

**mediakit
2027**

Get your brand where purchasing decisions are made

22 years
on the market
Czech Republic
and Slovakia

Svět HORECA

A specialized B2B magazin
for the hospitality industry, the
food service industry,
and related services.

page: 2 - 4

www.svethoreca.cz

Moderní Jídlna

A specialized B2B magazin
for school, preschools canteens,
hospitals, senior living facilities,
and corporate dining services.

page: 5

www.svethoreca.cz

Svět OBCHODU

A specialized B2B web
for retail and business
management.

page: 6

www.svetobchodu.cz

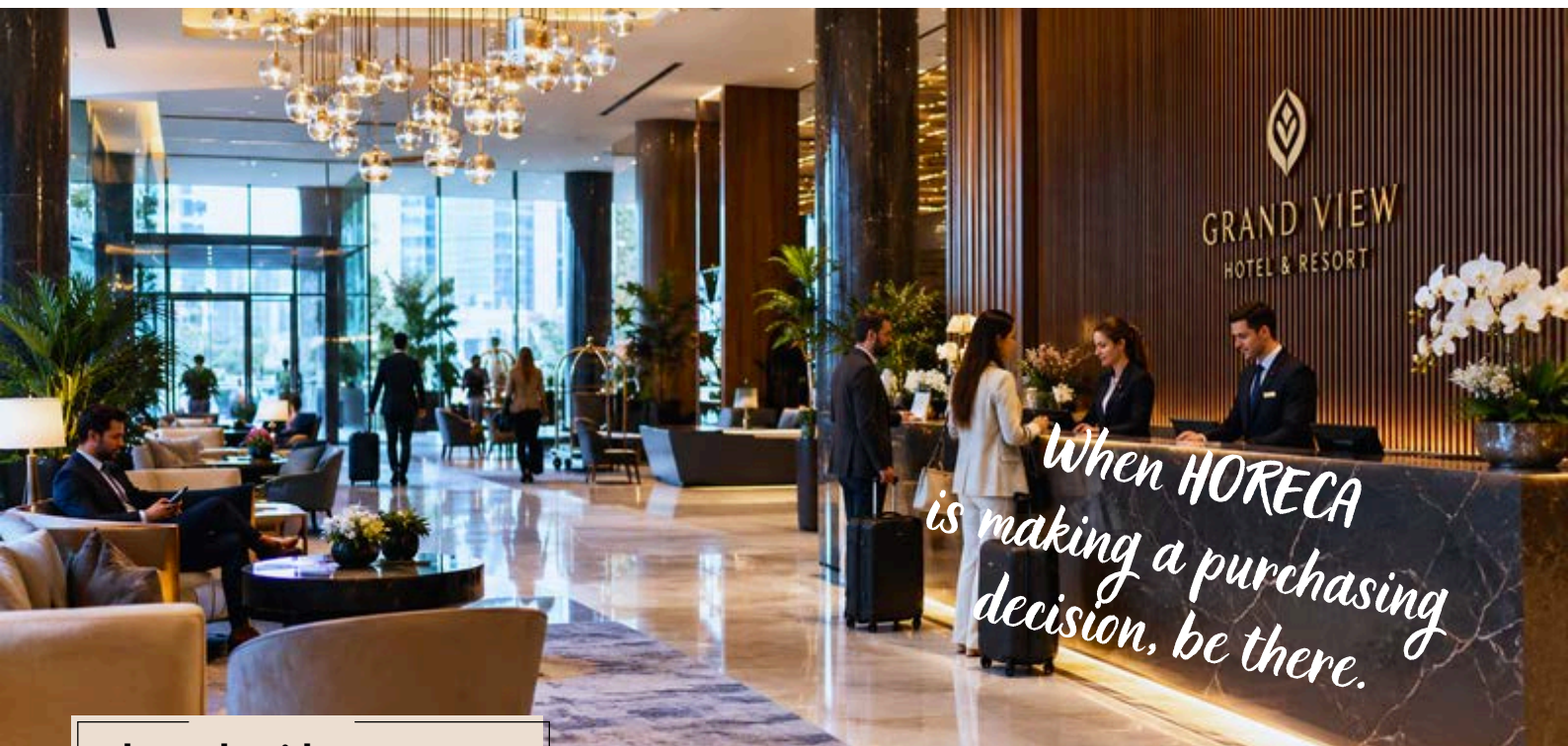
Svět Textilů&Obuvi

A specialized B2B magazin
for the textile and footwear
industries and trade.

