

SMILE MUSIC

**Reach your musical audience
With precisely targeted advertising**



**MEDIA KIT
2019**



SMILE MUSIC



SMILE MUSIC is the biggest music media company in the Czech Republic and our activities reach over to Slovak market as well. We help our clients to reach broad target group using complex advertisement packages, which combine various SMILE MUSIC media outlets and deliver effective utilization of client's ad investments. Our knowledge of both domestic and international music market in combination of our long-standing position on the market represent attractive choice for reaching your current and potential audience.

SMILE MUSIC company actively operates at social media through profiles or each respective outlet.

Print media:

ROCK MAGAZINE
Spark

FAKKER!

FULLMOON
MUSIC MAGAZINE

Online media:

[\(\(musicserver.cz\)\)](http://musicserver.cz)



XPLAYLIST

filmserver.cz

ROCK MAGAZINE
Spark TV

SMILE MUSIC also represents following entities at trade matters:

REBEL

REBEL
SLUSNEJ
KANÁL

CAS
ROCK
RADIO



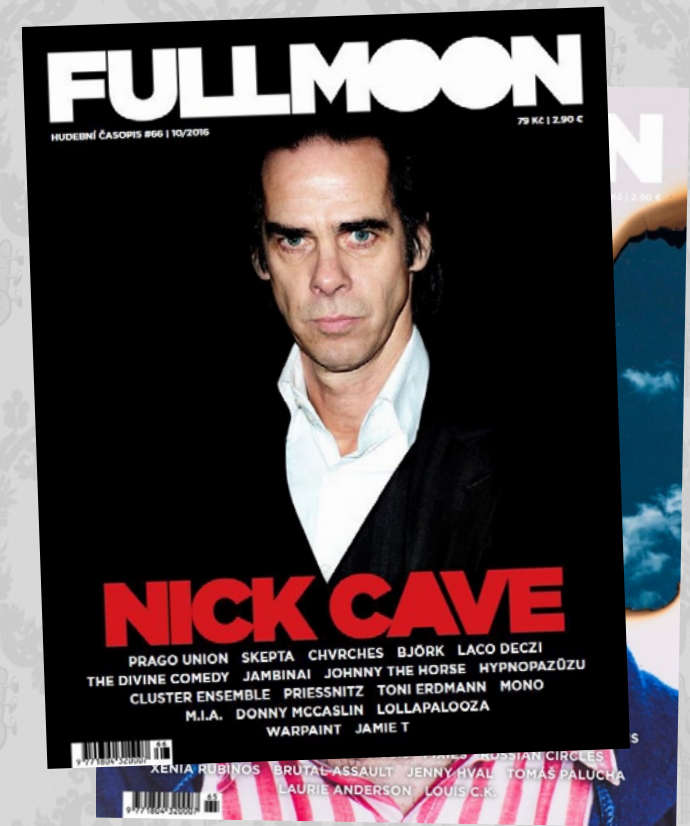
ROCK MAGAZINE **Spark**

Original Czech monthly coming out every month since 1992 has a broad and loyal subscriber (3 300 subscribers) as well as reader base. It focuses on rock and metal music scene. It is No. 1 on Czech market with a very stable position. In the course of Spark existence, a lot of bands and music fans developed strong connection with it and it represents indispensable part of their life style.



FAKKER!

Magazine of young people for young people by young people. FAKKER! reflects international as well as domestic music scene from a teenager's perspective. Alongside music, topics of young people life style make for an important content part.



FULLMOON MUSIC MAGAZINE

Czech multi-genre music magazine has been published regularly since 2010. In a very original way it reflects on music scene both domestic and abroad with overlaps to film, comics and design.

musicserver.cz

VYHRAJTE! 3 x vítěz "Cory Brings" Veranojy Netbox

DUŠE MOJE... DĚJE SE V "HERENA THE REVOLUTION" APLIKU NA PASTVOK PŘIHOŽEJ

7/10

17/10

18/10

19/10

20/10

21/10

22/10

23/10

24/10

25/10

26/10

27/10

28/10

29/10

30/10

31/10

1. listopadu 2017

2. listopadu 2017

3. listopadu 2017

4. listopadu 2017

5. listopadu 2017

6. listopadu 2017

7. listopadu 2017

8. listopadu 2017

9. listopadu 2017

10. listopadu 2017

11. listopadu 2017

12. listopadu 2017

13. listopadu 2017

14. listopadu 2017

15. listopadu 2017

16. listopadu 2017

17. listopadu 2017

18. listopadu 2017

19. listopadu 2017

20. listopadu 2017

21. listopadu 2017

22. listopadu 2017

23. listopadu 2017

24. listopadu 2017

25. listopadu 2017

26. listopadu 2017

27. listopadu 2017

28. listopadu 2017

29. listopadu 2017

30. listopadu 2017

31. listopadu 2017

CZECH BLADE

Magazin české hudební scény

Aktuality Rubriky Recenze Noviny Publikistika Terminál Podrobné Rubriky Historie ze života

Budweiser
Budweiser

03.02.2017 | Janovský Spáček
IMODIUM představilo dva nové dokumenty, Z Borů a bytů (+ teaser)

Publikistika: Dvaletí nepokojných Románů
Vánoční: Jak se žije v Česku
Rubriky: Jak se žije v Česku
Historie ze života: Jak se žije v Česku

18. listopadu 2017

19. listopadu 2017

20. listopadu 2017

21. listopadu 2017

22. listopadu 2017

23. listopadu 2017

24. listopadu 2017

25. listopadu 2017

26. listopadu 2017

27. listopadu 2017

28. listopadu 2017

29. listopadu 2017

30. listopadu 2017

31. listopadu 2017

XPLAYLIST

UMĚLCI ALBA ŽEBŘÍČKY UŽIVATELE PARTNERŮ SOUTĚŽE

PRÁVĚ VYCHÁZÍ

AKROBATA - Nick Höpner - No Return - Infected Swarm - Antagonist - Blood soaked - We Are Heretic - Three Days

