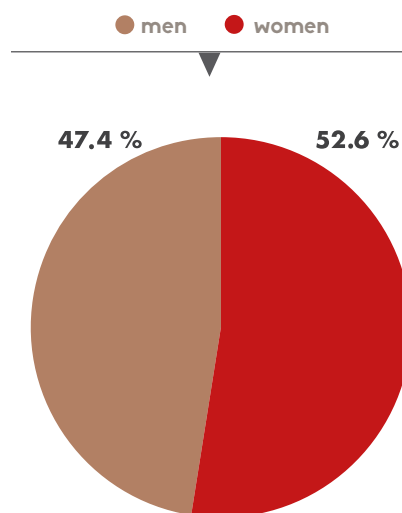
## THE READERS OF THE STUDENTA MAGAZINE

are university students living in larger cities, studying mostly economic and technical fields.

Studenta readers are mostly interested in topics regarding future careers (89%).

Studenta is created by a team of young professionals for university students in such a way that its content reflects the interests of its readers.

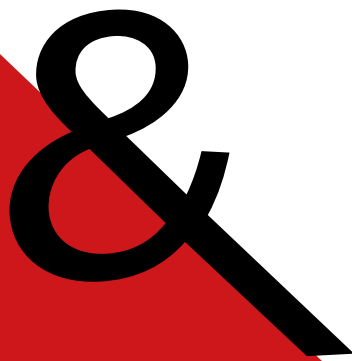
OVER 70% OF OUR READERS STUDY AN ECONOMIC OR TECHNICAL SUBJECT



# UNIBOARDS: A UNIQUE NETWORK OF STANDS WITH ADVERTISEMENT FRAMES AT UNIVERSITIES

- 71 stands, strategically placed around universities and dorms throughout the Czech Republic.
- We cover an area reaching 85% of all students in the Czech Republic.
- Banner and poster surfaces
- Racks for printings and flyers

Advertising options



## BE DIRECTLY SEEN ON ACADEMIC CAMPUSES

### SAMPLING/DIRECT MARKETING FOR UNIVERSITIES

#### STUDENT UTILISATION OF A PERSONAL DISTRIBUTION NETWORK

- Targeted, personal distribution at universities and dorms.
- Option to join with the distribution of the Studenta magazine (but not a requirement).
- We cover an area reaching 85% of all students in the Czech Republic.
- More than 70 distribution locations in 10 cities (localisation options).
- Additional distribution locations as part of media partnerships (e.g. Career Days, Majáles, club events, etc.).
- Close collaboration with universities.

#### COOPERATION OPTIONS

- PRODUCT SAMPLING
- DELIVERY OF FLYERS AND OTHER PRINTINGS
- HANGING POSTERS

PRICE LIST - THE COOPERATION PRICE IS ALWAYS ESTABLISHED AFTER AGREEMENT

FORMAT A  
180x270 mm mirror  
(with margins  
210x295)  
CZK 1,500 per month

FORMAT B  
450x180 mm mirror  
(with margins  
474x205)  
CZK 2,200 per month

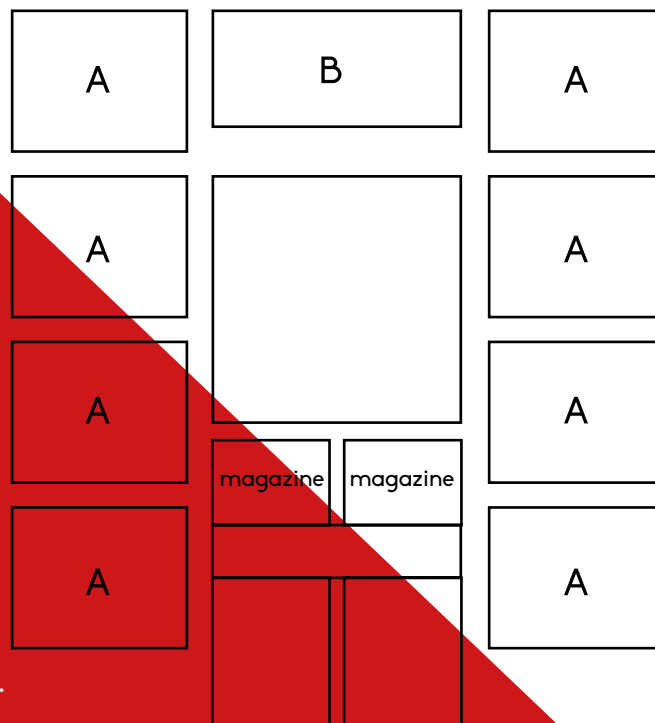
(Prices include the print costs of the material)  
Prices are without VAT.

POSTCARDS,  
FLYERS,  
PRINTINGS.