page: 7 - 9

www.textil-obuv.cz





about the title

Svět HORECA (World of HORECA) is a trade magazin focused on **professionals in the hospitality, food service, and tourism industries**. It provides information, news, interviews, and topics from the sector where operators of food service and lodging establishments interact daily with suppliers of products, technologies, and services.

Svět HORECA is primarily intended for management and operators of **hotels, restaurants, spa facilities, cafés, pastry shops, and bars**. It also reaches suppliers, vocational schools, and industry organizations.

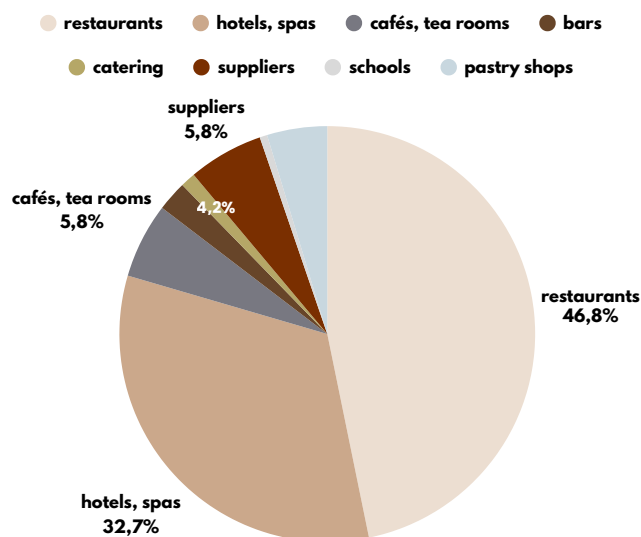
Expert Information for HORECA

HORECA is a dynamic industry where technology, equipment, products, services, and guest expectations are constantly changing. **Svět HORECA** therefore provides content that helps professionals stay abreast of current developments and navigate market trends.

We focus on the **hotel industry, gastronomy, food service, facility equipment, technologies, new products, services, and trends** that influence the day-to-day operations of hotels and restaurants.

Interviews and insights from industry professionals, which offer a firsthand perspective, are also an important part of our content.

reader demographics



campaign options



print



web



newsletter



content



social
media



ad formats

01 / PRINT

Your brand in a trade publication that people actually read.

The print edition of **Svět HORECA** offers space for traditional image advertising, product presentations, and themed communications. It is aimed at professionals in the hospitality and food service industries.

Why print?

It builds credibility, memorability, and long-term brand visibility in a professional setting.



6 issues
per year



5000
copies



location
Czech Republic

02 / WEB

Content that continues to be relevant even after the campaign ends. www.svethoreca.cz is a continuously updated industry news website focused on gastronomy, the hotel industry, tourism, and professional food service. It features news, trends, interviews, products, technologies, and industry figures.



monthly traffic
4 - 5000

03 / NEWSLETTER

Your brand delivered straight to the inboxes of HORECA professionals. The **Svět HORECA** newsletter is a regular industry roundup featuring the latest news, product updates, interviews, profiles, and other topics from the hospitality and food service industries.



2x mailing
monthly



9500
customers



location
Czech Republic
Slovakia



20 - 25%
openness

We are reaching out to managers

- Owners
- Executives
- Operations Managers
- F&B Managers
- Hotel Managers
- Housekeeping
- Chefs
- Bartenders
- Baristas
- Purchasing Agents
- Investors
- Architects



campaign options



print



web



newsletter



content PR



social media



When HORECA is making a purchasing decision, be there.

thematic plan

1/27 Svět HORECA – publication date: **17.02.27** / advertising deadline: **05.02.27**
hot drinks: coffee, tea, hot chocolate, **coffee machines, combi ovens, vending machines, breakfast in the hotel and restaurant, comfortable outdoor areas, outdoor seating areas open all year round**

