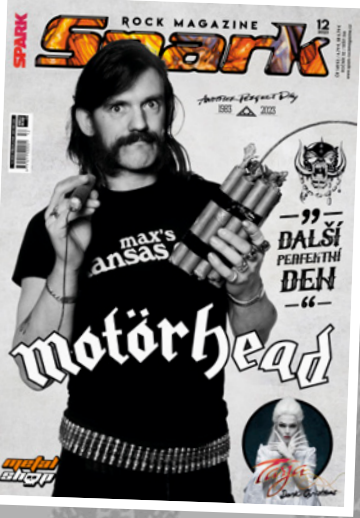




ROCK MAGAZINE
Spark



SPARK – MEDIA KIT

Rock magazine Spark is leading Czech rock/metal monthly with tradition of thirty years of existence. 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 Pragokonzert 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:

Rock magazine Spark

Vršovická 16,

Prague 10, 101 00

Czech Republic

Print version:

since: **1992**

periodicity: **monthly**

circulation: **20 000**

distribution: **Czech Republic, Slovakia**

subscribers: **3 800**

readership: **47 000 (source: Media Projekt, year 2012)**

printing technique: **offset**

colorfulness: **4/4**

paper cover: **LK 150 g (1/0 printing paint)**

paper inside: **LWC Lux 60 g**

megaposters: **2x A2**

size: **A4**

binding: **V1**

Digital sales:

Digiport



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.

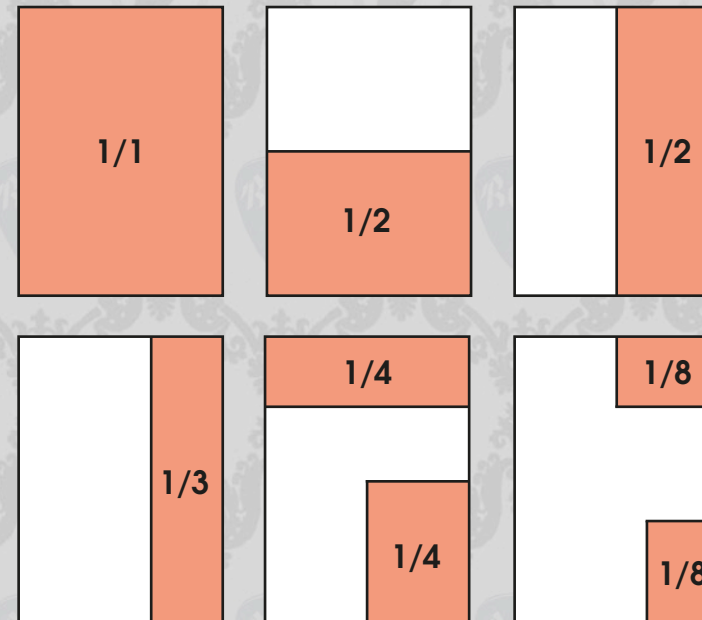
ADVERTISING RATES

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 2024

AD SIZES

Issue:	Text:	Ads:	Expedition:	Street day:
Spark 01/2024	10.12.2023	15.12.2023	29.12.2023	02.01.2024
Spark 02/2024	10.01.2024	15.01.2024	31.01.2024	01.02.2024
Spark 03/2024	10.02.2024	15.02.2024	28.02.2024	29.02.2024
Spark 04/2024	10.03.2024	15.03.2024	28.03.2024	02.04.2024
Spark 05/2024	10.04.2024	15.04.2024	30.04.2024	02.05.2024
Spark 06/2024	10.05.2024	15.05.2024	29.05.2024	30.05.2024
Spark 07/2024	10.06.2024	15.06.2024	28.06.2024	02.07.2024
Spark 08/2024	10.07.2024	15.07.2024	31.07.2024	01.08.2024
Spark 09/2024	10.08.2024	15.08.2024	30.08.2024	03.09.2024
Spark 10/2024	10.09.2024	15.09.2024	01.09.2024	02.10.2024
Spark 11/2024	10.10.2024	15.10.2024	30.10.2024	31.11.2024
Spark 12/2024	10.11.2024	15.11.2024	29.11.2024	03.12.2024
Spark 01/2025	10.12.2024	15.12.2024	30.12.2024	31.12.2024

- 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 5mm 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
275 000 page views per month
Source. Google Analytics 2023

Facebook:

1 500+ followers
(profile established October 2023)

Instagram:

5 800+ followers



AD WEB POSSIBILITIES

web banners: **960 x 100, 300 x 300**

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%

