

MEDIAKIT 2026

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 www.svetobchodu.cz
 www.1prg.cz

21 years
 on the market!



Svět HORECA



@SveHoreca

#SvetHoreca
#ModerniJidelná
#SvetGastroHotel

target group of readers:

RESTAURANT · HOTELS · SPA

PIZZERIAS · CAFÉS · PATISseries · BARS · CATERING

SCHOOLS · ASSOCIATIONS · SUPPLIERS

PRESENTING

The newspaper Svět HORECA (WORLD OF HORECA) is distributed in the form of subscription + direct mail + mailing in the Czech Republic and Slovakia to the management and operation of restaurants, hotels, spa facilities, cafes, confectioneries, bars, suppliers, vocational schools and organizations.

The newspaper Svět HORECA aims to mediate effective communication between catering and accommodation operators and their employees, suppliers of products and services, and industry/state organisations.

The newspaper Svět HORECA belongs to the publishing group 1. Press Real Group, which also publishes other professional titles, and therefore it is possible to apply combination packages within the partial magazines.

PRICE LIST OF ADVERTISING



1/1 pages
format
258x345 mm (wxh)
price:
1 600 Eur



2/1 pages
(centre double page)
mirror format
540x345 mm (wxh)
price 2 400 Eur



1/2 pages
landscape format
258x174 mm (wxh)
portrait format
125x345 mm (wxh)
price: 1 000 Eur



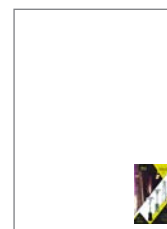
1/3 pages
landscape format
258x113 mm (wxh)
portrait format
81x345 mm (wxh)
price: 720 Eur



1/4 pages
format standard
125x174 mm (wxh)
price: 480 Eur



sleeper on front page
format standard
258x50 mm (wxh)
price: 600 Eur



1/6 pages
format standard
110x110 mm (wxh)
price: 360 Eur

TECHNICAL PARAMETERS FOR THE DELIVERY OF ADVERTISING

Our graphic studio accepts documents in electronic form: composite PDF (without transparencies), Illustrator - 10.0. All in print quality (minimum 300 dpi) and in CMYK colour space. When delivering advertising in other form (lower resolution) we are not responsible for the quality of printed advertising.

Note: Prices are in Euros

TECHNICAL DATA

Format: 289x390 mm
Colour: CMYK
Printed version: 5 000 pc
Online version: 9 960 readers
Distribution: direct mail
Number of issues: 6 per year
Number of pages: 16 - 24 pages
Print version, paper: 80g LWC gloss
Print version, binding: V1
Printing method: offset

Rubric advertising: (125x80) (wxh)
price: 360 Eur

Rubric advertising: (60x80) (wxh)
price: 200 Eur

Message on the front page: 1x main photo + text 2000 characters incl. spaces
price: 600 Eur

MODERNÍ JÍDELNA



#ModerniJideln
#SvetHoreca
#SvetGastroHotel

target group of readers:

**SCHOOL CANTEENS · LARGE-CAPACITY CANTEENS
CANTEENS IN KINDERGARTENS · CANTEENS IN SENIOR CITIZENS
HOMES · CANTEENS IN HOSPITALS · CORPORATE CATERING**

PRESENTING

The newspaper **MODERNÍ JÍDELNA** is distributed by direct mail to the wholesale breweries in the Czech Republic. It is an unrivalled B2B project, which communicates in a strong and fast-moving market. The individual issues of thus reach **large-scale soup kitchens, school canteens, kitchens in senior citizens' homes, nurseries and hospitals. In addition, the title is sent to companies focusing on corporate catering.**

MODERNÍ JÍDELNA aims to mediate effective communication between wholesale catering operators and suppliers of products and services.

MODERNÍ JÍDELNA belongs to the publishing group 1. Press Real Group, which also publishes other professional titles, and therefore it is possible to apply combination packages within sub-magazines.

