

MEDIAKIT 2024

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CONTACT

1. Press Real Group, spol. s r.o.
 email: redakce@1prg.cz
 tel.: +420 776 591 940
 www.svethg.cz
 www.svetobchodu.cz

19 years
 on the market!



Svět HORECA



@SvetGastroHotel

#SvetHoreca
#ModerniJidelna
#SvetGastroHotel
#SvetHG

structure of readers:

**RESTAURANTS · HOTELS · SPA FACILITIES
PIZZARIES · CAFES · PASTRY SHOPS · BARS · CATERING
SCHOOLS · ASSOCIATION · SUPPLIERS**

WE PRESENT

Newspaper SVĚT HORECA are in the form of subscription + direct mail + mailing distributed in the Czech Republic and Slovakia to the **management and operation of restaurants, hotels, spa facilities, cafes, pastry shops, bars, suppliers, schools and organizations.**

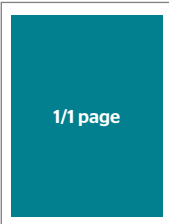
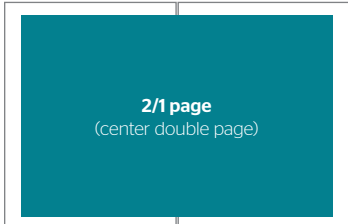
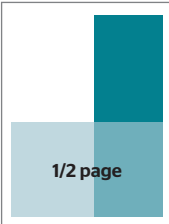
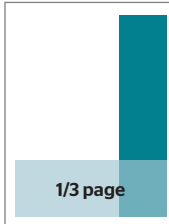



Newspaper SVĚT HORECA aim to mediate effective communication between operators of accommodation and gastronomic facilities and their employees, suppliers of products and services and sectoral/state organisations

Our gastro newspaper Svět HORECA ran among the oldest B2B titles in the market and are respected by many experts who want to contribute to their content. The publishers' agent attend every major trade fair an gastro event.

BASIC INFORMATION

Format: 289x390 mm
Color model: CMYK
Print run: 7 000
Number of readers: 14 000
Distribution: direct mail, abonents
IN ADDITION, THE ISSUE IS SENT TO 900 SUBSCRIBERS IN AN ELECTRONIC VERSION
Periodicity: 6 issues per year
Size: 16 - 24 pages
Paper: 80g LWC
Binding: V1
Printing: ofset

PRICELIST

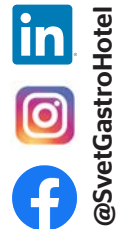
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| Format (widthxheight): 258x345 mm price: 2 000 EUR | Format (widthxheight): 540x345 mm price: 3 000 EUR | Format (widthxheight): 258x174 mm Format (widthxheight): 125x345 mm price: 1 250 EUR | Format (widthxheight): 258x113 mm Format (widthxheight): 81x345 mm price: 900 EUR | Format (widthxheight): 125x174 mm price: 600 EUR | Format (widthxheight): 258x50 mm price: 750 EUR | Format (widthxheight): 110x110 mm price: 450 EUR |

TECHNICAL STANDARDS:

Data should be supplied in an electronic form only,either on a magnetic data carrier or by e-mail in the form of composite PDF files with the resolution of 300 dpi (minimum), stored for CMYK without colour proles. The publisher cannot assume responsibility for the required advert correctness without having its colour impression.

The Price are in Euro.

MODERNÍ JÍDELNA



@SvetGastroHotel
 #ModerniJidelna
 #SvetHoreca
 #SvetGastroHotel
 #SvetHG

structure of readers:

**SCHOOL CANTEENS · LARGE CAPACITY SOUP ROOMS
 DINING ROOMS IN KINDERGARTEN · DINING ROOMS IN SENIOR
 HOMES DINING · ROOMS IN HOSPITALS · CORPORATE CATERING**

WE PRESENT

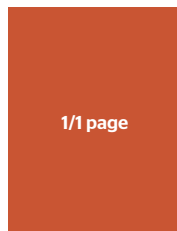
Newspaper **MODERNÍ JÍDELNA** is distributed by direct mail to large-scale breweries in the Czech Republic. It is an unrivaled B2B project, which communicates in a powerful and fast-moving market. Individual editions thus they reach large-capacity kitchens, school canteens, kitchens in homes for the elderly, kindergartens and hospitals. Furthermore, the title is sent to a company focused on corporate catering.