PŘIHLÁŠENÍ

Články

ROCK BLUES & JAZZ ELEKTRONIKA & DANCE KLASIKA FOLK & COUNTRY WORLD MUSIC

ČESKÁ SCÉNA SLOVENSKÁ SCÉNA

ROZCESTNÍK ZÁHRADY

ROZCESTNÍK LABELU

JAK NA TO

EDITOR'S CHOICE

Poslední hodnocení

Čerstvé komentáře

filmserver.cz

Novinky Tržebné Slavná premiéra Komence Matějka Bledná

Bláznivý životní příběh...
Když se někdo...
Když se někdo...
Když se někdo...

18. listopadu 2017

19. listopadu 2017

20. listopadu 2017

21. listopadu 2017

22. listopadu 2017

23. listopadu 2017

24. listopadu 2017

25. listopadu 2017

26. listopadu 2017

27. listopadu 2017

28. listopadu 2017

29. listopadu 2017

30. listopadu 2017

31. listopadu 2017

musicserver.cz

CZECH BLADE

XPLAYLIST

filmserver.cz

Music from A to Z. News, reviews, reports interviews, audio/video column and much more. musicserver.cz does not focus on one genre particularly and welcomes every music fan equally. Thanks to this attitude it reaches very broad target group (383 432 monthly visits average*).

Czech and Slovak music scene in the spotlight. Not only metal, rock or punk, but also blues, folk and jazz fall into Czechblade.cz focus. Interviews, reviews, news, reports and videos every month.

Reviewing web portal XPlaylist.cz combines interactive music encyclopedia, online magazine and elements of social media. Great website for demanding music fan.

The most ambitious film web on the Czech internet, with fresh news, trailers and fun facts from the world of motion picture. Unique theme articles on the biggest film hits, regular columns as well as event calendar and film database - all of this and much more can be found at filmserver.cz

*Source: Google Analytics, 2018



ROCK MAGAZINE

Spark



SPARK - MEDIA KIT

Spark is a Czech rock magazine, which has been present on the market for more than twenty-five years. Each month Spark delivers original interviews with foreign and domestic bands (a feat unique on the Czech and Slovak market), reviews of more than fifty newly released records and also covers current music events, festivals and trends. Spark is the best-selling music periodical on the Czech and Slovak market. It is an excellent source of music information and it maintains high content and graphic quality. In the last two decades Spark, significantly contributed to the development of the domestic rock music scene. The magazine's musical aim ranges from classic rock acts to the most underground extreme bands. It also pays special attention to the up and coming acts from both domestic and international scenes. Spark collaborates with all the major record labels such as Nuclear Blast, Century Media, SPV, Season of Mist or Napalm Records, but also with smaller establishments such as Karisma Records or Czar of Crickets. Spark maintains close relationship with the biggest Czech promoters Pragokonzert and Obscure promotion as well as Live Nation and others.

Advertising contact

Karel Balčírák
GSM: 604 250 698
e-mail: balcirak@spark-rockmagazine.cz

Address:

Spark Rock s.r.o.
Vršovická 16,
Prague 10, 101 00
Czech Republic

Print version:

since: **1992**
periodicity: **monthly**
circulation: **20 000**
distribution: **PNS**
subscribers: **3 300**
sale number in shops – Czech Republic: **5 500**
sale number in shops – Slovakia: **1 300**
readership: **47 000 (source: Media Projekt, year 2012)**
printing technique: **offset**
colorfulness: **4/4**
paper cover: **LK 150g (1/0 printing paint)**
paper inside: **LWC Lux 60g**
size: **A4**
binding: **V1**

Digital sales:

iKiosk.cz
Alza.cz



ADVERTISING

The following formats, sizes and prices of the advertisements are basic and standardized. Non-standard advertising formats are possible on the basis of an individual agreement. If you prefer any other advertising format, the publication of PR texts or a specific campaign, please do not hesitate to contact us through the contacts listed below. We also provide inserts into the magazine (leaflets, brochures, books or music). It is also possible to modify the graphic design of the magazine according to your ideas. We are interested in any ideas you might have, everything can be arranged and prepared so that Spark fulfills all your demands.



Spark prefers long term co-operation, regular advertisers receive a large amount of advantages and discounts. You do not have to advertise literally in every issue, of course, you can sign a contract choosing the right issues in which advertisement will have the largest impact. Long term advertisers also get significant discounts on a combination of printed advertising and web campaigns. Another bonus is the free subscription, which each client receives for the entire duration of the contract.

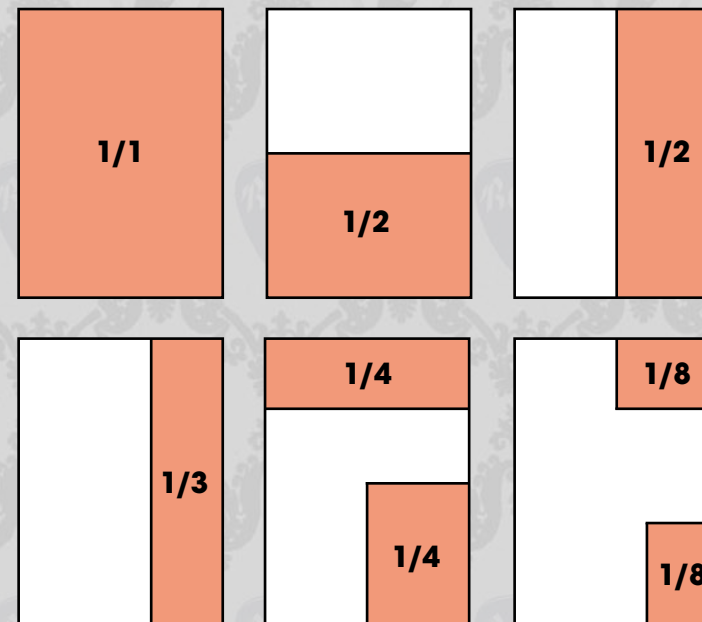
ADVERTISING RATES

Inside:

full page inside 1/1	2 000 €
double page inside 2/1	3 500 €
half page inside 1/2	1 300 €
third page inside 1/3	850 €
quarter page inside 1/4	600 €
eighth page inside 1/8	350 €