The distribution of postcards, flyers (A6, DL)  
CZK 1.80 per copy

The distribution of printings (4 pages)  
CZK 2.50 per copy

The distribution of catalogues  
CZK 5 per copy





# Studenta.cz



THE BIGGEST NEWS SITE  
FOR STUDENTS IN  
THE CZECH REPUBLIC  
[www.studenta.cz](http://www.studenta.cz)

## SITE CONCEPT

- Own editorial content
- Updates every day
- Contests, surveys, reports, discussions
- A selection of student events

## ADVERTISING OPTIONS

- Banners
- PR articles
- Column partners
- PR in the Facebook community

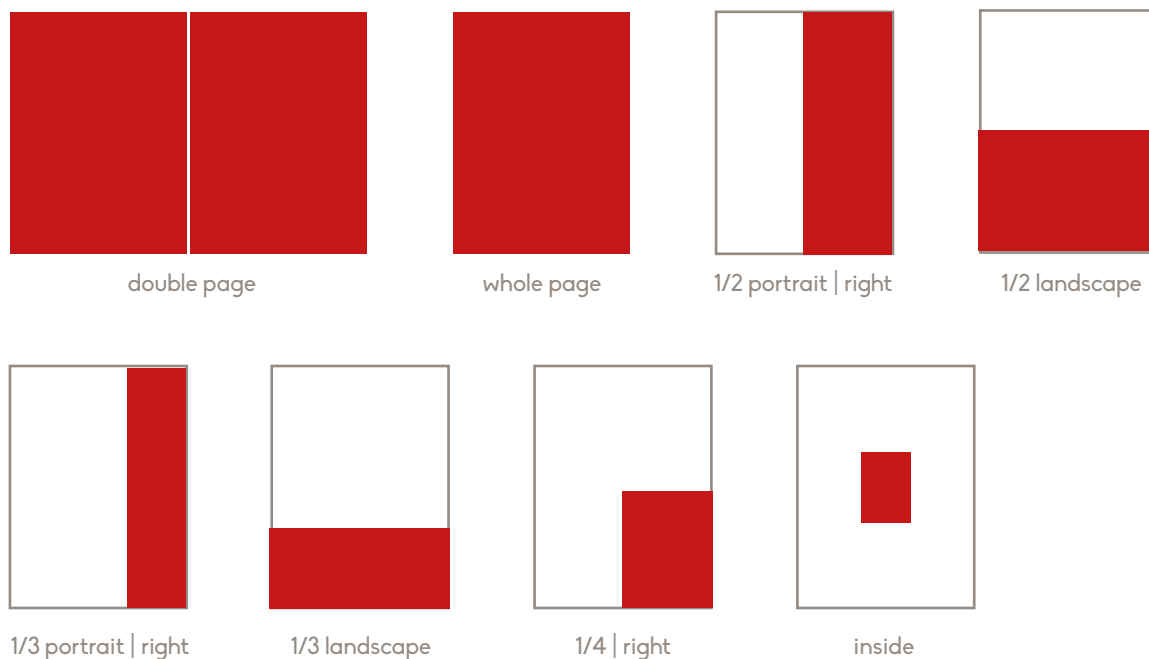
NUMBER OF VIEWS: 250,000/MONTH  
PAGE VISITS: 50,000 RU/MONTH

Studenta.cz	size	CPT	views/month	real users/month	price/month	1/2 occupancy	1/3 occupancy
leader board (above the site)	990x210 px	CZK 600	250,000	50,000	CZK 150,000	CZK 75,000	CZK 50,000
megaboard	970x310 px	CZK 600	250,000	50,000	CZK 150,000	CZK 75,000	CZK 50,000
half page	300x600 px	CZK 550	250,000	50,000	CZK 137,500	CZK 68,750	CZK 46,000
medium rectangle	300x250 px	CZK 450	250,000	50,000	CZK 112,500	CZK 56,250	CZK 38,000
wallpaper	480x300px	CZK 450	250,000	50,000	CZK 112,500	CZK 56,250	CZK 38,000
PR articles + Facebook shares	any	-	approx. 3,000.	approx. 3,000.	CZK 20,000	-	-
Special creative formats (e.g. mobile banner - hypertext, branding, pop-up, other formats) - the price is determined individually							

The listed price always corresponds to the number of views for the banner (CPT), the time-frame definition is purely informative  
Measurements are done with Google Analytics. All prices are without VAT and contain a 15% AP.

