

dolce&gabbana



Media Kit 2020



KEY FACTS

- monthly
- launched in 2002
- print run 15,000 pcs
- cover price CZK 99.90

THE PHILOSOPHY

01

being a luxury guide for your sweet life

02

monitoring current design, architecture, fashion, art and lifestyle in all its forms

03

the stable concept and clearly defined sections written A to Z by the editorial staff

04

the most reputable magazine in its category

05

targeting the economically strongest population interested in the high-style life

06

changing tastes and degree of information

07

looking for trends and swearing by the best possible quality of images, often exclusively prepared solely for DV by the leading fashion, interior and product photographers



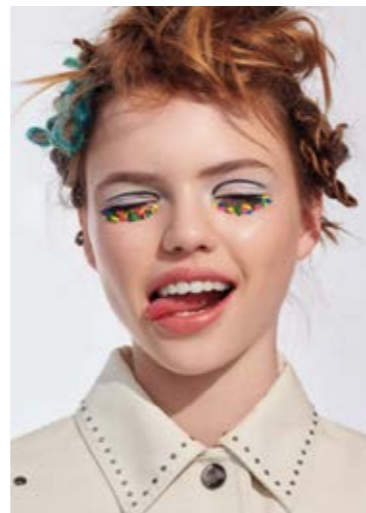
THE UNIQUE CONCEPT

40 %



architecture, interiors,
decoration

35 %



fashion, beauty,
boutiques

15 %



travelling, art
and society

10 %



restaurants, gourmet,
cars and hi-tech news

SECTIONS THAT WILL ACCOMPANY YOU WHEREVER YOU GO



czech.made

Newest residential houses; public buildings; apartments, office and store interiors; designers' products; new products of companies and profiles of Czech rising stars as well as well-established authors

dress.code

Fashion and cosmetics hits of the season both for him and for her, the most wonderful boutiques in the world, stories of legendary fashion designers and cosmetics professionals, original fashion editorials and practical mix of up-to-date collections



first.class

What is currently happening on the international architectonic and design scene, what projects are to become the projects of the year, which trends are stirring up big cities in the world and which secrets are hidden beyond historic and new-born brands?

deli

Pleasure for all senses! Tips on the most exquisite restaurants in the city, new bistros, fine wines and design wrinkles.

play

Golden choice of exhibitions, music, movies and books plus new cars and dream yachts and hi-tech innovations



at.home

Practical info service for your house, apartment and garden. News and evergreens and highly stylized photos of DV production serving as the best source of inspiration

trip

How to enjoy a chosen destination as a connoisseur?

dolce people

Top parties of the month!

THE READER DEMOGRAPHICS

- man/woman
- 25+ aged
- AB
- higher educated
- higher income
- living urban lifestyle

THE READER – LIFESTYLE

01

active, and enjoying life

02

in love with design

03

young, successful
and wealthy

04

looking for what makes
life stylish and contributes
to the image

05

seeking inspiration and
actively accepting new ideas,
wants to be unique

06

travelling a lot, interested
in culture, food,
entertainment, and relax





01 *January*
Best of

Closing date
18. 12. 2019

Issue date
9. 1. 2020



02 *February*
Cooking
show

Closing date
15. 1. 2020

Issue date
6. 2. 2020



03 *March*
Fashion,
baby!

