

SMILE MUSIC

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



**MEDIA KIT
2021**



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

FULLMOON
MUSIC MAGAZINE

Online media:

FAKKER!

musicserver.cz



XPLAYLIST

filmserver.cz



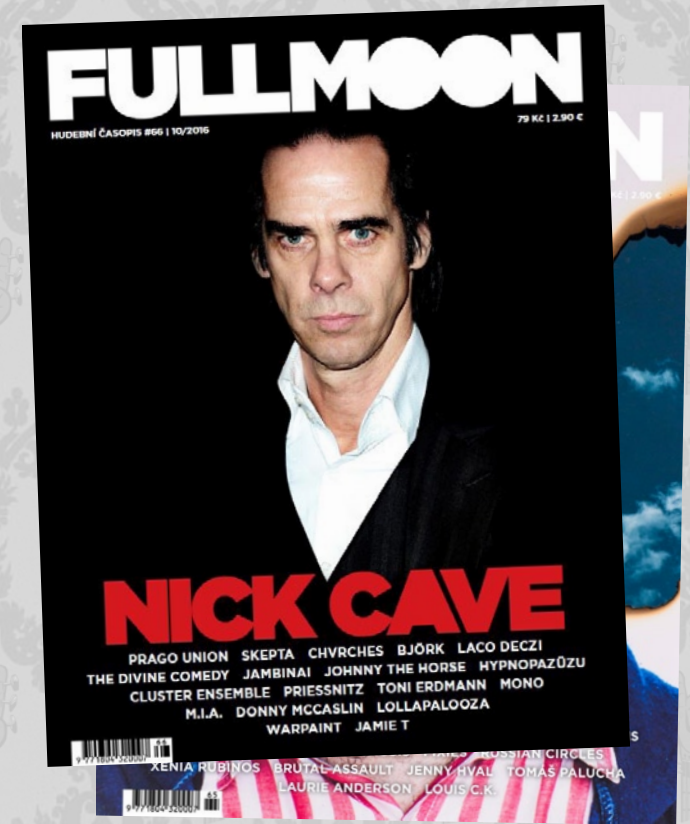
ROCK MAGAZINE **Spark**

The biggest Czech rock/metal 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. Print version of Fakker is currently on hiatus and it will be launched again once the music industry gets firmly back on its feet.



FULLMOON MUSIC MAGAZINE

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



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 Pragokoncert and Obscure promotion as well as Live Nation and others.

Advertising contact

Karel Balčírák

GSM: +420 604 250 698

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.

