LIDOVÉ NOVINY

esprit

stylový magazín
Lidových novin

The Sharp Magazine for you

Esprit LN – Unique, original and cool

Esprit is the life style magazine of the Lidove noviny Daily. It has been published once a month since June 2009. At the end of 2012, we published the 42nd issue. The magazine has an outstanding **original format**, coated paper covers and 80-gram quality paper.

ORIGINAL INTERVIEWS
Profile interviews with celebrities in art, business and sport. Their visions, opinions, and tips. High quality photos by our professional photographers.

ESPRIT THEME
Unusual expedition to the world of style, design, architecture, movies and travelling. The main topic of the magazine guides the reader through new trends.

FASHION STORY
Fashion is a crucial part of every issue. We cooperate with top Czech photographers; the magazine represents the best foreign and Czech brands.

FEATURE
We regulary attend Fashion weeks for the launching of new world brands and boutiques (e. g. Vacheron Constantin, Louis Vuitton). We also travel to cover modern culture phenomena.

OTHER ESPRIT LN SECTIONS
ME AND MY BOSS – story about the work relationship of two colleagues. **CULT** - presentation of culture, fashion or social phenomena. **DREAM CAR** – your ideal car represented by a celebrity. **WHAT TO EAT** – profile of unique Czech restaurant with original recipies. **PAINTINGS** – innovative visual guide. **MEMORIES** – portraits of personalities and their unexpected hobbies.

Esprit LN – Power advertising

Readers of Lidove noviny have twice the number of university degrees compared with the total population. A significant part of our readers live in the big cities and **are part of the highest socio-economic group**. We have 1,7 times more managers as our readers, comparedwith the total population.

2012 FASHION

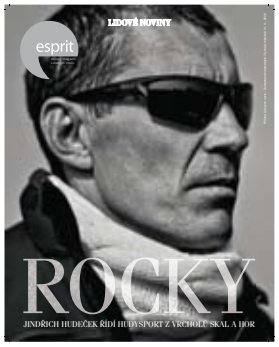
2010 ART

2012 TRAVEL

2012 WATCHES AND JEWELLERY

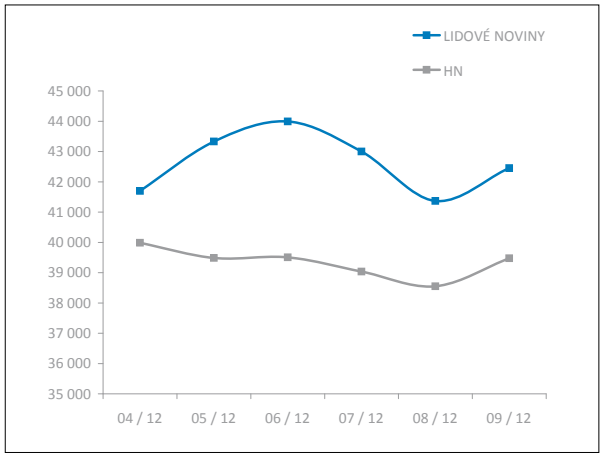
2011 ARCHITECTURE

2011 BEST OF 2010



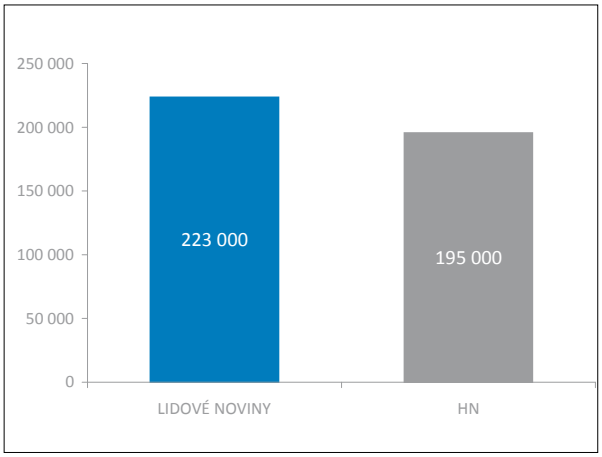
2009 BUSINESS

2012 OLYMPIC GAMES



COPIES SOLD
Lidove noviny Daily including magazine Esprit has the strong advertising potential and reliable number of copies sold.

(Data by ABC CR, April – September 2012-12-10)



READERSHIP
Compared to our competitor Hospodarske noviny, Lidove noviny Daily has 14% more readers.

(Data by Media projekt, 2nd – 3rd quarter 2012-12-10)

Esprit LN 2013

FEBRUARY 6
Best of 2012
The most important events in fashion, design, art, architecture, film and theatre

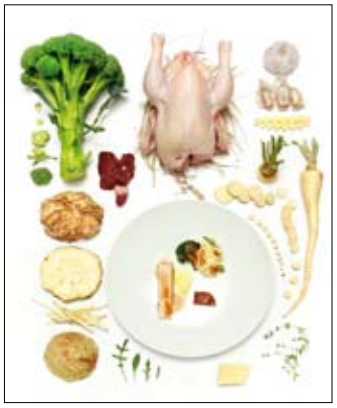
MARCH 6
Fashion
Trends for spring/ summer 2013, news in the Czech fashion market

APRIL 3
Travel
Unique destinations. Places with spirit and style

APRIL 17
Business
Successful men and women who could change the world

MAY 7
Architecture
Interviews with top architects. Best buildings in the Czech Republic and the world

JUNE 5
Golf, Yachting, Tennis
Sport celebrities



JUNE 19
International Film Festival Karlovy Vary
Special Edition
Best movies. Interviews with stars and filmakers

JULY 10
Summer Inspiration
Tips for your summer vacation

SEPTEMBER 4
Fashion
Trends for autumn/ winter 2013-2014. News in the world fashion scene

SEPTEMBER 18
Architecture Today
Special Edition
100 most beautiful buildings in the world

OCTOBER 2
Design
Best designers, their products, and modern art

NOVEMBER 6
Menu
100 best restaurants in the Czech Republic

DECEMBER 4
Christmas Inspiration
Interviews, tips for gifts and trips, your Christmas with Esprit

PRICE LIST 2013

2/1 panoramatic doublepage
310 000 Kč

1/1 page
114 000 Kč

1/2 page
114 000 Kč

1/3 page
86 000 CZK

Other formats negotiable.

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