BARLIFE

100% HORECA

MEDIA PACK ABOUT THE MOST WIDELY READ MAGAZINE IN CZECH GASTRONOMY

Edition calendar 2008

Barlife issue	Deadline for advertisement orders	Deadline for submissions (PR articles)	Deadline for submissions (image ads)	Deadline for inserts supply	Barlife published on
25	28. 01. 2008	29. 01. 2008	04. 02. 2008	20. 02. 2008	25. 02. 2008
26	17. 03. 2008	18. 03. 2008	26. 03. 2008	11. 04. 2008	16. 04. 2008
27	19. 05. 2008	20. 05. 2008	28. 05. 2008	13. 06. 2008	18. 06. 2008
28	14. 07. 2008	15. 07. 2008	23. 07. 2008	08. 08. 2008	13. 08. 2008
29	15. 09. 2008	16. 09. 2008	24. 09. 2008	10. 10. 2008	15. 10. 2008
30	03. 11. 2008	04. 11. 2008	12. 11. 2008	28. 11. 2008	03. 12. 2008

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The Barlife trademark ("Certificat d`enregistrement No. 929242") is registered at the World Intellectual Property Organization in Geneva (WIPO) and is valid for the Czech Republic, Ireland, Italy, Hungary, Germany, Poland, Greece, Slovakia, Sweden, and Great Britain.

What is Barlife?

Barlife is the most widely read professional magazine among gastronomic experts in the Czech Republic.

Barlife is a specialized bi-monthly magazine designed mostly for professionals – owners and managers of higher and the highest class gastronomic businesses in Czech and Slovak Republics. It is also distributed to the largest wholesales and all of the hotel schools.

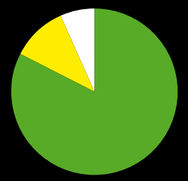
This respected and independent magazine is a source of education, inspiration and entertainment for its readers already for the fifth year. Barlife is an ideal tool for B2B communication.

Barlife is prestigious not only for business owners but as well among experts. This has been proved by the official cooperation with the Czech News Agency, iDnes, The IWSR (International Wine and Spirit Record) or British magazine Drinks International.

Barlife readers

- Owners and managers of top restaurants, bars, clubs, cafés, hotels and other gastronomic businesses in Czech and Slovak Republics
- More than 15,000 bartenders and other staff
- Producers, distributors, wholesales and MAKRO
- Teachers and students of 150 hotel schools
- Public subscribers, agencies

Where is Barlife distributed to?



Eition: 6,500 printouts
Impact: 15,000 professional readers
Periodicity: 6 times a year (bi-monthly)
Price: free for professionals, 150 CZK (220 SK) for the public

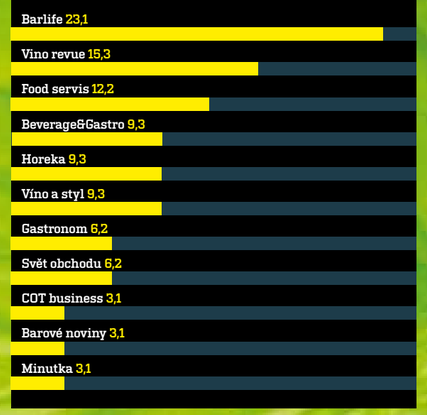
Why to advertise in Barlife?

- The most widely read magazine in Czech gastronomy
- The largest impact of top gastronomic businesses in Czech and Slovak Republics
- Directly addressing of management
- To professionals distributed FOR FREE
- Direct focus on specific target group
- Attractive honored design
- Compact on-trade marketing information
- Effective tool for commercial representatives

Do you know where you advertise?

Barlife is definitely the most widely read gastronomic magazine among professionals in gastronomy

Share of readers among gastronomic magazines in the Czech Republic (%)



Independent survey conducted by the ppm horeca – professional horeca monitoring. 728 randomly selected businesses from the ppm horeca database was inquired across all price ranges and regions of the Czech Republic.

Professionals about Barlife

"Of course I know the Barlife magazine and I think you cannot pass it by. Moreover, as a gastronomist and reader I'm convinced that creators of Barlife are doing their job professionally within the F&B and gastronomic magazines."
Tomáš Karpíšek, Ambiente Group

"The Barlife magazine is very interesting for our business. In Slovakia, it is very hard to find such a magazine. Barlife inspires me. And not only me – our staff draws motives out of it as well and keeps learning lots of new things."
Anton Cigáň, Trafená Hus, Bratislava

"I read the Barlife magazine regularly. I'm not exaggerating to say that our new bar is inspired exclusively by your magazine and is based on lots of your advices."
Hynek Jonáš, Delirium and restaurant Cihelna, Ústí nad Labem

"The best magazine about drinks business in Central Europe."
Piotr Poznanski, The IWSR, London

"The hotel bar is no longer a boring empty lobby – now it is a place where guests can get great products, personal approach and professional service from skilled experts. Lots of useful information we obtain regularly from the Barlife magazine."
Martin Hamáček, Mandarin Oriental Hotel Prague

"Barlife provides me with new information and inspiration. I focus on specialized articles that enhance my knowledge in mixology. I consider this magazine as the best and I wish the whole production team well to keep the pace set very high."
Miroslav Řehoř, Žlutá Ponorka České Budějovice and Žlutá Opice Strakonice

Your magazine contributes greatly to students interested in barkeeping. Range of those who are interested is constantly growing and inspiring other students. Thank you for quality literature in gastronomy, every issue brings an interesting material for us.
Jarmila Sedláčková, apprentice training school SOU Sedlčany

Barlife cooperates closely with the largest website for food & beverage professionals www.profesorkiwi.cz