

media kit
2023

A woman with dark hair and a side-swept fringe is standing in a room with a wooden wall. She is wearing a brown trench coat and a patterned skirt. The wall is covered in large, circular light patterns, creating a bokeh effect. The lighting is warm and golden.

dolcevita



01/02

**January/February**

Architecture,
top developers
projects & offices

Closing date

13. 1. 2022

Issue date

3. 2. 2022



05

May

Anniversary
edition

Closing date

27. 4. 2023

Issue date

4. 5. 2023



06

**Jun
Special**

Travel

Closing date

25. 5. 2023

Issue date

1. 6. 2023



09

September

New fashion
& high couture

Closing date

31. 8. 2023

Issue date

7. 9. 2023



10

October

Design

Closing date

27. 9. 2023

Issue date

5. 10. 2023

calendar for 2023



03

**March
Special**

Art & Design

Closing date

23. 2. 2023

Issue date

2. 3. 2023



04

April

New beginnings,
sustainability
& ecology

Closing date

30. 3. 2023

Issue date

6. 4. 2023



07/08

July/August

Young designers

Closing date

29. 6. 2023

Issue date

7. 7. 2023



11

November

Jewelry,
watches
& accessories

Closing date

26. 10. 2023

Issue date

2. 11. 2023



12

December

Stellar
edition

Closing date

23. 11. 2023

Issue date

1. 12. 2023



advertising
rates
01

**1/1
first right page**

size 215 × 275 mm + bleed 5 mm
CZK 265,000

**1/1
second right page**

size 215 × 275 mm + bleed 5 mm
CZK 255,000

**1/1
single page**

size 215 × 275 mm + bleed 5 mm
CZK 235,000

**4th
cover**
CZK 340,000

**1st
double spread**
CZK 530,000

**3rd
double spread**
CZK 480,000

**2nd
double spread**
CZK 500,000

**2/1
double spread**
size 430 × 275 mm
+ bleed 5 mm
CZK 420,000

V–Gate
size 414 × 275 mm
+ bleed 5 mm
2 pages, ahead of first
double spread
CZK 580,000

Z–Gate
size 2 × 430 × 275 mm
+ bleed 5 mm
4 pages, ahead of first
double spread
CZK 620,000



in the good
company
02

the reader demographics

woman
& men

living
urban
lifestyle

higher
educated

35+
of aged

AB

higher
income

the reader – lifestyle

01

active, and enjoying life

03

young, successful
and wealthy

05

in love with design

02

looking for what makes
life stylish and
contributes to the image

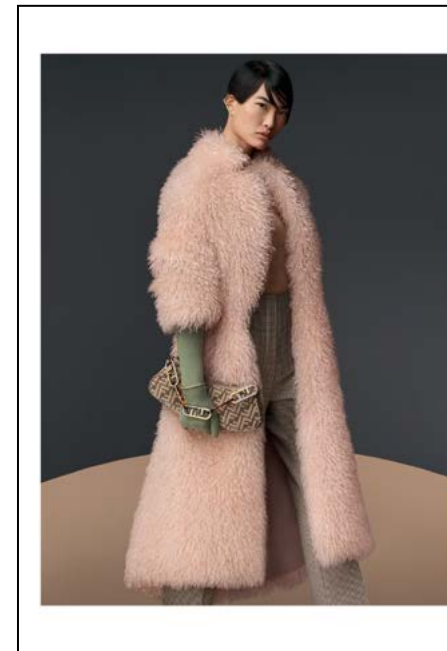
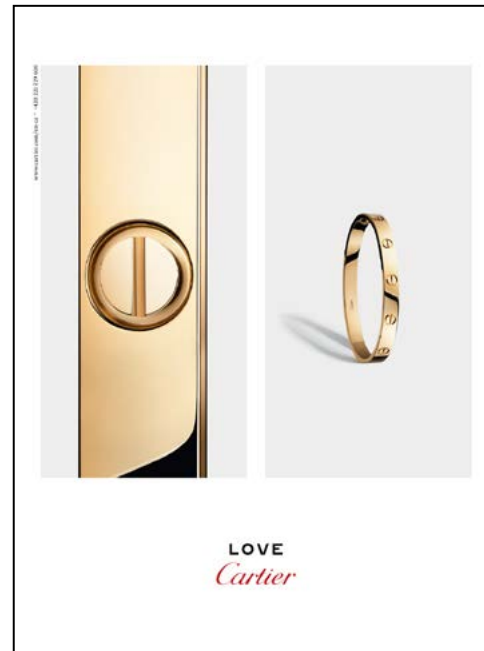
04