Cover:

page 2	3 000 € (the price of regular page +40%)
page 3	3 000 € (the price of regular page +20%)
back cover 4	4 000 € (the price of regular page +50%)



DATES 2019

AD SIZES

Issue:	Text:	Ads:	Expedition:	Street day:
Spark 01/2019	10.12.2018	15.12.2018	02.01.2019	03.01.2019
Spark 02/2019	10.01.2019	15.01.2019	29.01.2019	30.01.2019
Spark 03/2019	10.02.2019	15.02.2019	28.02.2019	01.03.2019
Spark 04/2019	10.03.2019	15.03.2019	28.03.2019	29.03.2019
Spark 05/2019	10.04.2019	15.04.2019	30.04.2019	02.05.2019
Spark 06/2019	10.05.2019	15.05.2019	30.05.2019	31.05.2019
Spark 07/2019	10.06.2019	15.06.2019	27.06.2019	28.06.2019
Spark 08/2019	10.07.2019	15.07.2019	30.07.2019	31.07.2019
Spark 09/2019	10.08.2019	15.08.2019	29.08.2019	30.08.2019
Spark 10/2019	10.09.2019	15.09.2019	01.10.2019	02.10.2019
Spark 11/2019	10.10.2019	15.10.2019	29.10.2019	30.10.2019
Spark 12/2019	10.11.2019	15.11.2019	28.11.2019	29.11.2019
Spark 01/2020	10.12.2020	15.12.2020	02.01.2020	03.01.2020

- **1/1** - width **210** x height **297** mm
+ clipping lines 5 mm on each side
- **1/2** horizontal - width **210** x height **148** mm
+ clipping lines 5 mm on each side
- **1/2** vertical - width **105** x height **297** mm
+ clipping lines 5 mm on each side
- **1/3** vertical - width **70** x height **297** mm
+ clipping lines 5 mm on each side
- **1/3** horizontal - width **210** x height **99** mm
+ clipping lines 5 mm on each side
- **1/4** vertical - width **105** x height **148** mm
+ clipping lines 5 mm on each side
- **1/4** horizontal - width **210** x height **74** mm
+ clipping lines 5 mm on each side
- **1/8** vertical - width **74** x height **105** mm
+ clipping lines 5 mm on each side
- **1/8** horizontal - width **105** x height **74** mm
+ clipping lines 5 mm on each side

Do not place critical text or visuals within 5 mm from the edge of net advertisement format!



File formatting:

- all ads must be submitted as .PDF or .TIF files
- all ads must be submitted in CMYK color at 300 DPI (spot colors or RGB will be converted automatically; Spark is not responsible for color reproduction errors)
- files should be flattened and stuffed
- files accepted via email

WEBSITE

Web:

www.spark-rockmagazine.cz
40 000 unique visitors per month

Facebook:

20 500+ likes



AD WEB POSSIBILITIES

web banners: **960 x 100, 250 x 250, 120 x 600**

press releases, show announcements – Top News and News section
videos – Video section (“A Week With ...”)
Facebook and Twitter announcements

One click rate:

Leaderboard 0,016 €
Other sizes 0,014 €



Banner campaigns do not have to be charged based on a number of views, we prefer complex campaigns using all the options mentioned above, which aim at the greatest possible impact. The ideal, of course, is a combination of printed and online advertising, that is when the campaign actually hits the complete profile of Spark magazine readers.

Please contact us at the address listed below, and we will prepare a campaign based on your demand, exactly according to your requirements and based on our experience.

SPARK READER

- buys music
- regularly attends concerts
- wears music-related t-shirts, buys merchandise and other stylish clothes
- is interested in culture in general
- drinks alcohol



Age:

19-25:	17%
36-40:	14%
41-45:	20%
46-50:	15%
Rest:	44%

Sex:

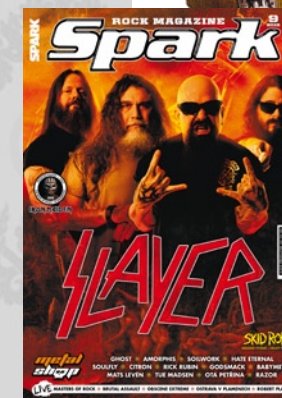
male	85%
female	15%

Employment:

employed	84%
student	15%
other	1%

Education:

high school with graduation	40%
high school / specialized	24%
college	22%
elementary	12%



SPARK TV – METAL IN ACTION



- Official YouTube channel or Rock magazine Spark
- Unique rock & metal news channel mediating news from the world of music
- Professional turnkey video content creation – music clips, promo trailers, documents, lyric videos
- Interactive communication with music fans – advertising space, direct ticket sales
- Multimedia space of global reach

Top Videos



ARCH ENEMY - Alissa o svém zpěvu

104 tis. zhlédnutí • před 7 měsíci



SPARK TV: SLIPKNOT - rozhovor se zpěvákem Corey Taylor

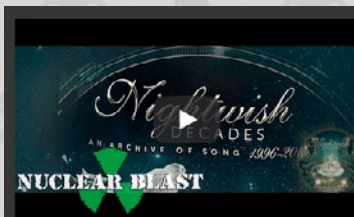
67 tis. zhlédnutí • před 2 roky
Titulky



JINJER - koncertní líčení Tatiány Shmailyuk

44 tis. zhlédnutí • před 11 měsíci

Samples



NIGHTWISH promo trailer



ACCEPT promo trailer



MICHAEL SCHENKER FEST promo trailer



Collaboration with:
Nuclear Blast, DORO, DOGA, CITRON, SEBASTIEN and many more

Find all the info at:
www.sparktv.cz



FAKKER!



