



SPARKLING
- luxury lifestyle magazine -

**media
kit 2017**



SPARKLING
- luxury lifestyle magazine -



Publisher,
addressing mainly
readers from
group A + B



Group A + B

*Top managers and professionals with highest education + middle management



Quarterly issued lifestyle magazine, focusing on fashion, jewellery, design, banking, sport and art. Special attention is paid to travelling, the most exclusive technologies and hotel industry. Magazine in Slovak language is distributed directly among VIP clients and to newsstands via Mediaprint-Kapa. 82% VIP readers of Sparkling magazine work on high managerial positions. Among advertisers, we can find brands such as Twin Set, Zion Spa, MPSG Group, Benalex, Corner & Co., Rhapis, SaSaZu and many others.

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OUR OBJECTIVE IS TO BRING SELECTED INTERESTING NEWS, FROM ANY FIELD OF
LIFE. FOR ALL SUCCESSFUL PEOPLE, WHO LIVE THEIR LIFE IN A CONSTANT
MOTION

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Sparkling is going to communicate with its readers via “full colour” magazine, issued quarterly, with the most important news from the world of success – the best articles, interviews, advertising information and news.

There will be reserved place for partners and their advertising activities in every print form of the magazine.

In the future, we plan to issue yearbook at the end of every year. These are going to offer stylish articles, information , interviews and photo reports in exclusive adaptation. All of the print materials are going to be distributed to addresses of our selected readers.

Contents

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luxy fashion

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bon voyage

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sweet life

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the box of culture

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The world of art, culture and sport are separate parts of our life and therefore periodical reports from exclusive social events and tips for following events will be included- (exhibitions, fairs, auctions, concerts, sport events...).

Profiles of the most successful from the world, surrounding countries and from Slovakia.

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Reporters

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Editorial board is composed by professional team, mainly young people, yet experienced journalists, who already in previous occupations, gained a perfect knowledge in area of our interest.

Further, our editorial office is supported by contributors from all around the world and every one of them follows the news from the world of luxury, high society and business, constantly and with great amount of interest.

All this represents the guarantee of quality and high standards in the content of every issued magazine on the market.

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Demography

AGE STRUCTURE

Primary: 30 years and more

Secondary: 18-50 years

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GENDER

Mostly women, 60 % women and 40 % men

(based on content structure, distribution and nature of the market)

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TPOLOGY

Decision makers, investors, people from business, rentiers, V.I.P., partners and advertisers,
people with passion for luxury, visionaires

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SOCIAL - ECONOMICS

The best economically situated residents of cities and agglomerations of Slovakia

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POSITIONING IN MEDIA

Lifestyle magazine/exclusive publication

Way

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We'll get you to the best target group

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Mediaprint Kappa

selected premium selling points and top selling places

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Direct mail

our own database, databases of cooperating partners
+ databes from partners of individual issues

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Own and supported events

unsold copies from issuing are going to be further distributed at publisher's own events
and events supported by our magazine

We are working with the whole number of copies (print run)!

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Digital subscriptions

within functional website of our magazine, subscribers will be able to leaf through the current issue,
as well as previous issues in our archive

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Support

Magazine promoted on its own website

BANNERS

for cooperating partners, availability of presentation via
small or big banners with direct linking
selected premium articles on-line on our website

V.I.P. "BUSINESS FRIENDLY" CLUB

Possibility of registration into club with lot of benefits: current issue online, archive online, newsletter, competitions and informations about news

NEWSLETTER

regular communication with registered readers and members of "BUSINESS FRIENDLY" CLUB
through direct E-mailing

SOCIAL MEDIA

Facebook – Instagram – Youtube – Google+

CAMPAIGN

within the framework of current cooperation, outdoor and indoor campaign (billboards, citylights), selected media

EVENTS

every issue of the magazine will be accompanied by festive event, at specific location, with delicious gastronomy service , exclusive programme and direct presentation of luxury products. Simply, you can look forward to an exceptional experience, in the presence of the most extraordinary guests . Opportunity of participation for our partners.

HIGH QUALITY PR – B2B – MEDIA VALUE + for our partners

Tech

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Periodicity quarterly issued magazine (4 issues every year)

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Print run 5 000 pieces

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Format 230 mm (width) x 320 mm (height)

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Extenth 86 inner pages + 4 cover pages

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Colouring 4+4 + matt lacquer

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Paper interior Mat. 80 g
cover Mat. 200 g

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Cover matt lacquer + one-sided partial lacquer

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Binding V2 glued

Wrapping plastic foil

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2017

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01 - April 2017 - advertising deadline 03.03.2017

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02 - June 2017 - advertising deadline 26.05.2017

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03 - September 2017 - advertising deadline 25.08.2017

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Special - December 2017 - advertising deadline 17.11.2017

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2017

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01 - Printing 10.04.2017 - distribution 19.04.2017

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02 - Printing 20.06.2017 - distribution 28.06.2017

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03 - Printing 04.09.2017 - distribution 13.09.2017

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Special - Printing 27.11.2017 - distribution 06.12.2017

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