

ZEN

M A G A Z Í N



STYLISH MONTHLY



ZEN
MAGAZÍN

26. 10. 2010 číslo 01

DESIGN

PŘEDSTAVUJEME
ÚSPĚŠNÉ STUDIO
OLGOJ CHORCHOJ

GOLF

ROZHOVOR
S MARKEM EBENEM
O JEHO GOLFOVÝCH
DOBRODRUŽSTVÍCH

Jana Nová

CEO Trilobit:
Nic mi nechybí

STYLOVÝ MĚSÍČNÍK. VYCHÁZÍ S DENÍKEM E15

OLGA FORTNA
E15

„ZEN: LIFE IS BEAUTIFUL. AND YOU KNOW THAT.“

ZEN MAGAZINE IS A NEW STYLISH PERIODICAL. FROM OCTOBER 2010 YOU CAN FIND IT IN DISTRIBUTION NETWORK OF ECONOMIC DAILY MLADÁ FRONTA E15.

ZEN. THREE LETTERS THAT SYMBOLIZE A FEELING OF PERFECTION AND UNIQUENESS. IT IS HARMONY OF BODY AND SOUL.

ZEN MEANS STYLE. STYLE IS IN EVERYTHING WE DO. IN SHOPPING, FOOD, SPORT, TRAVELLING, AND MORE. ZEN PLAYS, REVEALS BEAUTY, PASSION AND DELIGHT. ZEN'S READERS DON'T WANT JUST ANOTHER FASHION MAGAZINE. THEY DESIRE SOMETHING BRAND NEW. MORE THAN PERFECT FAKING PHOTOS. THEY WANT TO READ ARTICLES ABOUT SOMETHING DIFFERENT, NOT ABOUT THE SAME TOPICS THEY HAVE BEEN READING SEVERAL TIMES FOR AGES.

ZEN'S READERS ARE ELITE. THEY ARE MANAGERS, BUSINESSMEN, CORPORATE EMPLOYEES, PEOPLE WORKING IN MEDIA AND UNIVERSITY STUDENTS. WE DON'T UNDERRATE THEIR INTELLIGENCE. WE RESPECT THEM. AND THAT IS WHY WE WANT ZEN TO BE NOT ONLY A MAGAZINE, BUT RATHER THEIR GOOD FRIEND. FRIEND, WHO KNOWS WHERE TO BUY A TIE, WHERE TO GET SOME BIO COSMETICS, WHERE TO GO FOR A BRAZIL DINNER, WHY TO READ THE LATEST BOOK BY MURAKAMI, WHICH APPLICATION TO DOWNLOAD INTO THEIR IPHONES AND WHY TO GO TO MUNICH FOR A WEEKEND.

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SELECTION FROM ZEN PAGES

ZEN MOMENT: AUTHOR'S COLUMN

INTERVIEW: WITH A PRIME BUSINESSMAN ABOUT HOW THEY SPEND
THEIR FREE TIME

WORLD IN A PICTURE: TRENDS OF BRANDS IN FASHION PHOTOS

WALKER: THE BEST SHOPPING TIPS IN PRAGUE AND IN OTHER CITIES

SATURDAY NIGHT FEVER: RESTAURANTS, BARS AND CLUBS YOU CAN'T MISS

DESIGN PLANET: INTRODUCES THE MOST BEAUTIFUL PIECES
OF COMMERCIAL ART

GET AWAY FROM THE CITY WITH TOMÁŠ HANÁK: ABOUT LIFE
OUT OF PRAGUE AND MIX OF CITY RHYTHM AND COUNTRY LIFESTYLE

ZENSHOP: SECTION IN THE MAGAZINE WHERE WE OFFER A LIMITED PRODUCT
EDITION EXCLUSIVELY FOR ZEN'S READERS

MUZIX: A PAGE ABOUT MUSIC AND EVERYTHING CONNECTED

I EAT, I AM: A GASTRONOMY PAGE ABOUT BUYING FOOD, COOKING
AND DINING ART

CITI ZEN: PORTRAITS OF SUCCESSFUL E15'S READERS, WHO INTRODUCE
THEIR FAVOURITE PLACES

TECHNOPOLIS: PAGE ABOUT CARS, TECHNOLOGY AND GADGETS
WE DREAM ABOUT

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WHO MAKES ZEN FOR YOU:

ANASTAZIE HARRIS, A CZECH-ENGLISH JOURNALIST WHO HAS BEEN MANAGING LOTS OF LIFESTYLE MAGAZINES SINCE THE NINETIES.

BÁRA PRÁŠILOVÁ, A PHOTOGRAPHER, LAUREATE OF CZECH GRAND DESIGN.