2/27 Svět HORECA – publication date: **21.04.27** / advertising deadline: **09.04.27**
ice cream and ice cream machines, beer: cider, new beer products, **hotel bathroom fittings, hotel wellness and relaxation area:** saunas, spa facilities

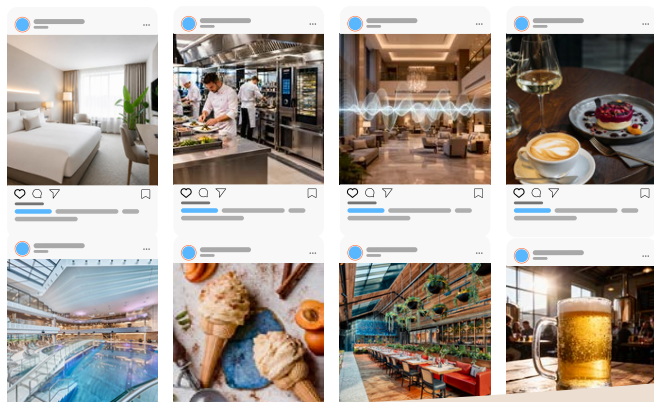
3/27 Svět HORECA – publication date: **16.06.27** / advertising deadline: **04.06.27**
modern and functional bespoke kitchens, smart technology, food range for confectioners, soft drinks, hotel room furnishings

4/27 Svět HORECA – publication date: **08.09.27** / advertising deadline: **20.08.27**
Water for the catering industry – filtration, carbonation, **designer dispensers, hotel card and lock systems, Design & Tech** – combining interiors with modern technology, **Food trends 2027: What will guests want?**

5/27 Svět HORECA – publication date: **22.10.27** / advertising deadline: **08.10.27**
domestic and imported wines, laundry equipment and services for hotel linen, security and smart access – digital keys, CCTV systems, biometrics ESG reports

6/27 Svět HORECA – publication date: **15.12.27** / advertising deadline: **03.12.27**
hotel bathroom fittings, street food, food trucks, oils and fats, staff retention: benefits, career progression, corporate culture, **Energy in the HORECA sector:** How to reduce operating costs

The publisher reserves the right to change the topics throughout the year.



advertising price list

PRINT – Svět HORECA, format in mm (wxh):

2/1 page: 540x345 mm, price: 2.400 Eur

1/1 page: 258x345 mm, price: 1.600 Eur

1/2 page: 258x174 mm/125x345 mm, price: 1.000 Eur

1/3 page: 258x113 mm/81x345 mm, price: 720 Eur

1/4 page: 125x174 mm, price: 480 Eur

1/6 page: 110x110 mm, price: 360 Eur

advert on the front page: 258x50 mm, price: 600 Eur

news on the front page: 1 main photo + text of 2,000 characters (including spaces), price: 600 Eur

WEB – www.svethoreca.cz, format in px (wxh):

head banner: 728x100, price: 600 Eur / month

square: 300x250, price: 480 Eur / month

PR article: text (4000 characters) + photo + www, price: 800 Eur

Interview (editorial team): text (4000 characters) + photo + www, price: 1.000 Eur

Product tips: text (1500 characters) + 1x photo + kontakt, www, price: 800 Eur

A combination of an article on the svethoreca.cz website and in the Svět horeca newsletter:

publication of the article (2500 characters + photos) on the website svethoreca.cz + text (article preview) cca 500 characters + 1x photo in newsletter + promotions on our social media channels, price: 1.200 Eur/1 sending

NEWSLETTER – Svět HORECA, format in px (wxh):

Banner: 540x172 (format jpg, png, gif), we create a hyperlink that can be directed to a specific product, service, promotion or event, price: 400 Eur / 1 sending

News: text max. 600 characters + photo + hyperlink price: 400 Eur / 1 sending

Dates: 2. + the 4th week of the month (Wednesday/Thursday), materials: by Wednesday of the previous week

Prices in EUR.





about the title

A specialist B2B publication for the professional catering sector – canteens

Moderní Jídelna (Modern Canteen) is a highly specialised B2B magazin aimed at operators in the **professional catering sector. It targets school canteens, large-scale catering facilities, nurseries, care homes, hospitals and companies providing corporate catering services.**

It is the ideal medium for **suppliers of food, beverages, technology, equipment, hygiene products, catering equipment and services for professional kitchens.**

Moderní jídelna is also part of the wider Svět HORECA digital ecosystem – the svethoreca.cz website serves as the joint platform for Svět HORECA and Moderní jídelna.