Newspaper **MODERNÍ JÍDELNA** aim to effectively mediate communication between suppliers and operators of large-capacity restaurants in the Czech Republic and Slovakia.

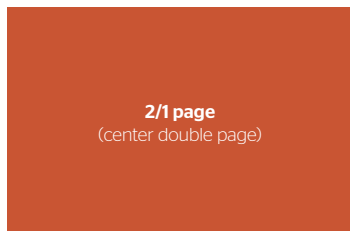
BASIC INFORMATION

| | |
|--------------------|-----------------------|
| Format: | 240x335 mm |
| Color model: | CMYK |
| Print run: | 3 000 |
| Number of readers: | 9 000 |
| Distribution: | direct mail, abonents |
| Periodicity: | 4 issues per year |
| Size: | 16 - 24 pages |
| Paper: | 80g LWC |
| Binding: | V1 |
| Printing: | offset |

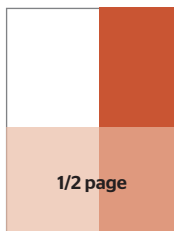
PRICELIST



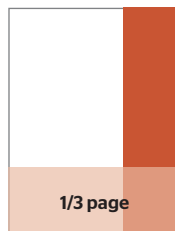
Format (widthxheight):
 240x335 mm
 + 5 mm (šxv)
 price: 1 000 EUR



Format (widthxheight):
 480x335 mm (šxv) + 5 mm spad
 price: 1 750 EUR



Format (widthxheight):
 240x164 mm + 5 mm
 12x335 mm + 5 mm
 price: 750 EUR



Format (widthxheight):
 240x114 mm + 5 mm
 86x335 mm + 5 mm
 price: 600 EUR



Format (widthxheight):
 110x160 mm + 5 mm
 price: 500 EUR

TECHNICAL STANDARDS:

Data should be supplied in an electronic form only, either on a magnetic data carrier or by e-mail in the form of composite PDF files with the resolution of 300 dpi (minimum), stored for CMYK without colour proles. The publisher cannot assume responsibility for the required advert correctness without having its colour impression.

The Price are in Euro.

horeca digital media

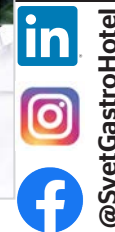


online campaigns

website: svethg.cz / svetobchodu.cz

newsletter Svět HORECA

social media: [SvetGastroHotel](#) / [SvetObchodu](#)



#ModerniJidelna
#SvetHoreca
#SvetGastroHotel
#SvetHG

structure of readers:

**HOTELS · SPA FACILITIES · RESTAURANTS · CAFÉS
PASTRY SHOPS · BARS · LARGE CAPACITY DINING ROOMS**

WE PRESENT

www.svethg.cz is a news website that focuses on the horeca market. It is aimed at the management and operation of hotels, spas, restaurants, cafes, pastry shops, bars and canteens.

www.svethg.cz is a joint website for the titles: SVĚT HORECA, MODERNÍ JÍDELNA. It regularly brings news and interviews from the hotel industry, gastronomy and tourism.

www.svethg.cz belongs to the publishing group 1. Press Real Group which publishes professional titles and other sites. Therefore, it is possible to apply combination packages within sub-magazines.

