

2022 

QUARTERLY MAGAZINE
CENTRAL EUROPE
30,000 FREE COPIES

meridian

CZECH-ENGLISH ON-BOARD MAGAZINE
PUBLISHED BY JLV COMPANY SINCE 2005

FREE OF CHARGE MAGAZINE INTENDED FOR CZECH RAILWAYS
PASSENGERS OF EURO/INTERCITY TRAINS, RAILJET TRAINS,
SC PENDOLINO TRAINS AND EURONIGHT TRAINS.

The mission of the magazine is to make the journey more pleasant and to bring interesting information to passengers who use the services of dining, sleeping and couchette cars operated by JLV, a.s. at regular and seasonal destinations. Thus, Meridian finds its readers on regular routes not only in the Czech Republic, but also on routes to many European cities.

SECTIONS

- Interview with the personality
- Travelling around Europe
- Railway history
- The beauties of Czech towns/cities
- Science and technology news
- Gastronomy
- Sport
- Regions, Czech Republic and Europe

TARGET GROUP

- Czech and foreign managers
- Czech and foreign tourists
- Men and women aged 30+
- People with high school education or university degree

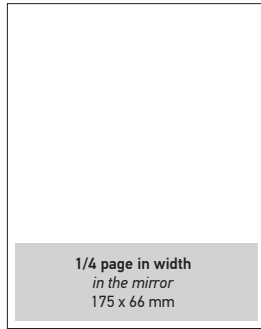
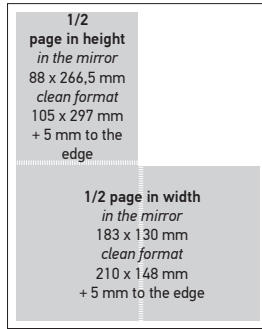
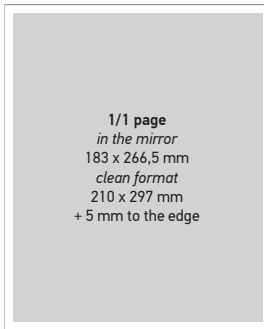
DISTRIBUTION OF THE MAGAZINE

The magazine is available to all passengers of sleeping, couchette, dining and bistro cars at all times as copies are hung on hooks thanks to the built-in loop. Thus, each issue is usually available to readers for about 3 months until the next issue comes out. The average monthly attendance of these special cars is 150,000 passengers. Distribution of the magazine to predetermined places in cars with JLV service takes about 1 week.



+ online at <https://www.jlv.cz/post/meridian-3-2022>

ADVERTISING FORMATS



ATTENTION!

The advertisement on the second cover page (right margin) and third cover page (left margin) must have an inner technological margin of min. 12 mm (6 mm is the engraving, 6 mm is the minimum of the engraving motif). The space of 12 mm also applies to other advertisements for the print to the edge and the space of 6 mm is intended for advertisements in the mirror.

PRODUCTION SCHEDULE

No.	deadline	distribution
1	10. 02. 22	11. 03. 22
2	09. 05. 22	09. 06. 22
3	15. 08. 22	15. 09. 22
4	10. 11. 22	13. 12. 22

THE DISTRIBUTION OF THE MAGAZINE INTO JLV TRAIN SETS TAKES ABOUT 1 WEEK.

ADVERTISING PRICELIST

1/1 page	55 000 CZK
2nd and 3rd page of cover	65 000 CZK
4th page of cover	70 000 CZK
1/2 of page (to the edge)	30 000 CZK
1/2 of page (mirror)	30 000 CZK
1 / 4 of page	18 000 CZK

TECHNICAL PARAMETERS

Periodicity:	quarterly
Format:	A4 210 x 297 mm (clean after cutting)
Range:	64 + 4 pages of cover
Paper:	block 90 g/m ² GF cover 250 g/m ² chalk gloss + laminated gloss
Colour:	4/4
Binding:	V2
Copies:	30 000
Number of readers:	150 000
Distribution:	JLV trains
Modifications:	whole with a diameter of 3 mm in the upper left corner



TARGET LINES

- Germany
- Czech Republic
- Slovak Republic
- Austria
- Poland
- Hungary
- Serbia
- Croatia
- Switzerland

LEGEND

ČD Restaurant dining cars with JLV service

Sleeping and couchette cars with JLV service

SuperCity Pendolino

Seasonal trains with sleeping and couchette cars with JLV service

SUBMISSION OF MATERIALS

On the MAC or PC platforms in applications: Adobe Illustrator up to CS3 version, Adobe Photoshop up to CS3 version or lower, or as PDF for Adobe Acrobat up to version 8. Documents always with fonts converted to curves, with colour images in CMYK at a minimum 300 dpi without compression; in the case of a large amount of data with JPG or ZIP compression for the highest image quality. Corel DRAW format and similar applications are completely unusable.

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