 **2 issues per year**
 **3000 copies**
 **location Czech Republic**

Publication dates and topics:

1/27 Moderní JÍDELNA

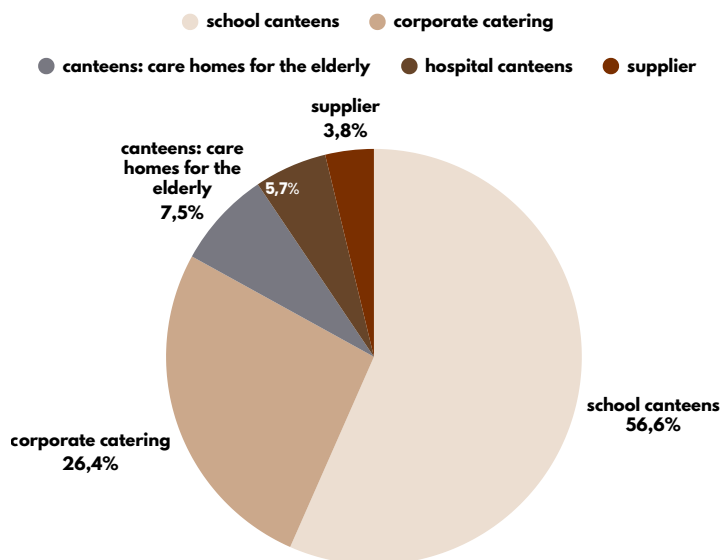
publication date: **24.02.27** / advertising deadline: **10.02.27**
cooking pots and pans, combi ovens, milk and dairy products, nutritionally balanced menus, digitalisation in school canteens, composting of catering waste, hygiene, cleaning and sanitisation in the kitchen

2/27 Moderní JÍDELNA

publication date: **23.03.27** / advertising deadline: **09.09.27**
drinks machines, soups, sauces, stocks, canteen furniture, energy-efficient kitchen operations, serving counters, buffets, crockery

The publisher reserves the right to change the topics throughout the year. Our graphic design studio accepts files in electronic format: composite PDFs (without transparency), Illustrator 10.0. All files must be of print quality (at least 300 dpi) and in the CMYK colour space. If an advert is supplied in any other format (at a lower resolution), we cannot be held responsible for the quality of the printed advert.

reader demographics



Price list (wxh) in mm:

2/1 page: 480x335 mm + 5 mm spad, price: 1.800 Eur

1/1 page: 240x335 mm + 5 mm, price: 1.200 Eur

1/2 page: 240x164 mm/121x335 mm + 5 mm, price: 720 Eur

1/3 page: 240x114 mm/86x335 mm + 5 mm, price: 600 Eur

1/4 page: 110x160mm + 5 mm, price: 480 Eur

1/6 page: 97x92mm + 5 mm, price: 400 Eur

news on the front page: text (2900 characters) + photo + www, price: 600 Eur

Prices in EUR.



about the title

When you want to reach the people who make decisions in the retail sector.

Svět OBCHODU (World of Retail) is a specialist retail news website (www.svetobchodu.cz) aimed at senior and top management in shops, retail networks and chains. It reaches professionals who influence what will be sold, from whom purchases will be made, and how the business will operate.

We primarily address those responsible for **managing and developing product ranges, purchasing, launching new products onto the market, sales promotion, marketing, advertising, logistics and the overall running of shops.**

The target audience consists mainly of **food shops, butchers, bakeries, chemists, retail chains and their suppliers.**

Svět OBCHODU creates a space for effective communication between retail operators and suppliers of products and services – in other words, for brands that need not only to be seen, but also to present a new product, technology, solution or service to the people who decide on their inclusion and use.