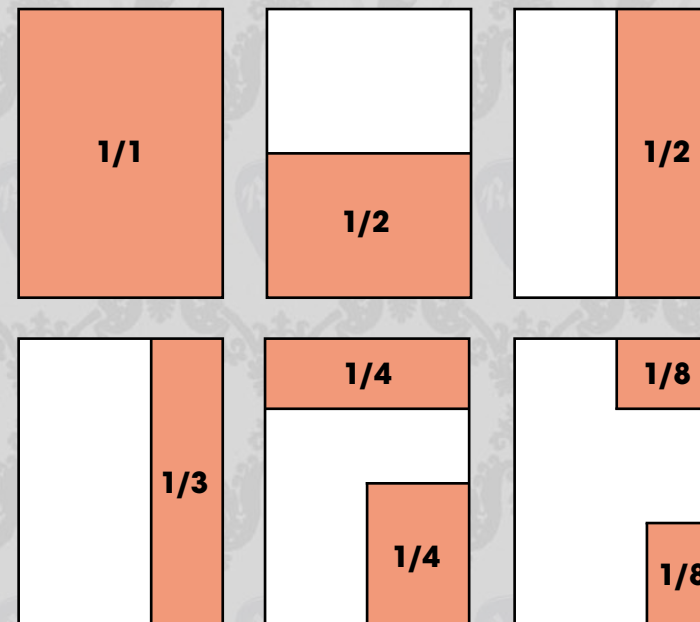
ADVERTISING RATES

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 2021

AD SIZES

Issue:	Text:	Ads:	Expedition:	Street day:
Spark 01/2021	10.12.2020	15.12.2020	28.12.2020	31.12.2020
Spark 02/2021	10.01.2021	15.01.2021	26.01.2021	01.02.2021
Spark 03/2021	10.02.2021	15.02.2021	25.02.2021	01.03.2021
Spark 04/2021	10.03.2021	15.03.2021	25.03.2021	01.04.2021
Spark 05/2021	10.04.2021	15.04.2021	27.04.2021	30.04.2021
Spark 06/2021	10.05.2021	15.05.2021	27.05.2021	01.06.2021
Spark 07/2021	10.06.2021	15.06.2021	25.06.2021	01.07.2021
Spark 08/2021	10.07.2021	15.07.2021	27.07.2021	02.08.2021
Spark 09/2021	10.08.2021	15.08.2021	26.08.2021	01.09.2021
Spark 10/2021	10.09.2021	15.09.2021	28.09.2021	01.10.2021
Spark 11/2021	10.10.2021	15.10.2021	26.10.2021	01.11.2021
Spark 12/2021	10.11.2021	15.11.2021	26.11.2021	01.12.2021
Spark 01/2022	10.12.2021	15.12.2021	27.12.2021	31.12.2021

- **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
270 000 page views per month
Source. Google Analytics 2020

Facebook:

25 000+ followers

Instagram:

4 000+ followers

AD WEB POSSIBILITIES

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

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

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	75%
female	25%

Employment:

employed	84%
student	15%
other	1%

Education:

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



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.

FAKKER!
ROCK x METAL x HARDCORE x GOTIKA x EMO

AKTUÁLNÍ ČÍSLO V PRODEJI

NOVINY VIDEO FOTO FAKKERNÍK AKCE E-SHOP PŘEDPLATNÉ

Kde koupit FAKKER

VINYL & CD BURZA PRAHA

sobota 30. 11. 2019 10.00 - 19.00

Kulturní dům Barikádníků Saratovská 20 Praha 10-Strážnice

Zemětřesení v Black Veil Brides. Odchází basák Ashley Purdy

Abbotův přelom. V Buenos Aires rozhodl o zbytečnosti riff

Acy Guitars Day vyvrátil na evropské turné. Nemálo Praha

FAKKER! MČ

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ROCK x METAL x HARDCORE x GOTIKA x EMO

AKTUÁLNÍ ČÍSLO V PRODEJI

NOVINY VIDEO FOTO FAKKERNÍK AKCE E-SHOP PŘEDPLATNÉ

Kde koupit FAKKER

ESKIMO CALLBOY

SEVERSKÁ LIVES ON MASTERS OF ROCK. DOROST NIGHTWISH I AMON AMARTH

Abbotův přelom. V Buenos Aires rozhodl o zbytečnosti riff

Acy Guitars Day vyvrátil na evropské turné. Nemálo Praha

FAKKER! MČ

77 66

VÝROBA AUDIO NOSIČŮ #CD #USB #VINYL #KAZETY

www.ard.cz

SuperNotwicz

NOTY AKORDY, TEXTY ON-LINE

190 000 SKLADEB

VÁS METAL A PUNK OBCHOD

superfunkce.cz

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 2020:

Page views: 493 066

Visits: 283 781

Users: 186 064

Source: Google Analytics, 2020

Type	CPT*	imps/week guaranteed	price EUR/week	specs	CPT package**
double leader board	20	100 000	2 000	998x200	4,5
leader board	18	100 000	1 800	750x100	4
skyscraper sticky	16,8	100 000	1 680	120-160x600	3,6
square	19,5	100 000	1 950	300x300	4,2
preview	6	100 000	600	300x90	n/a
press release	n/a	n/a	40	n/a	n/a

*All prices are set without VAT.

**More info about the package on demand.



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%

Age:

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 2020:

Page views: 185 499

Visits: 137 962

Users: 116 319

Source: Google Analytics, 2020



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



FULLMOON

MEDIAKIT 2021



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 and 2019.

“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

→ **Maria Pyatkina** (production)
maria@fullmoonmagazine.cz
gsm +420 776 759 961

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

.address..

