

ECHO

CZECH & SLOVAK MAGAZINE IN THE UK



Media Pack

2009

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Facts

1. EchoMagazin

Echomagazin has been published in number of 12.000 copies since January 2006. In the three years of its existence has created a huge amount of readers that's now visiting the online version at www.echomagazin.com. Due to this fact the number of echo online visitors rapidly increased on the beginning year 2009. Printed version of Echomagazine has currently end up in suspended state with the last issue on December 2008.



2. Young Professionals

Nearly 70% of our readers are university educated young professionals and have disposable income.

3. Three years on the market

Echo has generated dedicated audience of readers and advertisers and has proven experience of targeting Slovak and Czech communities in the UK.

5. Advertising specialists

Our team of advertising specialists will help you to choose the right style and size for your advertisement. We work directly with Czech and Slovak translators who can translate your ad to ensure clear communication of the message.

6. Special prices

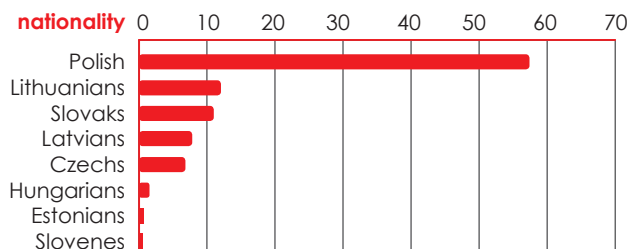
Echo magazine offers special prices for frequent and long-term customers.



Our Market

Nationalities in the UK

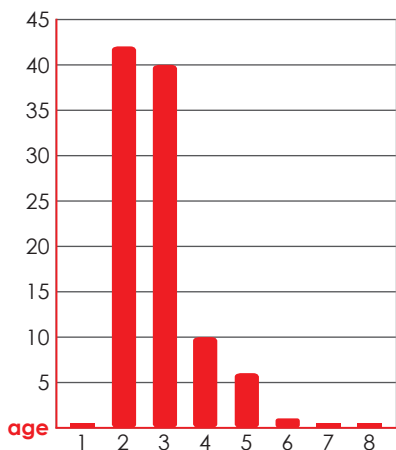
The Home Office statistics show the number of people from accession countries who registered with Work Registration Scheme.



Applicants by nationality

- | | | | |
|----------------|-----|---------------|----|
| 1. Polish | 58% | 5. Czechs | 6% |
| 2. Lithuanians | 13% | 6. Hungarians | 3% |
| 3. Slovaks | 11% | 7. Estonians | 1% |
| 4. Latvians | 7% | 8. Slovenes | 1% |

93% of applicants are between 18-44 years old



Applicants by age

- | | | | |
|----------|------|------------|------|
| 1. <18 | 0.5% | 5. 45-54 | 6% |
| 2. 18-24 | 42% | 6. 55-64 | 1% |
| 3. 25-34 | 40% | 7. >64 | 0.5% |
| 4. 35-44 | 10% | 8. unknown | 0.5% |

Advertisers

Existing on British market for more than 3 years we have build up strong image and gained trust of many British, Slovak and Czech companies. The wide range of reputable companies include Mobile World, Western union, Smart Transfer, Skyeurope, Aquacity, Czechia Ltd, Pishter Ltd and many other.

Up till now, more than 500 companies have taken the advantage of advertising with Echo. Our customers use our magazine as a primary marketing tool on the Czech and Slovak market in the UK



STUDENT AGENCY



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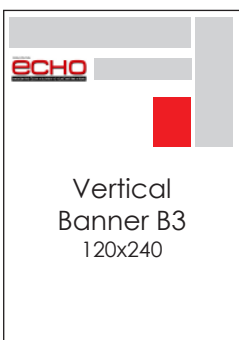
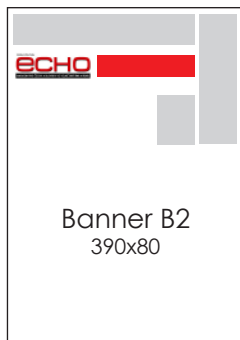
Rates

Advertisement Rates

Banners:

Banner description	data size	Positioned on main page	number of sub pages	1 month (full price)	3 months (20% off)	6 months (25% off)
Leaderboard B1 728x90	max. 70 kB	yes	all	£180	£432	£810
					save £108	save £270
Banner B2 390x80	max. 40 kB	yes	all	£150	£360	£675
					save £90	save £225
Vertical banner B3 120x240	max. 40 kB	yes	all	£130	£312	£585
					save £78	save £195
Skyscraper B4 120x600	max. 70 kB	yes	all	£165	£396	£742
					save £79	save £248

All prices are quoted excluded VAT



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Other forms of advertising:

Banner description	number of sub pages	1 month (full price)	3 months (20% off)	6 months (25% off)
Positioned on main page				
Contextual link on the homepage	all	£65	£156	£293
			save £39	save £97
PR Article published on ECHO ONLINE + LOGO	all	£50		

All prices are quoted excluded VAT

Advertisement rates on echo online

jpg, gif or swf. For other formats, please confirm details with our design Team.

Terms and Conditions

All banners can rotate with up to 2 other banners. If you require exclusivity for certain position there will be 100% of the total price surcharge applicable.

Please note that we can create a banner for you. There is a charge £35 for an animated „.gif“ banner or £55 for flash banner. If you subscribe for 6 or more months we can create a banner for you free of charge.

Echo magazine reserves the right to reject any advertisement with no reason given.

Contact

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