WEB – www.svetobchodu.cz, format in px (wxh):

head banner: 728x100, price: 600 Eur / month

square: 300x250, price: 480 Eur / month

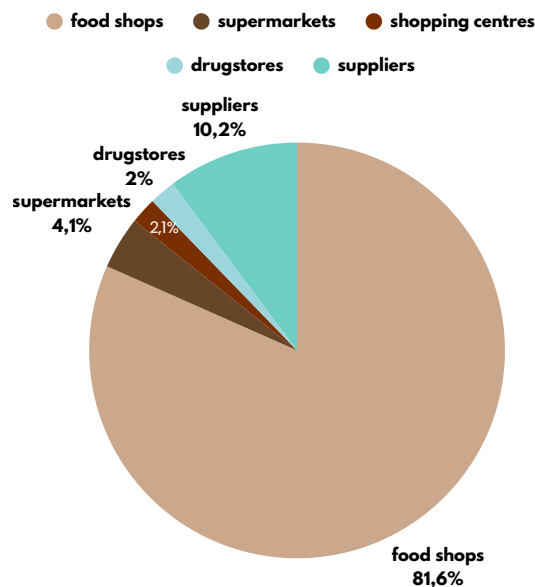
PR article: text (4000 characters) + photo + www, price: 800 Eur

Interview (editorial team): text (4000 characters) + photo + www, price: 1.000 Eur

Product tips: text (1500 characters) + 1x photo + contact, www, price: 800 Eur

Prices in EUR.

reader demographics



**management • buyers • sales staff
operations • marketing • logistics**



monthly traffic
4 – 5000



location
**Czech Republic
Slovakia**



about the title

When you want to reach people who make decisions about textiles, fashion and footwear.

Svět Textilu & Obuvi (The World of Textiles & Footwear) is a specialist online magazine focused on the **textile, clothing, footwear and leather goods markets**. It provides up-to-date information, trends, news, interviews and specialist topics for professionals across the entire sector.

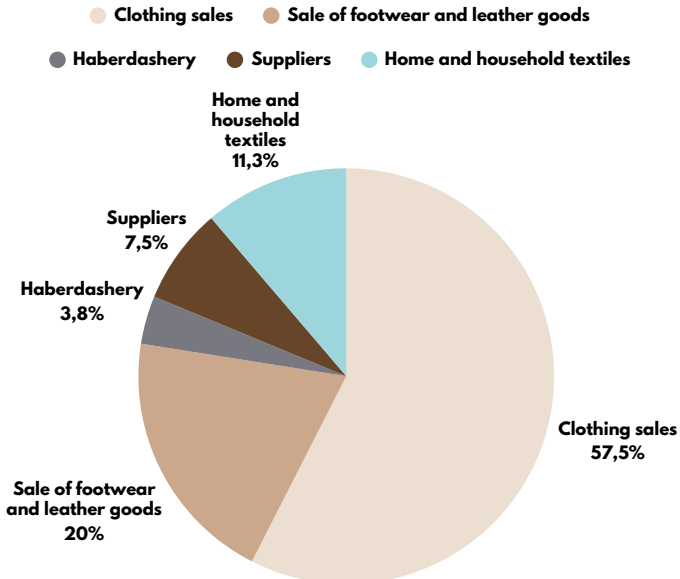
It reaches manufacturers, importers, wholesalers, retailers and online sellers – in other words, companies and professionals who make decisions regarding product ranges, purchasing, sales, distribution, marketing and the future direction of brands.

Svět Textilu & Obuvi is produced by an experienced team with over 30 years' experience in the sector. We regularly take part in domestic and international trade fairs. Our editorial team includes foreign correspondents, academic artists, analysts and representatives of industry organisations. Thanks to our many years of experience and personal contacts, we are able to provide up-to-date information from the sector.

Svět Textilu & Obuvi presents the **PERSONALITY OF THE YEAR award**, which recognises contributions to the sector and innovative business initiatives. The award is presented at the STYL and KABO trade fairs in February.