Fakker! magazine is a Czech music magazine, established in 2014. Main focus of Fakker! rests on young and trendy bands complimented with hard'n'heavy titans and legends. Fakker! is targeted at younger audience which closely follow trends and developments in "young" heavy music. Genre-wise Fakker! covers everything from rock to hardcore/metalcore with household names such as ASKING ALEXANDRIA, WHILE SHE SLEEPS, GHOST or PAPA ROACH. Since it is a young and emerging music magazine, there is a huge potential for growth both in numbers and influence. Among his ultimate aims is to shake up Czech music media scene a bit, bring the youth to reading and sell a specific lifestyle. Fakker' is sold both on Czech and Slovak market and it collaborates with such partners as Nuclear Blast, SharpTone Records, Metalshop or KindA

FAKKER!

Advertising contact

Karel Balčírák
GSM: 604 250 698
e-mail: balcirak@spark-rockmagazine.cz

Address:
Smile Music s.r.o.
Vršovická 16,
Prague 10, 101 00
Czech Republic

Print version:

since: **2014**
periodicity: **monthly**
circulation: **10 000**
distribution: **PNS**
subscribers: **720**
printing technique: **offset**
colorfulness: **4/4**
paper inside: **LWC Lux 60 g**
size: **A4**
binding: **V1**



Digital sales:

alza.cz
ikiosek.cz



Street promo:

- bike

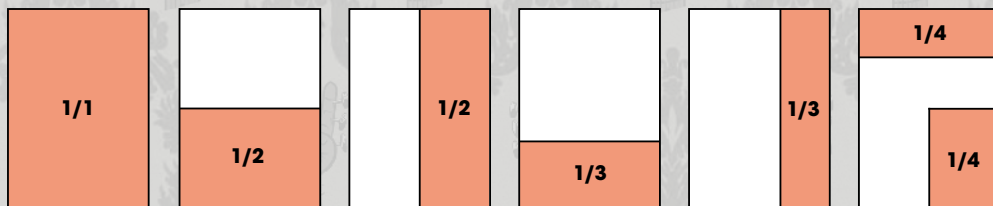


Suicide Angels



Fajtfest

The following formats, sizes and prices of the advertisements are basic and standardized. Non-standard advertising formats are possible on the basis of an individual agreement. If you prefer any other advertising format, the publication of PR texts or a specific campaign, please do not hesitate to contact us through the contacts listed below. We also provide inserts into the magazine (leaflets, brochures, books or music). It is also possible to modify the graphic design of the magazine according to your ideas. We are interested in any ideas you might have, everything can be arranged and prepared so that Fakker! fulfills all your demands. Fakker! prefers long term co-operation, regular advertisers receive a large amount of advantages and discounts. You do not have to advertise literally in every issue, of course, you can sign a contract choosing the right issues in which advertisement will have the largest impact. Long term advertisers also get significant discounts on a combination of printed advertising and web campaigns. Another bonus is the free subscription, which each client receives for the entire duration of the contract.



Cover:

page 2	1 500 €
page 3	1 500 €
back cover 4	2 000 €

Inside:

full page inside 1/1	1 000 €
double page inside 2/1	1 750 €
half page inside 1/2	650 €
third page inside 1/3	425 €
quarter page inside 1/4	300 €
eighth page inside 1/8	175 €

- **1/1** width 205 x height 295 mm
+ clippings 5 mm on each side
- **1/2** horizontal – width 205 x height 148 mm
+ clippings 5 mm on each side
- **1/2** vertical – width 103 x height 295 mm
+ clippings 5 mm on each side
- **1/3** horizontal – width 205 x height 98 mm
+ clippings 5 mm on each side
- **1/3** vertical – width 69 x height 295 mm
+ clippings 5 mm on each side
- **1/4** horizontal – width 205 x height 74 mm
+ clippings 5 mm on each side
- **1/4** rectangular – width 103 x height 148 mm
+ clippings 5 mm on each side

Do not place critical text or visuals within 5 mm from the edge of net advertisement format!

File formatting:

- all ads must be submitted as .PDF or .TIF files
- all ads must be submitted in CMYK color at 300 DPI (spot colors or RGB will be converted automatically; Spark is not responsible for color reproduction errors)
- files should be flattened and stuffed
- files accepted via email

Issue number	texts deadline	advertising deadline	Expedition	Streetday
01/18	10.12.17	15.12.17	Thu 28.12.17	Wed 3.1.18
02/18	10.1.18	15.1.18	Fri 26.1.18	Wed 31.1.18
03/18	10.2.18	15.2.18	Thu 27.2.18	Thu 1.3.18
04/18	10.3.18	15.3.18	Thu 27.3.18	Thu 29.3.18
05/18	10.4.18	15.4.18	Fri 27.4.18	Thu 3.5.18
06/18	10.5.18	15.5.18	Mon 28.5.18	Wed 30.5.18
07/18	10.6.18	15.6.18	Thu 26.6.18	Fri 29.6.18
08/18	10.7.18	15.7.18	Fri 27.7.18	Wed 1.8.18
09/18	10.8.18	15.8.18	Thu 28.8.18	Fri 31.8.18
10/18	10.9.18	15.9.18	Thu 25.9.18	Tue 2.10.18
11/18	10.10.18	15.10.18	Fri 26.10.18	Wed 31.10.18
12/18	10.11.18	15.11.18	Thu 27.11.18	Thu 29.11.18
01/19	10.12.18	15.12.18	Thu 27.12.18	Thu 3.1.19