Closing date
12. 2. 2020

Issue date
5. 3. 2020



04 *April*
ECO - BIO
- SLOW

Closing date
11. 3. 2020

Issue date
2. 4. 2020



05/06 *May/
June*

Closing date
15. 5. 2020



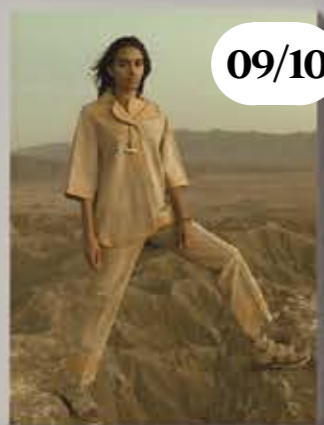
Issue date
28. 5. 2020



07/08 *July/August
Summer*

Closing date
17. 7. 2020

Issue date
30. 7. 2020



09/10 *September/
October*

Closing date
4. 9. 2020



Issue date
17. 9. 2020



11/12 *November/
December*

Closing date
6. 11. 2020



Issue date
5. 11. 2020

1/1 page

size 200 × 270 mm + bleed 5 mm

CZK 215,000

1/2 page

size 200 × 131 mm + bleed 5 mm

CZK 160,000

1/3 page

size 200 × 86 mm + bleed 5 mm

CZK 115,000

1/4 page

size 200 × 64 mm + bleed 5 mm

CZK 70,000

1/5 page

dolce promo

CZK 25,000

4th cover

CZK 315,000

2nd cover

CZK 280,000

3rd cover

CZK 260,000

1st double spread

CZK 485,000

2nd double spread

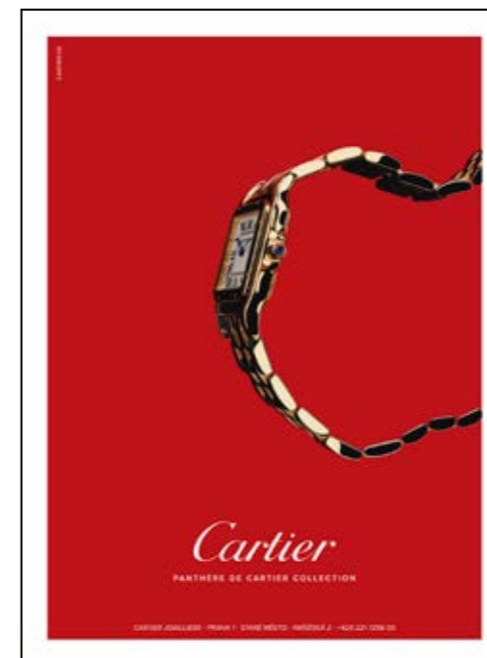
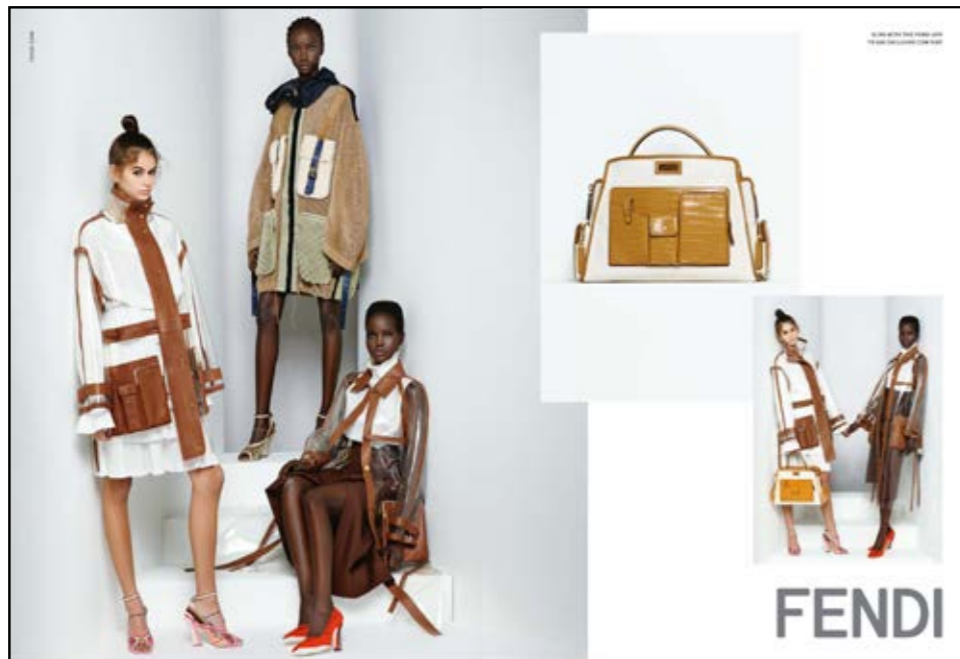
CZK 460,000

3rd double spread

CZK 440,000



DOLCE VITA – THE AUTHENTIC CZECH DESIGN MAGAZINE WITH THE INTERNATIONAL REFERENCE



FENDI Prague · CAROLLINUM · Christian Dior · Louis Vuitton Česká · BVLGARI · MOSER · Tiffany & Co. (CR) · KYZLINK · PRADA · Mercedes-Benz Česká republika · BOGNER · FREY WILLE Praha · BOUCHERON · ALO diamonds · MIELE · JAGUAR LAND ROVER AUSTRIA · LANVIN PARIS · Coty Česká republika · Nestlé Česko · BMW Vertriebes · COCCINELLE · Volvo Auto Czech · Chanel · TOD'S · Bugatti · VENDOME · PINKO · HERMES PRAGUE · HERMÉS PARIS · MOSCHINO