The editorial team's partners are: **ATOK** (an association of companies from the textile, clothing and leather goods sectors), **TZÚ** (Textile Testing Institute), **SOTEX** (an association dealing with the labelling of textiles, clothing and leather goods), **ČOKA** (Czech Footwear and Leather Association).

reader demographics



campaign options

-  online magazin
-  web
-  newsletter
-  content
-  social media



ad formats

01 / ONLINE MAGAZIN

If you want to be seen across the entire textile and footwear supply chain

The magazine brings together **manufacturers, importers, wholesalers, retailers and online sellers**. Its strengths also include the editorial team's more than 30 years of experience, participation in domestic and international trade fairs, and collaboration with foreign correspondents, analysts and industry organisations.



6 issues
per year



4500
copies



location
**Czech Republic
Slovakia**

02 / WEB

Daily contact with the industry

The website is a news portal focusing on the textile, clothing and leather goods sectors. It is aimed at retailers, manufacturers and importers in the following sectors: women's and men's fashion, footwear and leather goods, home textiles, fashion and clothing accessories, underwear, sportswear and children's clothing, maternity wear, and haberdashery



monthly traffic
3 - 4000

03 / NEWSLETTER

Your news delivered straight to industry professionals

The Textiles & Footwear World newsletter is sent out twice a month to subscribers in the textile, clothing and leather goods sectors.



2x mailing
monthly



4500
customers



location
**Czech Republic
Slovakia**



18 - 20%
openness

We are reaching out to managers

- Purchasing Director
- Buyers
- Fashion Designer
- Brand Owners
- E-commerce Manager
- Sales Director
- Material Manager
- Certification Specialist
- Foremen and Production Managers

campaign options



online
magazin



web



newsletter



content



social
media



When purchasing decisions are being made in the fashion industry, make sure you're there.

thematic plan

1/27 Svět Textilu&Obuvi - publication date: **09.02.27** / advertising deadline: **27.01.27**
Trade fair editions: Styl&Kabo, Young Fashion and Streetwear, Footwear for Young People, Shop fittings: digital price tags, till systems, self-service security, lighting, digital signage, smart shop management

2/27 Svět Textilu&Obuvi - publication date: **13.04.27** / advertising deadline: **23.03.27**
Summer 2027 clothing trends, Summer 2027 footwear trends, Sewing and manufacturing machinery, ironing and finishing equipment, workbenches, extraction systems, ergonomics, tools, small workshop equipment, service equipment and automation

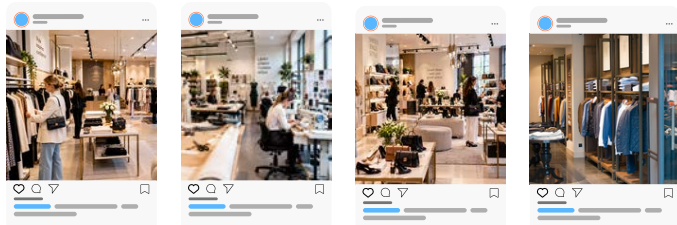
3/27 Svět Textilu&Obuvi - publication date: **15.06.27** / advertising deadline: **28.05.27**
Autumn 2027 clothing trends, Autumn 2027 footwear trends, shelving systems, warehouse equipment, automation, WMS, scanners, RFID, packaging, labelling, order picking and optimisation of warehouse processes.

4/27 Svět Textilu&Obuvi - publication date: **06.08.27** / advertising deadline: **22.07.27**
Trade fair editions: Styl&Kabo, Lingerie, Swimwear, Leather goods, Transport, distribution, import/export, fulfilment, stock planning, parcel tracking, returns and the integration of high-street and online sales.

5/27 Svět Textilu&Obuvi - publication date: **15.10.27** / advertising deadline: **24.09.27**
Winter 2027/28 clothing trends, Winter 2027/28 footwear trends, Home textiles, Shelving, display stands, coat racks, display cabinets, mirrors, changing rooms, lighting, checkout areas, interior features, in-store signage, acoustics and security.