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

.publisher

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

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: 600
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 98.000 releases, 20.000 artists and 13.800 registered users. → xplaylist.cz

social networks

- facebook.com/fullmoonmag (vice než 16 000 sledujících)
- twitter.com/fullmoonmag (2 200 followers)
- instagram.com/fullmoon_mag (more than 3 800 followers)
- fullmoonmag.bandcamp.com
- mixcloud.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) about fifty albums and compilations, at least five more are coming in 2021.

live shows

Dozens of concerts have been organized under the patronage of the Full Moon magazine since 2010. Starting in 2016, all the shows, festivals, exhibitions and other events are organized under the Full Moon Forum's project. The Full Moon Forum will put on approximately fifteen live shows and other events in 2021.

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

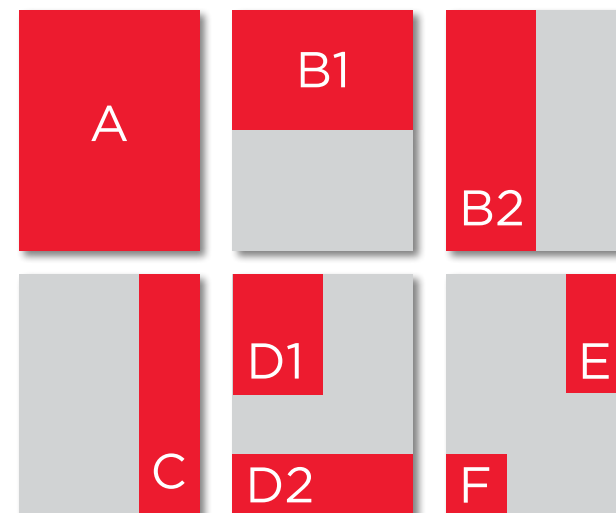
- X2 – cover (pg. 2) – 88 000 CZK
- X3 – cover (pg. 3) – 85 000 CZK
- X4 – back cover (pg. 4) – 90 000 CZK
- X1 – front cover logo – 60 000 CZK

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 2021

	number	ad deadline	dispatch	release date
Full Moon 01/ 2021	#117	FRI 11. 12. 2020	MON 4. 1.	WED 6. 1.
Full Moon 02/ 2021	#118	MON 11. 1.	FRI 29. 1.	MON 1. 2.
Full Moon 03/ 2021	#119	MON 8. 2.	FRI 26. 2.	MON 1. 3.
Full Moon 04/ 2021	#120	THU 11. 3.	MON 29. 3.	WED 31. 3.
Full Moon 05/ 2021	#121	FRI 9. 4.	MON 26. 4.	WED 28. 4.
Full Moon 06/ 2021	#122	FRI 7. 5.	MON 24. 5.	WED 26. 5.
Full Moon 07 - 08/ 2021	#123-124	MON 7. 6.	TUE 22. 6.	THU 24. 6.
Full Moon 09/ 2021	#125	FRI 6. 8.	MON 23. 8.	WED 25. 8.
Full Moon 10/ 2021	#126	MON 6. 9.	TUE 21. 9.	THU 23. 9.
Full Moon 11/ 2021	#127	MON 4. 10.	TUE 19. 10.	THU 21. 10.
Full Moon 12/ 2021	#128	WED 3. 11.	FRI 19. 11.	MON 22. 11.
Full Moon 01/ 2022	#129	MON 13. 12.	MON 3. 1. 2022	WED 5. 1. 2022

FULLMOONZINE.CZ CAMPAIGNS

Fullmoonzine.cz is a music portal with an average of 60.000 unique visitors per month (2.000 daily average), 45.000 loaded pages per month (1.500 daily) and a steady homepage return rate.

Visits (day / week): 2 000 / 14 000

Unique visits (day / week): 1 700 / 12 000

Articles read (daily): 1 500

Banner refreshes (day / month): 2 500 / 75 000

Facebook 16 000

Twitter 2 200

Instagram 3 800

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 or 468x60 (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 230x230 (7 days)
- banner at xplaylist.cz [468x60, 312x110]
- 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 230x230 (7 days)
- banner at xplaylist.cz [468x60, 312x110]
- 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 970x210, 728x90, 468x60 or 230x230 (two weeks)
- banner at xplaylist.cz [468x60, 312x110]
- 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 2020

FULLMOON