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

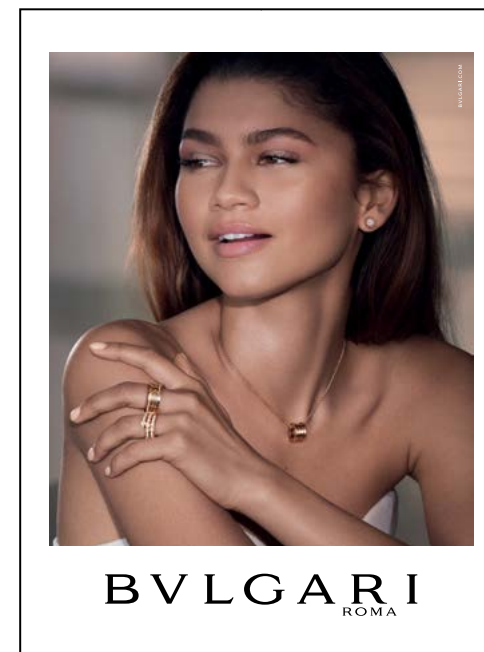
06

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

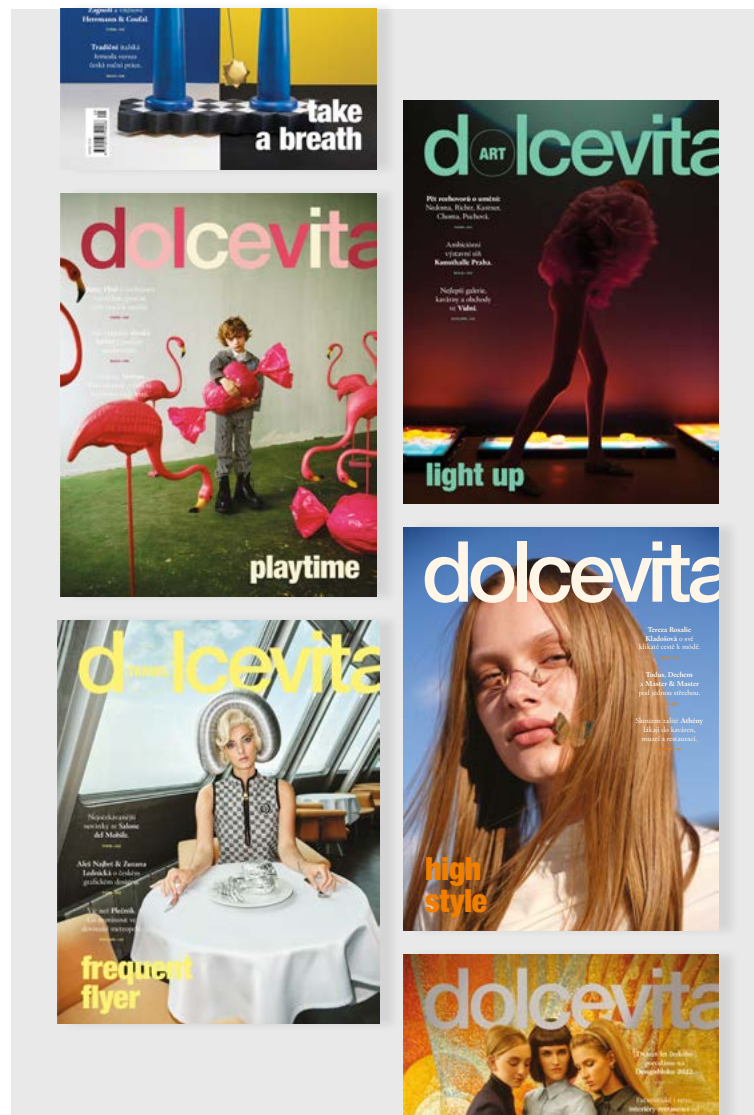
reference



dolce vita
the authentic
czech design
magazine with
the international
reference



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the magazine 03

key facts

published
10 issues/year

print run
15,000 pcs

coverage
min. 156 pages

launched
in 2002

subscribers
4,700

distributed
in Czechia & Slovakia

our philosophy

01

being fine and smart
guide for your sweet life

04

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

06

changing tastes
and degree
of information

02

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

05

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

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

03

the most reputable
magazine in its category

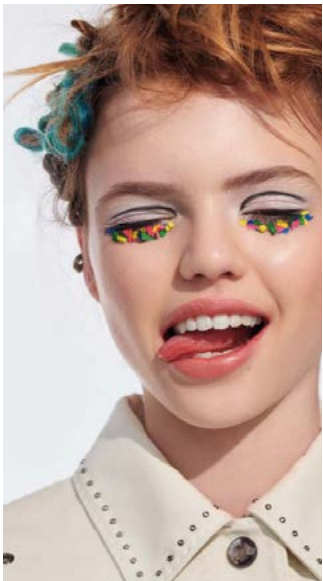


the unique
concept
04

15 %
travelling,
art & society



35 %
fashion,
beauty,
boutiques



10 %
restaurants,
gourmet,
cars & hi-tech



40 %
design,
architecture,
interiors,
decoration





labyrinth of the world

05

sections that form our cosmos

build

Most interesting project of residential houses, villas, public buildings, apartments, offices and store interiors; interviews with architects, winners of awards, stories of investors

wear

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

live

Original interiors in which you would like to live right away; practical service for your house, apartment and newly also for the garden; novelties and evergreens from furniture brands; highly stylized photographs of DV's own production as the best source of inspiration

form

What is currently happening on the czech and international design scene; what projects aspire to become the best of the year; who are new stars and icons; which trends are stirring up today and which business and manufacturing secrets are hidden beyond historic and new-born brands?