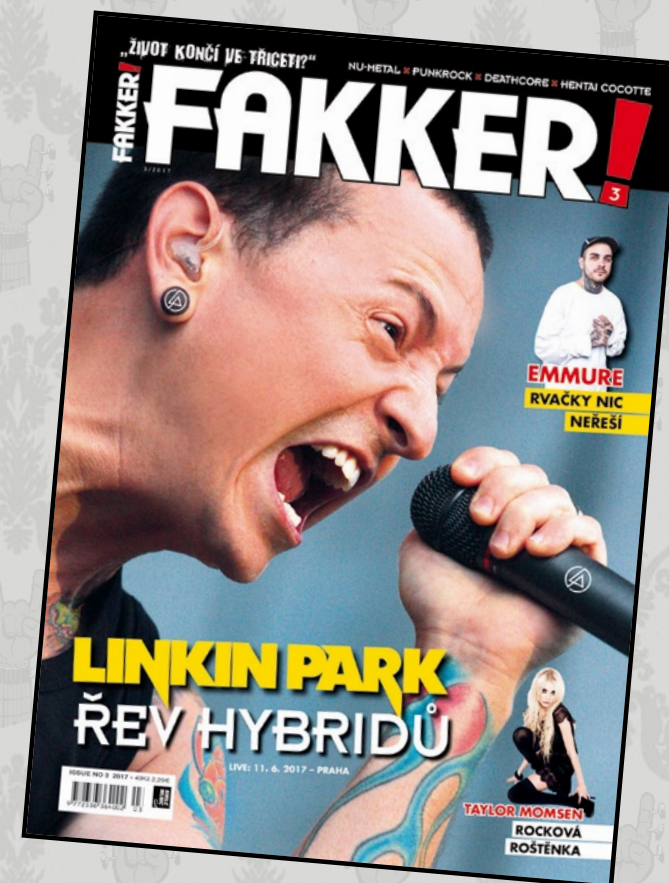
- Goes regularly to gigs and festivals
- Follows social media of bands and music industry
- Uses streaming services such as Spotify
- Downloads music
- Buys merchandise
- Likes to try new things and is open to modern approaches and genres

WEBSITE

WWW.FAKKER.CZ



www.facebook.com/fakkermagazine



ONLINE BANNER CAMPAIGNS

Type	Specifications	format
Leaderboard	998x200	.jpg/.gif/.swf
Square	250x250	.jpg/.gif/.swf
Square small	250x145	.jpg/.gif/.swf

Banner campaigns are calculated for the maximum number of clicks and impressions. We aim for the largest impact possible, hence combination of print and online banners is the ideal model, so the broad Fagger readership is targeted. We will gladly prepare a campaign according to your individual needs and wishes in accordance with our know-how and knowledge of the market. Prices will be set upon mutual agreement.

musicserver.cz brings music news, entails CD and DVD reviews, gig reports, interviews, audio/video column and much more. musicserver.cz does not focus on one genre particularly and welcomes every music fan equally.



Visitor characteristics:

Majority of musicserver.cz visitors is made of young music fans from 15 to 29 years. Most of them has already finished their high schools and mostly studies at a university or works. Males build up 68%, while females 32%.

Average monthly visits in 2018:

Page views: 648 236

Visits: 383 432

Users: 258 091

Source: Google Analytics, 2018

Banner campaigns are calculated for the maximum number of clicks and impressions. We aim for the largest impact possible, hence combination of print and online banners is the ideal model, so the broad musicserver.cz readership is targeted. We will gladly prepare a campaign according to your individual needs and wishes in accordance with our know-how and knowledge of the market. Prices will be set upon mutual agreement.



The most ambitious film website on the Czech internet, with fresh news, trailers and fun facts from the world of motion picture. Unique theme articles on the biggest film hits, regular columns as well as event calendar and film database – all of this and much more can be found at filmserver.cz. We know everything about films.



Visitor characteristics:

Visitors at filmserver.cz are film fans and enthusiasts who like to keep themselves informed about current events in the world of film. They are interested in news, reviews, premieres, social events, new titles on DVD or Blu-Ray. They regularly attend film screening in cinemas, keep an eye on their favorite actors, directors as well as film industry awards. Male to female ratio is 50/50.

Gender:

male 49,92 %
female 50,08 %

Věk:

10–14 years	13,14 %
15–24 years	28 %
25–34 years	18,91 %
35–44 years	24,68 %
45–54 years	6,19 %
55–64 years	5,58 %
65 years and more	3,50 %

Source:

NetMonitor – SPIR – Gemius & Mediaresearch,
February 2015

Banner campaigns are calculated for the maximum number of clicks and impressions. We aim for the largest impact possible, hence combination of print and online banners is the ideal model, so the broad filmserver.cz readership is targeted. We will gladly prepare a campaign according to your individual needs and wishes in accordance with our know-how and knowledge of the market. Prices will be set upon mutual agreement.

