

**We help to the top...**

**The 2010 mediaplan or why Montana?**

(Concise presentation – no one lusts after reading long texts.)



- Montana is a Czech climbing magazine with the longest history in its category. It is issued six times in a year, a new copy comes at the beginning of every even month.

- The magazine is aimed towards a wide spectrum of readers embraced by a common interest of spending their leisure time actively; among these, magazine's predominant emphasis is on climbers. Those are especially climbers. From the socio-demographic aspect, all education and income groups are present among Montana purchasers. Young readers slightly prevail. The published average number of readers of a single issue: 2,7 (!).

- On sixty four, fully-colored pages, the reader is acquainted with actual information from mountains, rock areas and nature, both in domestic and worldwide scope. The magazine serves as an important source of information about gear, equipment and as an instruction manual for spending free time. Thanks to its history and contents consistency (focus on climbing), Montana is one of the certainties among Czech outdoor magazines; this is underlined by a high number of permanent subscribers (about one third of the edition).

- Edition of one issue is about 6.000 copies. We offer advertising areas at the scope from 20 to 2.000 Euro. Advertisement page costs 33.000 CZK (about 1.320 Euro), 1/4 page 11.000 CZK (about 440 Euro) then. For more information do not hesitate to visit our web pages.

**Dates of releases in year 2010**

Number	Deadline	Released on
1.	4th January	1th February
2.	5th March	10th April
3.	7th Mai	11th June
4.	7th July	6th August
5.	1st September	9th October
6.	30th October	1st December

You find more information at: [www.montana.cz](http://www.montana.cz).

We send signal issues on demand!