

We help to the top...



The 2012 mediaplan or why Montana?

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

- Montana is a Czech climbing magazine with the longest (46 years) 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: 2,64 (!).

- On seventy two, 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 7.300 copies. We offer advertising areas at the scope from 20 to 2.000 Euro. Advertisement page costs 33.000 CZK (about 1.350 Euro), 1/4 page 11.000 CZK (about 450 Euro) then. For more information do not hesitate to visit our web pages.

Dates of releases in year 2012

Number	Deadline	Released on
1.	4th January	2th February
2.	7th March	5th April
3.	7th May	11th June
4.	9th July	9th August
5.	3th September	8th October
6.	31th October	3th December

You find more information at: www.montana.cz.

We send signal issues on demand!