JAN MÜLLER, AN EDITOR OF TEN-YEARS' EXPERIENCE IN LIDOVÉ NOVINY DAILY.

TOMÁŠ HANÁK, AN ACTOR WHO BECAME FAMOUS FOR HIS FEATURE STORIES.

PETRA GÜMPLOVÁ, AN ESSAYIST AND POLITICAL SCIENCES PROFESSOR IN FRANKFURT UNIVERSITY

AND MANY MORE INTERESTING AUTHORS.

ZEN IS MORE THAN A LIFESTYLE MAGAZINE. IF YOU HAVE FIFTEEN MINUTES FOR ECONOMIC DAILY E15, YOU WILL READ SEVENTY PAGES OF MAGAZINE ZEN YOU WILL READ ALL MONTH. ZEN IS NOT A SNOBBISH MAGAZINE PRETENDING THAT ITS READERS BUY DIAMONDS EVERY WEEK. ZEN IS FOR READERS WHO WANT TO SEE A SURVEY OF WHAT PRAGUE AND OTHER CITIES CAN OFFER THEM. THEY WANT TO KNOW WHERE THERE IS A NEW BOUTIQUE, WHERE MEALS TASTE GREAT AND WHERE TO GO TO THE BEST PARTIES, WHO IS JUST INTRODUCING A NEW COLLECTION, HOW SUCCESSFUL PEOPLE LIVE, ETC.

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PUBLISHING SCHEME

	Issue date	Ad close
January/February 2012	13 th February 2012	31 st January 2012
March 2012	12 th March 2012	28 th February 2012
April 2012	16 th April 2012	3 rd April 2012
May 2012	14 th May 2012	1 st May 2012
June 2012	11 th June 2012	29 th June 2012
July/August 2012	16 th July 2012	3 rd July 2012
September 2012	17 th September 2012	4 th September 2012
October 2012	15 th October 2012	2 nd October 2012
November 2012	12 th November 2012	30 th October 2012
December 2012	10 th December 2012	27 th November 2012

SPECIFICATIONS

Size: 210 x 270 mm

Number of pages: 64 +4

Print run: 50 000 copies

Cover + paper 135 g, coated paper, dispersive matt varnish

Binding V1

BUSINESS CONDITIONS

find out on

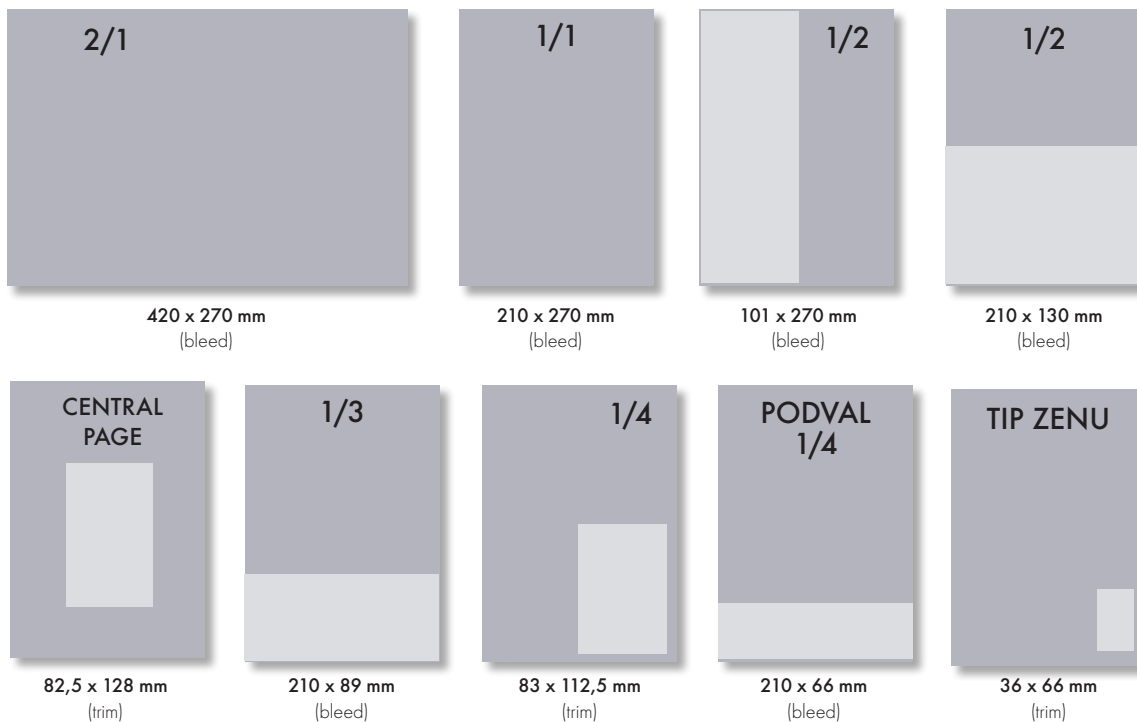
WWW.MF.CZ

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ADVERTISING PROPORTIONS



CENY INZERCE

2nd cover page	CZK 160 000	1/2 page	CZK 74 000
3rd cover page	CZK 160 000	1/3 page	CZK 54 000
4th cover page	CZK 180 000	1/4 page	CZK 40 000
Advertising page	CZK 130 000	1/4 page	CZK 44 000
Advertising double page	CZK 221 000	ZEN tip	CZK 28 000
Central Page	CZK 114 000		