TECHNICAL DATA

Format:	240x335 mm
Colour:	CMYK
Printed version:	3 000 pc
Distribution:	direct mail
Number of issues:	2 per year
Number of pages:	16 - 24 str.
Print version, paper:	80g LWC gloss
Print version, binding:	V1
Printing method:	offset

PRICE LIST OF ADVERTISING



1/1 pages
240x335 mm
+ 5 mm (wxh)
price: 1 200 Eur



2/1 pages
(centre double page)
480x335 mm (wxh) + 5 mm
price: 1 800 Eur



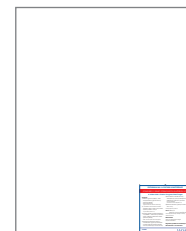
1/2 pages
landscape format
240x164 mm + 5 mm
portrait format
121x335 mm + 5 mm
price: 720 Eur



1/3 pages
landscape format
240x114 mm + 5 mm
portrait format
86x335 mm + 5 mm
price: 600 Eur



1/4 pages
format standard
110x160mm + 5 mm
price: 480 Eur



1/6 pages
format standard
97x92mm + 5 mm
price: 400 Eur



Message on the front page
text (2900 characters incl. spaces)
+ photo + www
price: 600 Eur

TECHNICAL PARAMETERS FOR THE DELIVERY OF ADVERTISING

Our graphic studio accepts documents in electronic form: composite PDF (without transparencies), Illustrator - 10.0. All in print quality (minimum 300 dpi) and in CMYK colour space. When delivering advertising in other form (lower resolution) we are not responsible for the quality of printed advertising.

Note: Prices are in Euros



online campaigns

websites: svethoreca.cz / svetobchodu.cz

newsletter Svět HORECA

social media: [SvetHoreca](#) / [SvetObchodu](#)



#ModerniJidelna
#SvetHoreca
#SvetGastroHotel

target group of readers: **HOTELS · SPA FACILITIES · RESTAURANTS CAFÉS · CAFÉ-PÂTISSERIES · BARS · CANTEENS SUPPLIERS**

PRESENTING

www.svethoreca.cz is a news website focusing on the HORECA market. It is aimed at the management and operation of hotels, spas, restaurants, cafés, patisseries, bars, and company canteens.

www.svethoreca.cz is a joint website for the titles: Svět HORECA and MODERNÍ JÍDELNA. It regularly brings news and interviews from the hotel, gastronomy, and tourism industries.

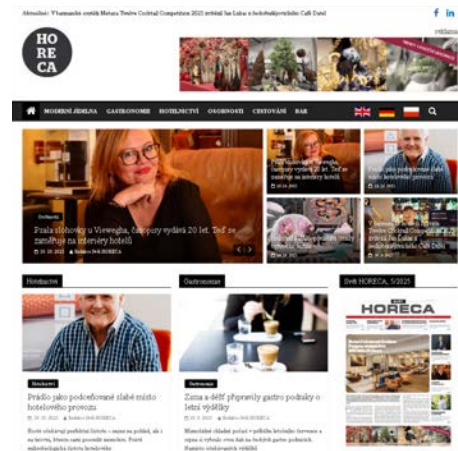
www.svethoreca.cz belongs to the 1. Press Real Group publishing group, which publishes professional titles and other websites. Therefore, it is possible to apply combination packages within individual magazines.

PRICE LIST

- head banner:** 728x100, price: 480 Eur / month
square: 300x250, price: 400 Eur / month
topic sponsor: banner 300x250 or 728x100 located near the topic price: 320 Eur / month
topic sponsor: 4 hyperlinks in the article (word selection according to the client), price: 320 Eur / month
PR article: text (4000 characters) + photo + www price: 720 Eur
Interview (editorial): text (4000 characters) + photo + website, price: 1 000 Eur
Marketplace (product tips): text (1500 characters) + 1 photo + contact details, website, price: 480 Eur
Combination of an article on the svethoreca.cz website + in the Svět horeca newsletter: publication of an article (2,500 characters + photos) on the svethoreca.cz website + text (teaser for the article) approx. 500 characters + 1 photo in the newsletter + promotion on our social networks. Price: 800 Eur / 1 mailing

BASIC INFORMATION

- Address: www.svethoreca.cz
 Format: horeca news website
 Traffic: 5 000 visits/month
 Advertising options: interviews, articles, banners, products



CONTENT FOCUS OF THE WEBSITE:

**FOOD · BEVERAGE · TECHNOLOGY
TRENDS AND NEWS
INTERVIEWS · EQUIPMENT
OPERATIONS · TOURISM
BRAND MARKET**

newsletter Svět HORECA



target group of readers: HOTELS · SPA FACILITIES · RESTAURANTS CAFÉS · CAFÉ-PÂTISSERIES · BARS · CANTEENS SUPPLIERS

PRESENTING

We send out the **Svět horeca newsletter** twice a month to subscribers from the hotel and catering industry. The Svět horeca newsletter is subscribed to by the management and operators of hotels, spas, restaurants, cafés, patisseries, bars, company canteens, and suppliers.