PRICELIST

| | |
|-----------------------|--|
| head banner: | 728x90, price: 600 EUR / month |
| square: | 300x250, price: 400 EUR / month |
| topic sponsor: | banner 300x250 or 728x90 located at the topic, price: 300 EUR / month |
| topic sponsor: | 4 keyed links in the article (choice of words according to the client), price: 300 EUR / month |
| PR article: | section, price: 500 EUR |

combination of an article on a website svethg.cz

+ newsletter Svět horeca:

publishing an article (2500 characters + photo) on the website svethg.cz + text (article trailer) cca 500 znaků + 1x photo in newsletteru + promo on our social networks. price: 600 EUR / 1 mailing

BASIC INFORMATION

| | |
|---------------------|---------------------------------|
| Address: | www.svethg.cz |
| Format: | news website |
| Website traffic: | 6 000 of unique addresses/month |
| Visibility options: | interviews, articles, banners |

CONTENT FOCUS OF THE WEBSITE SVETHG.CZ:

**FOOD · BEVERAGE · TECHNOLOGY
TRENDS AND NEWS ON THE MARKET
INTERVIEWS · EQUIPMENT
OPERATION · TOURISM**

The Price are in Euro.

newsletter Svět HORECA



#ModerniJidelná
#SvetHoreca
#SvetGastroHotel
#SvetHG

structure of readers:

**HOTELS · SPA FACILITIES · RESTAURANTS · CAFÉS
PASTRY SHOPS · BARS · LARGE CAPACITY DINING ROOMS**

WE PRESENT

newsletter horeca we send 2 times a month to added subscribers from the hotel industry and gastronomy. Svět horeca newsletter subscribes to the management and operation of hotels, spas, restaurants, cafes, pastry shops, bars, canteens and supply companies.

newsletter Svět horeca we send via the Boldem system, which allows us to implement effective e-mail marketing. We have click-through reports, user heatmap, recipient statistics.

newsletter Svět horeca it allows accurate timing of launching campaigns and their evaluation, a clearly profiled audience and all this at very affordable prices.

PRICELIST

Banner: 540x172 (format jpg, png)
we key in a hyperlink that can be directed to a specific product, service, action or event
price: 200 EUR / 1 newsletter

Actuality: text max. 600 characters + photo + link
price: 200 EUR / 1 newsletter

Video: foto + odkaz na video, price: 200 EUR / 1 newsletter

combination of an newsletter Svět horeca + article on a website svethg.cz:

publishing an article (2500 characters + photo) on the website svethg.cz + text (article trailer) cca 500 znaků + 1x photo in newsletteru + promo on our social networks. price: 600 EUR / 1 mailing

BASIC INFORMATION

| | |
|---------------------|---|
| Mailing frequency: | 2x month |
| Number of readers: | 934 |
| Average openness: | 20% |
| Visibility options: | interviews, articles, banners, videos, news |

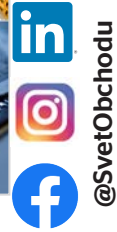
CONTENT FOCUS OF THE NEWSLETTER:

- **NEWS**
- **PRODUCT NEWS**
- **JOB ADVERTISING**
- **TICKETS FOR FAIRS**
- **DISCOUNT EVENTS**
- **PERSONALITIES**
- **PRESENTATION OF BRANDS**
- **PR ARTICLES**
- **PR ARTICLES**

The Price are in Euro.



RETAIL
ONLINE
svetobchodu.cz



@SvetObchodu

#SvetObchodu
#Retail

structure of readers:

FOOD STORES · MEAT STORES BAKERY STORES · DRUG STORES · BUSINESS CHAIN SUPPLIERS

WE PRESENT

Svět OBCHODU is a news website that focuses on retail. It is aimed at senior and top management of stores, business networks and chains responsible for management and assortment creation, sales support and introduction of new products to the market, marketing, advertising and logistics.

Svět OBCHODU aims to facilitate effective communication between store operators and suppliers of products and services.

Svět OBCHODU belongs to the publishing group 1. Press Real Group which publishes professional titles and other sites. Therefore, it is possible to apply combination packages within sub-magazines.