6/27 Svět Textilu&Obuvi - publication date: **14.12.27** / advertising deadline: **29.11.27**
Clothing trends for spring 2028, Footwear trends for spring 2028, Automation of manufacturing processes, CAD/CAM, cutting, sewing, assembly, marking, quality control, robotisation, digitalisation of manufacturing and data management

The publisher reserves the right to change the topics throughout the year.



advertising price list

ONLINE MAGAZÍN Svět Textilu&Obuvi, format in mm (wxh):

2/1 page: 420x345 + 5 mm, price: 1.400 Eur

1/1 page: 210x297 + 5 mm, price: 800 Eur

1/2 page: 210x139 mm/104x297mm + 5 mm, price: 720 Eur

1/3 page: 210x89 mm/73x297mm + 5 mm, price: 600 Eur

1/4 page: 210x74 mm/104x139 mm + 5 mm, price: 400 Eur

1/6 spage: 73x77 mm/210x47 mm + 5 mm, price: 240 Eur

front page: 196x240mm, price: 1.000 Eur

WEB - www.textil-obuv.cz, format in px (wxh):

head banner: 728x100, price: 400 Eur / month

square: 300x250, price: 320 Eur / month

PR article: text (4000 characters) + photo + www, price: 720 Eur

Interview (editorial team): text (4000 characters) + photo + www, price: 880 Eur

Presentation of the collections: text (1500 characters) + 1x photo + contact, www, price: 720 Eur

A combination of an article on the textil-obuv.cz website and in the newsletter:

publication of an article (2,500 characters + photo) on the textil-obuv.cz website + text (article teaser) of approx. 500 characters + 1 photo in the newsletter + promotion on our social media channels, price: 800 Eur/1 sending

NEWSLETTER - Svět Textilu&Obuvi, format in px (wxh):

Banner: 540x172 (format jpg, png, gif), we create a hyperlink that can be directed to a specific product, service, promotion or event, price: 240 Eur / 1 sending

News: text (max. 600 characters) + photo + link price: 240 Eur / 1 sending

Dates: 1. + the 3rd week of the month (Wednesday/Thursday), materials: by Wednesday of the previous week

Prices in EUR.



Publisher



Jaroslava Chudá

"I have been involved in publishing and business for over 22 years, and during that time I have had the opportunity to gain in-depth knowledge of the hospitality, catering, contract catering and retail sectors. Since 2005, I have specialised in B2B trade media and have gradually built up a portfolio of publications – Svět HORECA, MODERNÍ JÍDELNA and Svět OBCHODU – which connect specialist information with the people and companies who actually make the decisions in each sector. Over the years I have spent in the industry, I have built up a wide network of contacts amongst operators, suppliers, manufacturers, professional organisations and other experts. I also regularly follow developments at international trade fairs, seeking inspiration and new trends that may be of interest and benefit to the Czech market. I see our media primarily as a platform for sharing experiences, inspiration and concrete opportunities. We do not wish to be merely an intermediary between a brand and a reader, but a partner for the entire sector. We therefore build Svět HORECA, MODERNÍ JÍDELNA and Svět OBCHODU on expertise, personal relationships and long-term knowledge of the markets we focus on. I believe that a high-quality B2B media outlet should, above all, be closely attuned to its sector – understanding its day-to-day needs, monitoring its changes and, at the same time, providing new impetus that can help both companies and their customers move forward."

**Jaroslava Chudá, publisher
Svět HORECA
Moderní JÍDELNA
Svět OBCHODU**

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www.svetobchodu.cz

Publisher



Michal Korol

"I have been working in the textile, clothing and leather goods industry for over 30 years, and during that time I have had the opportunity to get to know the sector from many angles – from manufacturers and retailers to professional organisations, trade fairs and specialist institutions. I have also been collaborating with international editorial teams for many years, and thanks to my contacts both at home and abroad, I keep track of where the sector is heading and what will be important for its future development."

As editor-in-chief, I lead the specialist B2B magazine Svět Textilu & Obuvi, which provides up-to-date information, trends, interviews and expert opinions from the textile, clothing, footwear and leather industries. Our aim is to connect manufacturers, retailers, suppliers and industry organisations, and to provide readers with information that offers real value for their businesses. An important part of our work is also collaboration with professional associations and institutions, as well as personal contact with the people who truly shape the Czech and European sectors. I believe that a good specialist media outlet should not merely be a chronicle of events, but above all a place where experiences, opinions and new opportunities come together."

**Michal Korol, publisher
Svět Textilu & Obuvi**

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B2B

publishing house

mediakit 2027

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