Premium pay, discounts and others are under conditions of the up-to-date media kit of the economic daily E15. For Detailed information see www.e15.cz

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TECHNICAL SPECIFICATIONS

Advertisements for magazines of the publishing house Mladá fronta are accepted in electronic form only. The documents must always be accompanied by a colour proof copy (chemical or digital), or a printout from a colour printer. If the colour proof copy is not submitted, the publisher shall not be liable for colour mismatches of the printed advertisement. In case of absence of the proof copy or at least the printout, we cannot guarantee correct form of the printed advertisement.

FINALIZED DOCUMENTS READY FOR PRINTING
PDF documents must be created by the program Acrobat Distiller from a composite (not pre-separated) postscript file set for maximum printing quality – inserted bitmap images in resolution of 300 dpi at the minimum, without compression or downsampling. In the document, fonts must be inserted by a postscript driver (or converted into curves) and all used colours must be in the CMYK mode. PDF files generated directly by DTP applications cannot be used. Detailed description of the settings can be found at <http://www.mf.cz/podklady.html>.

ILLUSTRATOR EPS documents (Encapsulated PostScript) must contain only colours in the CMYK mode and all used fonts must be converted into curves. The document must be saved with a preview in TIFF format (8bit).

BITMAP IMAGES – TIFF, PHOTOSHOP EPS, JPG
Bitmap documents must be saved in the CMYK colour mode (in case of RGB the publisher shall not be liable for colour mismatches of the advertisement), in resolution of 300 dpi at the minimum; if fonts are used, especially in smaller sizes, resolution of 600 dpi at the minimum is recommended. TIFF files can be saved only with LZW compression or without compression. Black and white advertisements can be saved in the gray-scale mode, line blocks can be saved in bitmap (1bit) mode in resolution of 600 dpi at the minimum. EPS files must be saved as single files, without compression, in binary mode if possible. JPG files must be saved in maximum quality, i.e. with the lowest possible compression. 5 mm for cropping must be added to bleed advertisements; titles with V₂ binding must have a bleed in the spine as well. When submitting any advertisements, crop marks must be placed directly on the required actual format of the advertisement (this also applies to atypical advertisements). In case of V₂ binding, the second and third cover page and the first and last inside page must take into account reduction of the page width by 4 mm from the spine; this distance

is necessary for gluing of the inside pages into the cover. In case of double-page spreads (2/1), each page must be submitted as a separate document, except for the front double-page spread in magazines with V₁ binding.

DOCUMENTS PROCESSED IN OUR STUDIO

We prepare advertisements for our clients only upon previous agreement. In such case, source documents must be submitted to our studio at least 5 working days before the advertising closing date.

SOURCE DOCUMENTS

All texts must be submitted exclusively in the electronic form in .RTF, or possibly .DOC (Microsoft Word) format for Windows or MacOS. It is assumed that the submitted texts are complete, correct and without mistakes or typos. Images and graphics are subject to the same technical requirements as finalized documents. CDR files (Corel Draw) can be accepted only upon agreement with our studio, and they are subject to the same requirements as Illustrator EPS files. If the use of specific font is required, this font needs to be submitted with the source documents (format Type1, or possibly TrueType for Windows). Advertisement order must be submitted together with a draft of advertisement layout, or possibly a preview in electronic form (for example, JPG, TIFF, PDF or in any other common electronic format for Windows or MacOS). In case of rather complex retouching or electronic photomontages, customers may be charged additional costs, the amount of which shall be specified in advance.

SUBMITTING OF SOURCE DOCUMENTS

EMAIL Documents up to the total size of 10 MB may be sent via email. The attachments should be compressed in ZIP format (for example by WinZip) or by StuffIt programme as a protection against data corruption. Name the files with the name of the advertisement/product, and possibly also with the name and issue of the magazine it is intended for. State the same in the email's subject line.

MEDIA

Source documents for advertisements can be submitted on CD-R/CD-RW media with capacity up to 700 MB. The advertiser shall be fully liable for correctness and flawlessness of the submitted source documents as well as of the advertisement content.

Contacts

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