Average monthly visits in 2018:

Page views: 237 369

Visits: 178 530

Users: 146 968

Source: Google Analytics, 2018



CONTACTS



PR, marketing
Tomáš Vítek
cell: +420 721 637 808
e-mail: tomas.vitek@spark-rockmagazine.cz

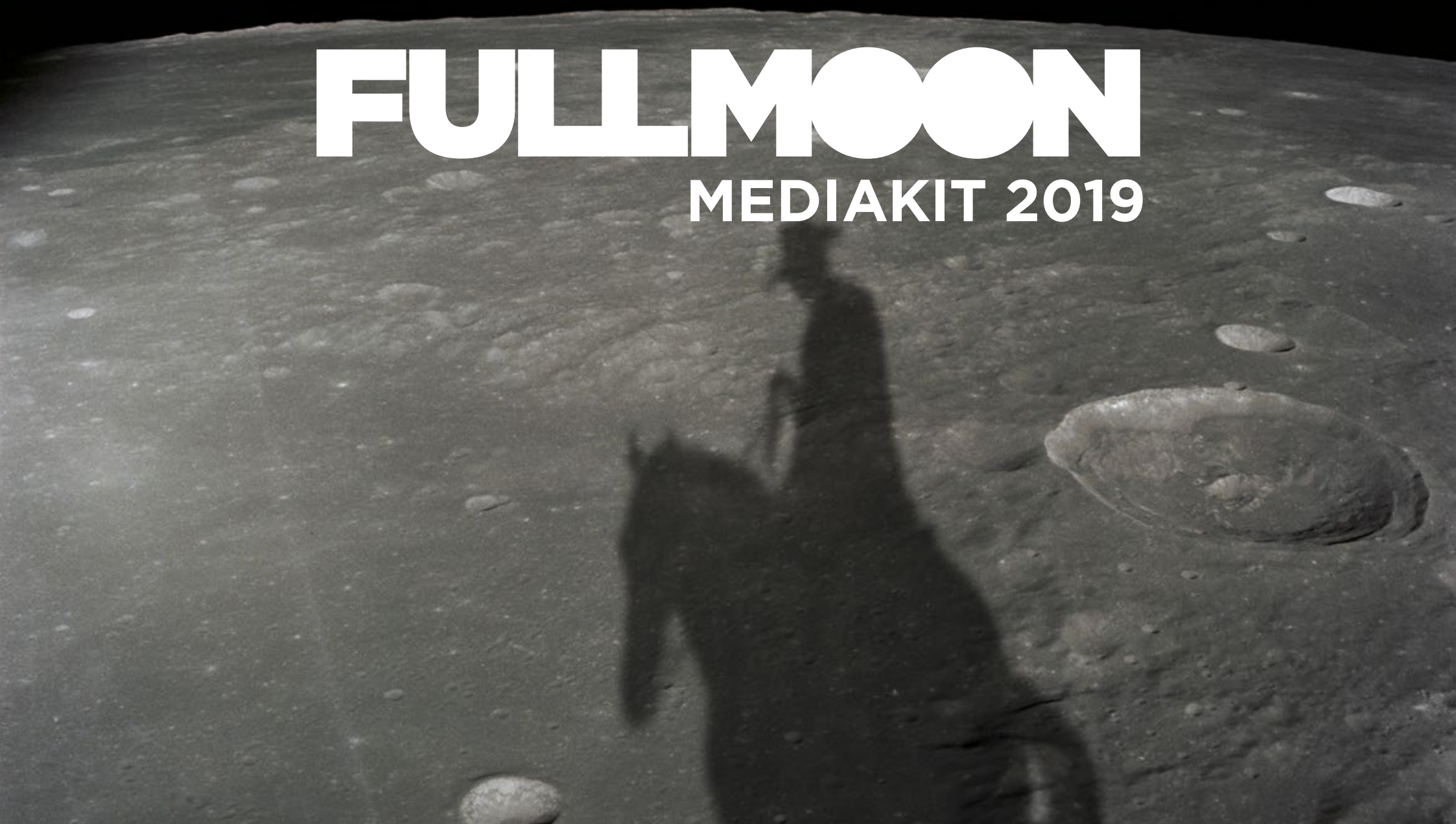
Spark editor-in-chief:
Karel Balčírák
cell: +420 604 250 698
e-mail: balcirak@spark-rockmagazine.cz

Fakker! editor-in-chief
Petr Adámek
cell: +420 776 100 609
e-mail: adamek@fakker.cz



FULLMOON

MEDIAKIT 2019



PROFILE

Full Moon is a Czech music magazine. It has been covering both local and international music scenes as well as what is going on in the fields of film, comics and design since 2010. Every monthly issue is an up-to-date reflection of the current cultural affairs. The magazine boasts original content, close cooperation with numerous artists as well as timeless design by Carton Clan. Its content is 100% exclusive and the magazine takes pride in having close relationship with its readers.

Full Moon magazine was awarded as the Press of the Year at the Nouvelle Prague showcase in 2018.

“It is a magazine which is plump (as to its size) and hard (as to its stance). The contents consistently manifest the policy not to cover music which does not interest us, and to cover what we adore with love. The taste is not determined by belonging to a generation or by following the trends.

It is very personal. Exactly as I would do it, if I had the opportunity and energy.”

– Ondřej Štindl, journalist, writer

“I wish I could read it, all the Czech I know is some swearing, but holy shit, it looks so good and I can't believe you crammed that much good content into one single issue. Seriously, good job.”