PRICELIST

| | |
|-----------------------|--|
| head banner: | 728x90, price: 12 000 EUR / month |
| square: | 300x250, price: 8 000 EUR / month |
| topic sponsor: | banner 300x250 or 728x90 located at the article price: 6 000 EUR/ month |
| PR article: | section, price: 10 000 EUR |

BASIC INFORMATION

| | |
|---------------------|---------------------------------|
| Address: | www.svetobchodu.cz |
| Format: | news website |
| Website traffic: | 6 000 of unique addresses/month |
| Visibility options: | interviews, articles, banners |

CONTENT FOCUS OF THE WEBSITE SVETOBCHODU.CZ:


**SHOP EQUIPMENT · CUSTOMERS
TRENDS AND NEWS ON THE MARKET
MARKETING · LOGISTICS
MANAGEMENT · INTERVIEWS
FOOD · BEVERAGE · PET FOOD
DRUGSTORE GOODS · OPERATION
FINANCE · MARKET · DEVELOPMENT**

The Price are in Euro.

release schedule (print/online) thematic plan

| No. Issue | printing material/publication date | topics |
|---------------------------|------------------------------------|---|
| Svět Horeca 1/2024 | 01.02. / 15.02. | hot drinks: coffee, tea, chocolate ■ coffee machines and grinders ■ professional range cookers, cooking technology ■ eco friendly products ■ hotel breakfast |
| Svět Horeca 2/2024 | 01.04. / 15.04. | Ice cream, ice cream mixes, icings and machines ■ beer and ciders ■ hotel bathroom and toilet fixtures and fittings ■ get ready to grill ■ corporate fleet car ■ pest prevention and monitors |
| Svět Horeca 3/2024 | 27.05. / 13.06. | payment terminals ■ cash register and warehouse systems ■ modern and functional profi kitchens ■ seasonal alcoholic beverages ■ food products and technology for confectioners |
| Svět Horeca 4/2024 | 29.07. / 15.08. | reservation systems ■ milk, cheese, cream food service ■ washing technology and chemicals for professional dishwashers ■ hotel card and lock systems |
| Svět Horeca 5/2024 | 23.09. / 14.10. | wines for your guests ■ soups, broths ■ laundry technology and service for hotel ■ hotel and restaurant cleaning |
| Svět Horeca 6/2024 | 18.11. / 10.12. | hotel room furnishings: furniture, mattresses, bed linen, drapes, carpets, light fixtures ■ hotel card entry systems and handles ■ oils, fats ■ everything for vegetarian diners |

| No. Issue | printing material/publication date | topics |
|-------------------------------|------------------------------------|--|
| Moderní jídelna 1/2024 | 01.02. / 15.02. | gastro waste solution ■ milk and milk products ■ vegan meals ■ professional combi ovens, multifunctional cooking device |
| Moderní jídelna 2/2024 | 01.04. / 15.04. | technology for large-capacity kitchens ■ diet food ■ pastry ■ skladové hospodářství |
| Moderní jídelna 3/2024 | 28.08. / 23.09. | washing technology and chemicals for professional dishwashers ■ canned goods, frozen vegetables and fruits ■ soups, broths |
| Moderní jídelna 4/2024 | 25.10. / 21.11. | meat, fish ■ healthy drinks ■ HACCP ■ cleaning, disinfectants and technology, cleaning products |

| No. Issue | printing material/publication date (2 issues per month): | |
|---|--|-----------------------------------|
|  | January | 29.12./04.01. + 15.01./18.01.2024 |
| | February | 05.02./08.02. + 19.02./22.02.2024 |
| | March | 04.03./07.03. + 18.03./21.03.2024 |
| | April | 08.04./11.04. + 22.04./25.04.2024 |
| | May | 06.05./09.05. + 20.05./23.05.2024 |
| | June | 03.06./06.06. + 17.06./20.06.2024 |
| | July | 01.07./04.07. + 22.07./25.07.2024 |
| | August | 05.08./08.08. + 19.08./22.08.2024 |
| | September | 02.09./05.09. + 16.09./19.09.2024 |
| | October | 30.09./03.10. + 14.10./17.10.2024 |
| | November | 04.11./07.11. + 18.11./21.11.2024 |
| | December | 02.12./05.12. + 16.12./19.12.2024 |

In addition, individual issues provide overviews of news, events and interesting interviews with industry experts. Didn't find your topic? We are also happy to include new articles, that would support your campaigns. We also offer editorial support to companies that confirm advertising cooperation well in advance! The publisher reserves the right to change the topic and publication deadlines in the course of the year.