

GOLF VACATIONS

Life Luxuriated



GOLF VACATIONS Issue 47



GOLF VACATIONS Issue 48



GOLF VACATIONS Issue 49



GOLF VACATIONS Issue 50

THE MAGAZINE FOR THOSE WHO TRULY LOVE GOLF AND TRAVEL

ADVERTISEMENT PRICES (In CZK, VAT excl.)

Inner page	150 000	210 × 275 mm	
Cover, 2nd page	170 000	210 × 275 mm	
Cover, 3rd page	160 000	210 × 275 mm	
Cover, 4th page	190 000	210 × 275 mm	
V-folded sheet	360 000	410 × 275 mm	
1st spread	330 000	420 × 275 mm	
2nd spread	310 000	420 × 275 mm	
Inner spread	250 000	420 × 275 mm	
Half-page, landscape	80 000	210 × 135 mm	
Half-page, portrait	80 000	103 × 275 mm	
Third-page, portrait	65 000	68 × 275 mm	
Additional fee for editorial placement		25 %	

Insertion, loose	CZK 2 / pc.
Insertion to position	CZK 3 / pc.
Insertion to title page + wrapping	CZK 6 / pc.
Wrapping	CZK 3 / pc.
Tipping into position	CZK 3 / pc.
Tipping into position + wrapping	CZK 6 / pc.
Minimum insertion	5,000 pcs.

Technical specification of advertisement placement

- * The advertisement has to be delivered in **PRINT QUALITY PDF FORMAT**.
- * All advertisements are intended to bleed, so the advertisement has to have **CROP MARGINS OF 5 MM AT ALL SIDES!** Trimming tolerance in binding process is ±2 mm.
- * The advertisement is to be sent in electronic form to email address: venhodova@resortmedia.cz (maximum file size 8 MB) or via website www.uschovna.cz.
- * **THE ADVERTISEMENT HAS TO CONTAIN CROP MARKS INTENDED** for precise placement of advertisement within the page. If an atypical placement is requested, submitter has to define required placement of advertisement on the page.
- * Color mode: CMYK color space, picture resolution 300 dpi.
- * The color proof-print of the advertisement authorized by submitter must be delivered with the advertisement. Proof-print is intended for checking the colors only! Submitter is fully responsible for overprints, knockouts and transparency actually used in document. If color proof-print is missing, correct colors cannot be guaranteed in the printouts.

Schedule 2020

Issue	Layout deliver	Orders deadline	Release
GV March	25. 3.	25. 3.	6. 4.
GV June	17. 6.	17. 6.	29. 6.
GV September	16. 9.	16. 9.	29. 9.
GV December	25. 11.	25. 11.	7. 12.

* **WELL-INFORMED** and unique guide to the golf courses, travelling, and playing golf with all the rest of it. The greatest magazine in the world focusing on golf and travelling topics.

* This magazine **BRINGS** tips, interviews, profiles, reports and also guides to the issues "how to go, where to go, what to take along" for a golf trip. In the interviews, personalities of professional and amateur golf are questioned. Coverage of attractive topics and some returns into history in notable persons' profiles can be found here, too.



* **GOLF** is one of few sports with continuously increasing number of players and supporters. Similarly, number of readers of Golf Vacation magazine and its website www.GolfVactions.cz is also growing.

* **COMBINATION** of magazine, website and reservation server Golfcut.cz delivers unique possibility to address the largest spectrum of golfers.

Distribution

	Czech edition (pcs.)
Airplanes, VIP lounges at Vaclav Havel Airport, Vaclav Havel Airport	1 000
Hotels	600
Golf resorts	3 000
Direct delivery to golf club members' addresses	4 500
Business centers, lobby bars, restaurants, car showrooms	500
VIP sports clubs	400
TOTAL	10 000

General information

Periodicity	quarterly, published from 2007
Circulations	10,000 copies (audited by ABC CR)
Price	CZK 149
No. of pages	144
Page size	210 × 275 mm
Binding	V2
Cover	250 gsm, orange effect
Inner pages	glossy white paper, 110 gsm
GV readers	People from upper income bracket, golfers – by the end of 2015, 56 000 golfers registered officially in the Czech Republic
Distinction	Edition of prestigious foreign magazine focusing on golf courses, resorts and destinations, exclusive content, travelling, fashion, golf equipment, cars, design, housing.

Sections

* Events, trends

Overall view to both classic and modern courses. Guide to the individual holes as well as surroundings outside of courses. Instructions how to enjoy each place.

* Choice resorts

Tips for the best places available for both short golf trips and long golf vacations. Criterion is long term popularity, attendance and rating in tests and rankings created by players and experts.

* Focus on...

Detailed review of selected interesting region, course or resort. Quality assessment according to various criteria and subsequent recommendations and tips for visiting.

* Interview

Professional players and instructors, golf personalities or well-known businessmen.

* On the road

Car reviews, pros and cons of car models.

* Life and golf

Lifestyle connected with golf. Fashion, equipment, gastronomy, technology, design.

* Reports

View behind the scenes of tournaments and other golf events, monitoring of interesting players.

* Profiles

Views on personalities in actual golf, or on giants of history.

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