– Chris Colohan (Burning Love, ex Cursed)

CONTACTS

→ **Michal Pařízek** (editor in chief, advertising)
michal@fullmoonmagazine.cz
gsm +420 604 101 745

→ **Lucie Mihálová** (production)
lucie@fullmoonmagazine.cz
gsm +420 723 407 150

→ **Michal Horniak** (Full Moon Zine)
info@xplaylist.cz
gsm +420 778 044 008

address

Full Moon HQ
Vršovická 919/16
101 00 Praha 10 Vršovice
Czech Republic
info@fullmoonmagazine.cz
→ fullmoonmagazine.cz
→ fullmoonzine.cz

publisher

SMILE Music s.r.o.
Vršovická 919/16
101 00 Praha 10 Vršovice
Czech Republic
info@kyeo.net
→ smilemusic.cz
→ kyeo.net

FULLMOON

TECHNICAL DETAILS

printed magazine

established 2010
monthly
price: 89 CZK (from 57 CZK for subscribers)
print-run: 5 000 pcs (incl. Slovakia)
distribution: Mediaprint & Kapa
own distribution network: 60 locations
subscribers: 450
ISSN 1804-3208 | MK ČR E 19463
licence: Creative Commons BY-NC-ND

print technique: surface-printing, colours: 4/4
paper (cover): 250 g/m2 KL + 1/0 matt
paper (inside): 70 g/m2 LWC Stellapress
number of pages: 96 + 4
format: 220 x 280 mm
binding: V2

digital sales

AppStore
Android
e-shop → eshop.fullmoonzine.cz

ACTIVITIES

full moon online

Full Moon Zine aka Full Moon Director's Cut is the magazine's full blooded online platform. It accompanies and enhances the printed mag. Daily. → fullmoonzine.cz

online database

XPlaylist is a database of carefully selected music which can be rated and reviewed by its users. A dynamic portal for music lovers currently features 78.000 releases, 16.000 artists and 13.250 registred users. → xplaylist.cz

social networks

- facebook.com/fullmoonmag (more than 13 000 followers)
- twitter.com/fullmoonmag (1850 followers)
- instagram.com/fullmoon_mag (more than 1 200 followers)
- fullmoonmag.bandcamp.com
- mixc.loud.com/fullmoonmag

full moon forum

Full Moon Forum is a cultural platform for Full Moon magazine's activities as promoters and music publishers focused on the local music scene. The activities under this banner happen on four different levels, always in close relation to the focus of both the music magazine and its extensive website.

Full Moon Forum's aim is to support the local music scene in all its diversity and present it to both Czech and foreign public. The above mentioned activities as well as experience and contacts of the Full Moon magazine crew should loosen the hands of the participating artists and allow them to focus on their art only.

publishing activities

Since its establishment in 2010, Full Moon magazine has released (or co-released) more than forty albums and compilations, at least six more are coming in 2019.

live shows

K.y.e.o. promoters have been putting on concerts since 2009. No genre boundaries, no matter whether for fifty or five hundred people, in tens of different venues in Prague and Brno. Close to 150 shows altogether and counting. Please see kyeo.net.

Numerous other shows have been organized under Full Moon magazine's banner, since 2016 all such events are Full Moon Forum-related, k.y.e.o. is now devoted to promoting international artists only. An estimated fifteen live shows and other events are bound to happen in 2019.

FULLMOON

competitions

1MAN2PLAY/1BAND2PLAY is a scouting competition organized by Full Moon magazine, Colours of Ostrava festival and StreetCulture. It searches for fresh talents with a strong stance and healthy self-confidence, musicians for whom fifteen minutes of fame are not enough. Yearly since 2013.

COVER MOON – make the moon disappear; design your own music magazine. A unique competition organized by Full Moon and Bu2r aimed at graphic designers, art school students, painters, photographers, anyone brave enough to take on the quest of designing a whole issue of a magazine. Comes with a financial reward, since 2014.

our reader

- regularly buys music both on CDs and vinyl as well as digitally
- attends music shows (and other cultural events) several times a month
- follows what is going on on social networks
- uses streaming services
- downloads music
- buys design clothing
- follows the culture scene
- travels

18 – 24 yrs 31 %	male 54 %	Prague 45 %
25 – 34 yrs 44 %	female 46 %	Brno 22 %
35 – 44 yrs 14 %		Slovakia 9%

ADVERTISING

Full Moon prefers long-term partnerships, regular advertisers are being granted a number of benefits and discounts. The magazine is in favour of tailored advertising as well as packages to your specific liking. Linked advertising in the printed magazine and online is available. Other bonuses include free subscription and numerous possibilities to gain exposure at the magazine's public events and other activities (concerts, exhibitions, radio and TV shows, merchandise, music releases). Magazine inlays are also possible (leaflets, brochures, books, CDs), the magazine design can be altered according to your ideas. We are open to unusual solutions.

PRICELIST (excl. VAT)

- A – full page 1/1, width 220 x height 280 mm – 69 000 CZK
- AA – double page 2/1, width 440 x height 280 mm
– 110 000 CZK
- B1 – 1/2, width 220 x height 140 mm – 45 000 CZK
- B2 – 1/2, width 110 x height 280 mm – 45 000 CZK

- C – 1/3, width 74 x height 280mm – 36 000 CZK
- D1 – 1/4, width 110 x height 140mm – 26 000 CZK
- D2 – 1/4, width 220 x height 70 mm – 26 000 CZK
- E – 1/6, width 74 x height 140 mm – 19 000 CZK
- F – 1/12, width 74 x height 70 mm – 14 000 CZK

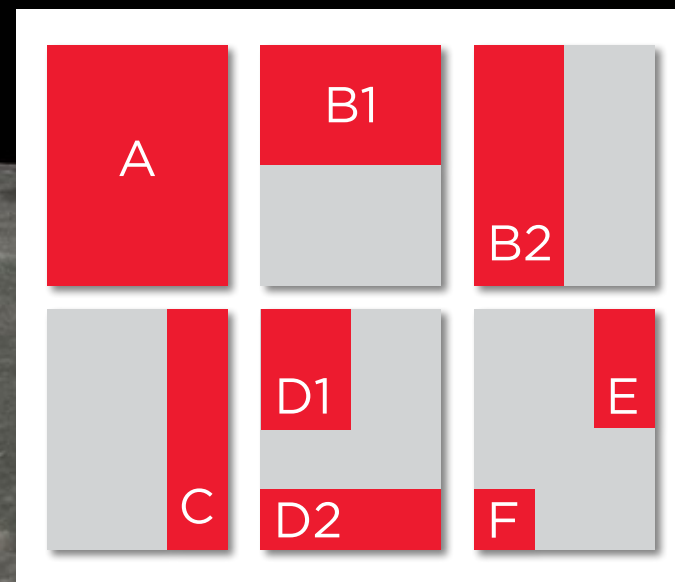
- X2 – cover (pg. 2) – 88 000 CZK
- X3 – cover (pg. 3) – 85 000 CZK
- X4 – back cover (pg. 4) – 90 000 CZK
- X1 – front cover logo – 60 000 CZK

incoming data

print ready PDF / 300 dpi / CMYK + 5 mm edge inlays (confirmation needed based on the specific advert, the prices below relate to standard leaflets)