# PRICE LIST AND ADVERTISEMENT FORMATS

## FORMAT VISUALISATION



Format	Price
double page	CZK 210,000
whole page	CZK 129,000
1/2 page	CZK 75,000
1/3 page	CZK 55,000
1/4 page	CZK 45,000
centrefold	CZK 35,000
2 <sup>nd</sup> cover + 30 %	CZK 167,700
3 <sup>rd</sup> cover + 20 %	CZK 154,800
4 <sup>th</sup> cover + 50 %	CZK 193,500

Advertisement formats	Clean format	Material dimensions
double page	430x260 mm	440x270 mm
whole page	215x260 mm	225x270 mm
1/2 page   right side portrait	107x260 mm	117x270 mm
1/2 page   landscape	215x130 mm	225x140 mm
1/3 page   portrait	71x260 mm	81x270 mm
1/3 page   landscape	215x86 mm	225x96 mm
1/4 page   right side	123x130 mm	133x140 mm
inside	70x103 mm	80x113 mm

Magazine	March	April	May
issue	March 7, 2018	April 4, 2018	May 9, 2018
source material	February 9, 2018	March 9, 2018	April 13, 2018

### PERIODICITY

6 TIMES A YEAR  
(March, April, May–October,  
November, December)

### PRINT RUN

40,000 copies,  
EDITED BY ABC ČR

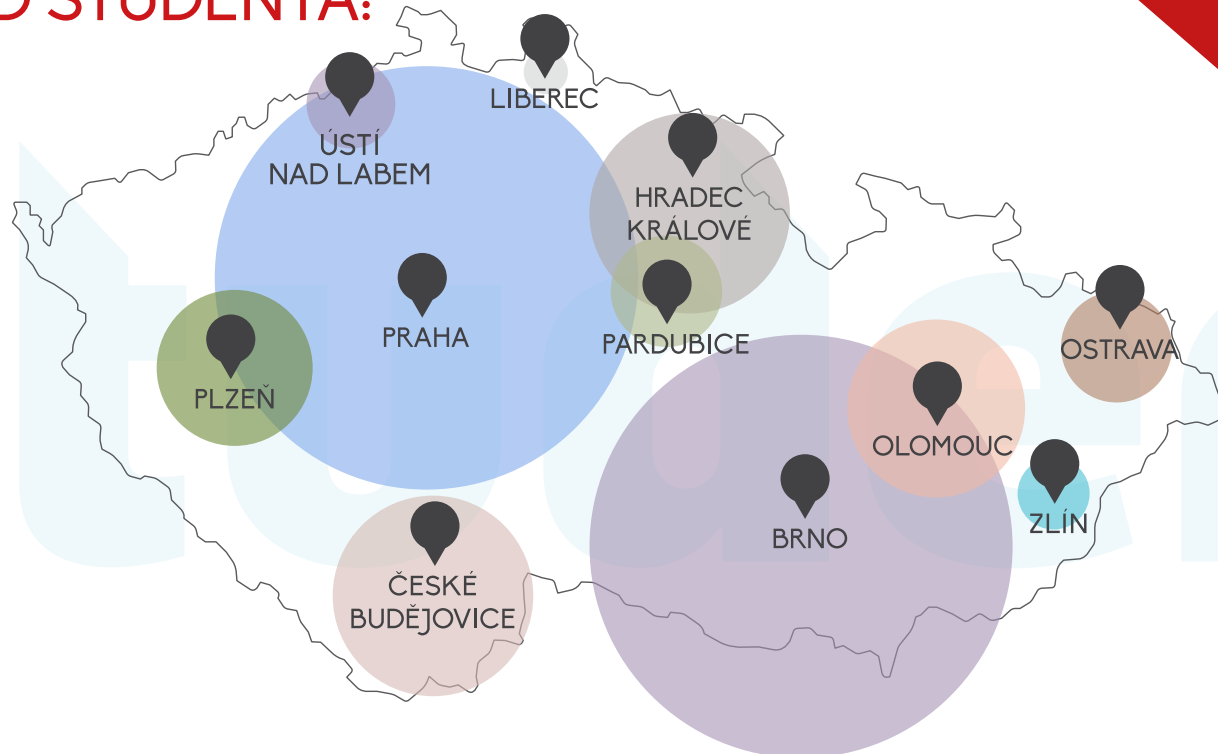
### READ BY

90,000  
UNIVERSITY STUDENTS

### NUMBER OF PAGES

60–100 PAGES

# WHERE CAN YOU FIND STUDENTA:



## A LIST OF SCHOOLS WITH UNIBOARDS/INFORMATION PANELS

**Studenta magazines are also available  
at info stands at the following universities:**

- Czech University of Life Sciences Prague (CZU)
- Czech Technical University in Prague (CTU)
- Charles University (UK)
- Univerzita Jana Amose Komenského Praha (UJAK)
- University of Pardubice (UP)
- University of Hradec Králové (UHK)
- University of South Bohemia in České Budějovice (JU)
- Technical University in Liberec (TUL)
- Univerzita Jana Evangelisty Purkyně v Ústí nad Labem (UJEP)
- Technical University of Ostrava (VŠB-TUO)
- Palacký University Olomouc (UP)
- Tomas Bata University in Zlín (UTB)
- Masaryk University (MU)
- University of Veterinary and Pharmaceutical Sciences Brno (VFU)
- Brno University of Technology (VUT)

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