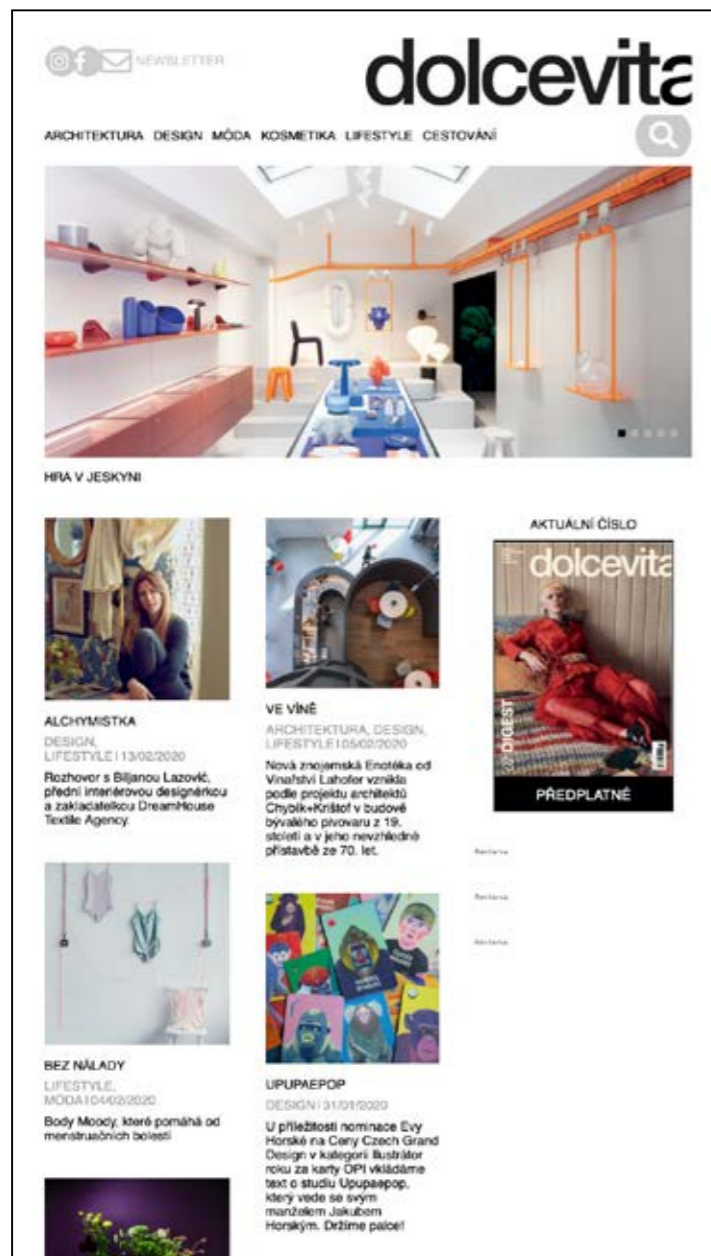
web



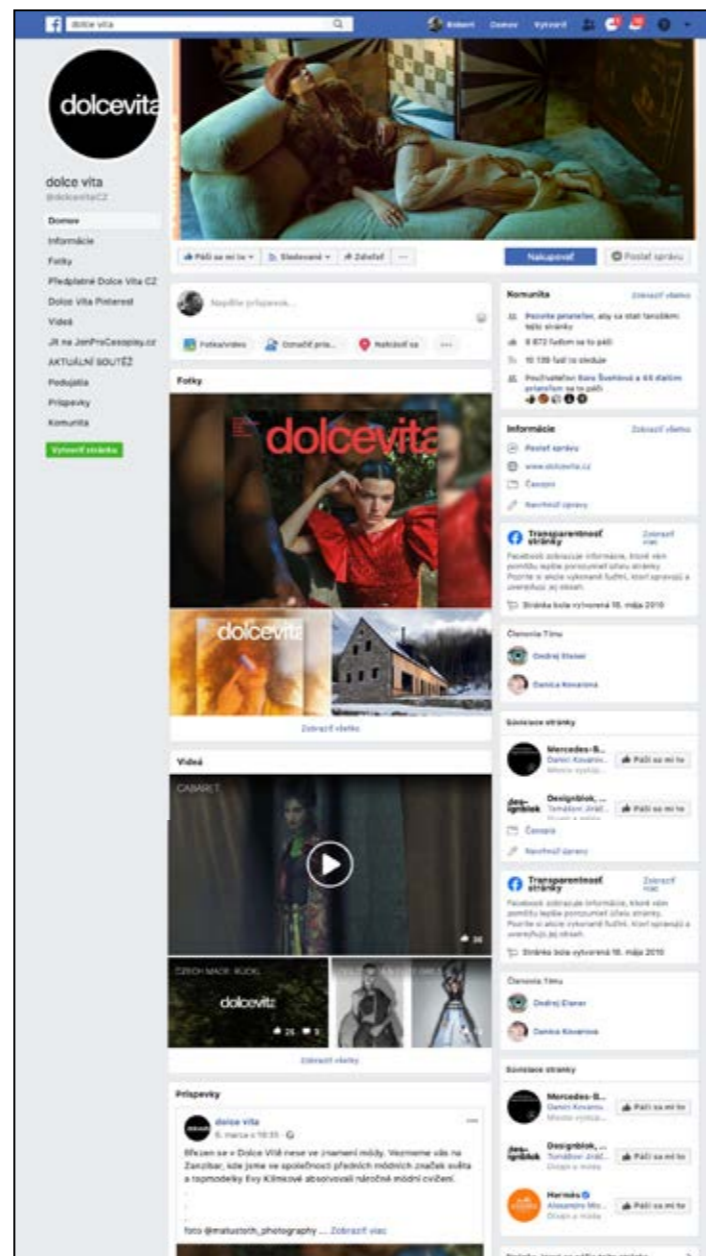
facebook



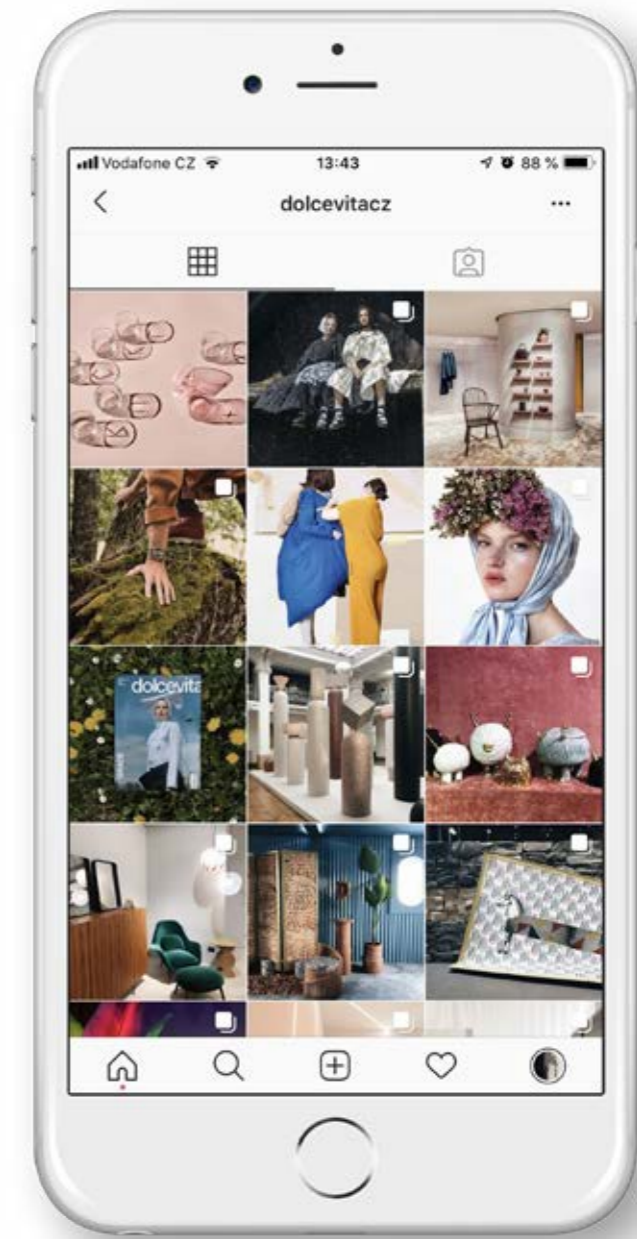
instagram



www.dolcevita.cz



www.facebook.com/dolcevita.cz



www.instagram.com/dolcevita.cz

contact

dolcevita

**FOR MORE DETAILS PLEASE CONTACT
OUR ADVERTISING SALES REPS**

New Look Media s.r.o.

Křížová 2598/4

150 00 Praha-Smíchov

Czech Republic

info@dolcevita.cz