- subscribers only: 1 CZK per piece
- all issues: 2.70 CZK per piece (includes foil wrapping)
- all issues at a specific page position: 3.70 per piece (includes foil wrapping)

FULLMOON



FULL MOON 2018

	issue	ad deadline	shipping	street date
Full Moon 01/ 2019	# 93	MON 11. 12. 2018	FRI 4. 1.	MON 7. 1.
Full Moon 02/ 2019	# 94	FRI 1. 2.	MON 18. 2.	TUE 19. 2.
Full Moon 03/ 2019	# 95	FRI 1. 3.	TUE 19. 3.	THU 21. 3.
Full Moon 04/ 2019	# 96	MON 1. 4.	WED 17. 4.	THU 18. 4.
Full Moon 05/ 2019	# 97	WED 1. 5.	FRI 17. 5.	MON 20. 5.
Full Moon 06/ 2019	# 98	WED 29. 5.	FRI 14. 6.	MON 17. 6.
Full Moon 07 - 08/ 2018	# 99-100	TUE 25. 6.	MON 15. 7.	TUE 16. 7.
Full Moon 09/ 2019	# 101	MON 26. 8.	FRI 13. 9.	MON 16. 9.
Full Moon 10/ 2019	# 102	TUE 24. 9.	FRI 11. 10.	MON 14. 10.
Full Moon 11/ 2019	# 103	TUE 24. 10.	MON 11. 11.	TUE 12. 11.
Full Moon 12/ 2019	# 104	FRI 22. 11.	TUE 10. 12.	THU 12. 12.
Full Moon 01/ 2020	# 105	MON 16. 12.	THU 9. 1. 2020	FRI 10. 1. 2020

FULLMOONZINE.CZ CAMPAIGNS

Fullmoonzine.cz is a music portal with an average of 50.000 unique visitors per month (1.800 daily average), 41.000 loaded pages per month (1.400 daily) and a steady homepage return rate.

Visits (day / week): 1 700 / 12 000

Unique visits (day / week): 1 400 / 10 000

Articles read (daily): 1 100

Banner refreshes (day / month): 1 900 / 57 000

Facebook 13 000

Twitter 1 700

Instagram 1 200

web banner dimensions:

fullmoonzine.cz: 728x90, 468x60, 230x230

xplaylist.cz: 468x60, 312x110

BASIC | 3 000 CZK + VAT

Basic promotion. Social networks, standard banners. Magazine support upon agreement.

- 1x PR text (section TBC)
- banner 728x90, 468x60 or 312x110 (7 days)
- event listing
- Facebook + Twitter (2 event shares – posts)
- contest (= both website and Facebook highlight)
- mentioned in the quick news feed

BASIC PLUS | 8 000 CZK + VAT

Long term promotion with benefits. Closely linked to social networks, several banners on a selection of our websites, magazine support upon agreement.

- 1x PR text (section TBC)
- banner 728x90, 468x60 or 312x110 (7 days)
- banner at xplaylist.cz [468x60, 312x110] or fullmoonmagazine.cz [120x600]
- event listing
- music video and/or song/jingle
- Facebook + Twitter (3 event shares – posts)
- contest (= both website and Facebook highlight)
- mentioned in the quick news feed

EXTRA | 19 000 CZK + VAT

Long term systematic promotion with benefits. Closely linked to social networks, a variety of banners on a selection of our websites, guaranteed magazine support plus advert (1/6 page, type E, subject to deadlines*).

- 2x PR text (section TBC)
- banner 728x90, 468x60 or 312x110 (two weeks)
- banner at xplaylist.cz [468x60, 312x110] + fullmoonmagazine.cz [120x600]
- event listing
- music video and/or song/jingle
- Facebook + Twitter (4 event shares – posts)
- 2x extra Facebook posts (event or other)
- contest (= both website and Facebook highlight)
- HOTTOPIC section highlight (7 days)
- fullmoonzine.cz support before (profile, interview) and after (feedback, review) the event
- ad in the printed magazine (1/6 page, type E, subject to deadlines*)
- Full Moon preview promo (subject to deadlines*)

EXTRA PLUS | 36 000 CZK + VAT

Long term systematic promotion with benefits. Closely linked to social networks, a variety of banners on a selection of our websites, guaranteed magazine support plus advert (1/3 page, type C, subject to deadlines*).

- 2x PR text (section TBC)
- banner 728x90, 468x60 or 312x110 (two weeks)
- banner at xplaylist.cz [468x60, 312x110] + fullmoonmagazine.cz [120x600]
- event listing
- music video and/or song/jingle
- Facebook + Twitter (4 event shares – posts)
- 2x extra Facebook posts (event or other)
- Facebook advertiser status
- contest (= both website and Facebook highlight)
- HOTTOPIC section highlight (7 days)
- fullmoonzine.cz support before (profile, interview) and after (feedback, review) the event
- ad in the printed magazine (1/3 page, type C, subject to deadlines*)
- Full Moon preview promo, incl. photo (subject to deadlines*)

*) please check the publishing plan for 2018

FULLMOON