explore

Pleasure for all your senses! Tips for excellent restaurants in town, new bistros, premium kitchen equipment and food & beverage new products. How to enjoy a chosen destination like a connoisseur? Smart guides to czech cities, reviews of international design & boutique hotels.

collect

A golden selection of ongoing exhibitions, books and visual culture; new cars, hi-tech innovations and perfect movements of new haute horlogerie watches

dolce vita

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website
www.dolcevita.cz



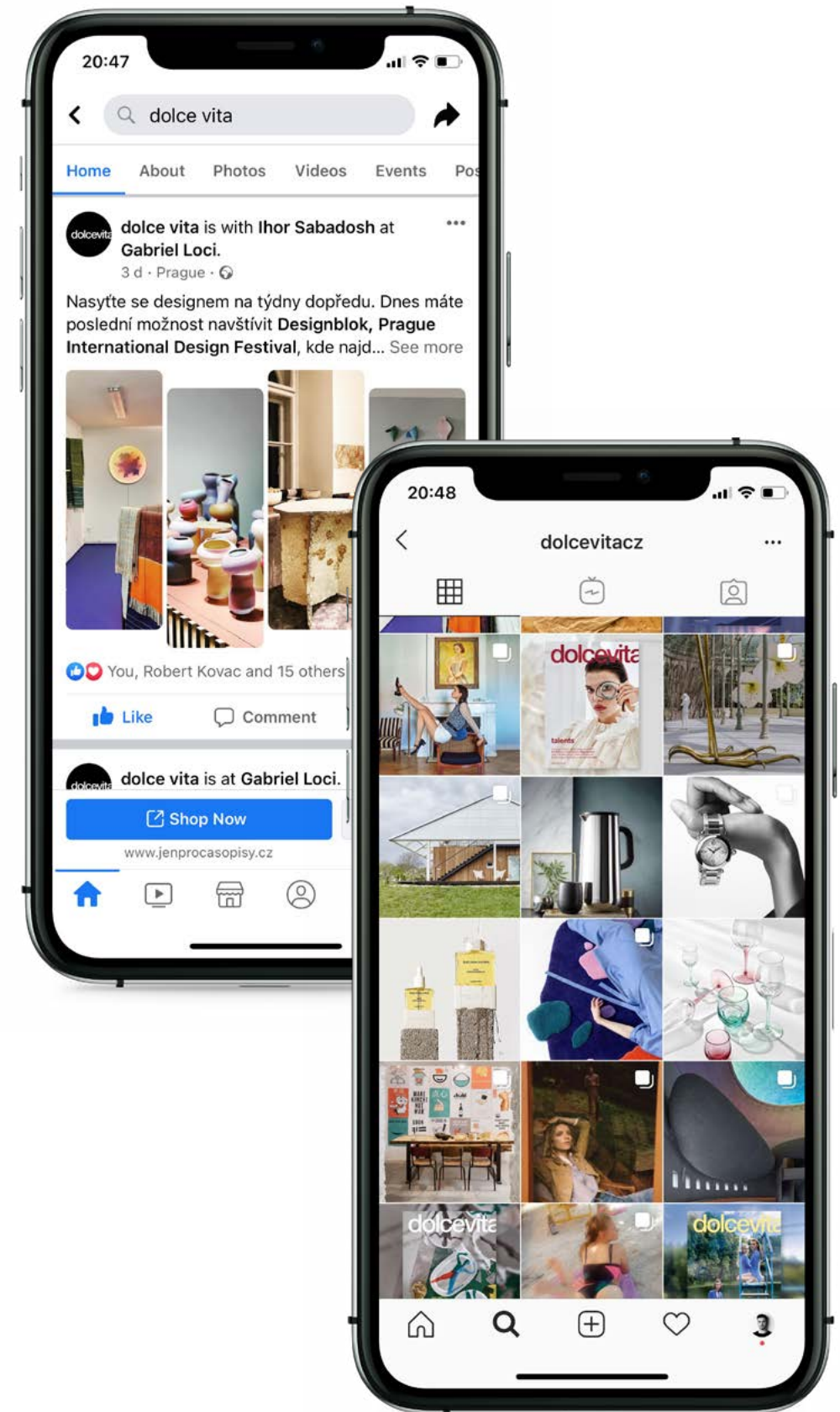
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11 500 followers



instagram
instagram.com/dolcevitacz

8 500 followers



#dolce vita
in digital

06

dolcevitě

media kit 2023

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