Magazine profile

Well-arranged catalogue of sailing, motor and inflatable boats, watercraft, houseboats, floating piers and boat trailers on the Czech and Slovak market. Technical parameters **including prices and dealer contacts** are added to each model picture. **Advertising is primarily** targeted to readers who are currently **considering a purchase** worth hundreds of thousands EUR.

BASIC INFORMATION

PRICE	149 CZK/7,49 EUR
PRINT	full colour
ISSUES	20 000 copies
RANGE, BIND	200–250 pages, V2
FREQUENCY	once per year
FOUNDED	2006

READER PROFILE

sex

71 % men
29 % women

education

26 % university
51 % secondary
17 % low-level
6 % basic

age

15 % to 25 years
40 % 26–35 years
30 % 36–50 years
15 % over 51 years

working status

11 % student
31 % employed
28 % businessman
23 % manager
7 % other

DISTRIBUTION IN THE CZECH REPUBLIC AND SLOVAKIA

- Mail Order Sale
- Direct mail for V.I.P.
- Boat shops and chandleries
- Distribution companies PNS, PressMedia
- Boat shows and fairs
- In the digital version

DATES 2019

DEADLINE FOR ARTICLES AND ADVERTISING ORDER	21. 1. 2019
DEADLINE FOR ADVERTISING	11. 2. 2019
RELEASE	8. 3. 2019

CONTACT

Publisher:
Daniel Guryča
dan@yacht-magazine.cz
+420 777 722 133

Advertising manager:
Petra Kozlíková
petra@yacht-magazine.cz
+420 775 571 120

www.yacht-magazine.cz

MOBIL TABLET ONLINE FACEBOOK INSTAGRAM

PDF version available at **www.yacht-magazine.cz**

MOTOR AND INFLATABLE BOATS

SAILING BOATS AND CATAMARANS

WATERCRAFT

FLOATING PIERS, BOAT TRAILERS