We send out the **Svět horeca newsletter** via Boldem, which enables us to carry out effective email marketing. We have access to click-through reports, user heat maps, and recipient statistics.

The **Svět horeca newsletter** allows for precise timing of campaign launches and evaluations, a clearly defined audience, and all at very affordable prices.

PRICE LIST

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

News: text max. 600 characters + photo + link
price: 240 Eur / 1 mailing

Video: photo + link to video, price: 240 Eur / 1 mailing

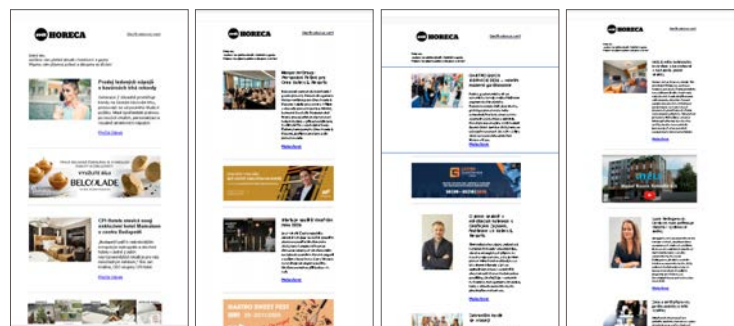
Combination of an article in the Svět horeca newsletter

+ on the svethoreca.cz website: publication of an article (2,500 characters + photos) on the svethoreca.cz website + text (teaser for the article) approx. 500 characters + 1 photo in the newsletter + promotion on our social networks.
Price: 800 Eur / 1 mailing

BASIC INFORMATION

Frequency of distribution: 2x per month
Number of subscribers: 9 960 (25% hotels, 40% restaurants, 10% cafés, 4% wine bars, 5% bars, 5% canteens, 5% fast food outlets, 3% catering, 1% tea rooms, 2% suppliers)
Average open rate: 20%
Advertising options: interviews, articles, banners, videos, news, products

NEWSLETTER SAMPLES



CONTENT FOCUS OF THE NEWSLETTER

**NEWS · PRODUCT NEWS · JOB ADVERTISEMENTS
TRADE FAIR TICKETS · DISCOUNT OFFERS
PERSONALITIES · BRAND PRESENTATIONS
PR ARTICLES · INTERVIEWS**

Editorial partner, advantageous advertising



target group of readers: **HOTELS · SPA FACILITIES · RESTAURANTS CAFÉS · CAFÉ-PÂTISSERIES · BARS · CANTEENS SUPPLIERS**

ADVERTISING PACKAGES WITH DISCOUNTS

YEAR-ROUND COOPERATION

6 advertisements in the print publication Svět HORECA

1/1 page: 6 720 Eur (1 advertisement: 1 120 Eur)
1/2 page: 4 200 Eur (1 advertisement: 700 Eur)
1/3 page: 3 024 Eur (1 advertisement: 504 Eur)
presentation on the front page (banner): 2 520 Eur (1 inzerát: 420 Eur)
1/4 page: 2 016 Eur (1 advertisement: 336 Eur)
1/6 page: 1 512 Eur (1 advertisement: 252 Eur)

Note: Individual formats can be combined.



BENEFITS OF YEAR-ROUND COOPERATION

Bonus: collaboration on editorial topics—such as fashion trends, technology, equipment, etc.

ONLINE TOP COMBINATION: MAGAZINE + NEWSLETTER + WEBSITE

1x advertisement in Svět HORECA magazine
1x presentation in the newsletter (banner or message)
1x presentation on the website www.svethoreca.cz (press release, banner)



ADVANTAGES OF THE TOP COMBINATION

Intensive market outreach with long-term effect.

EDITORIAL PARTNER

year-round advertising in Svět HORECA magazine (6 issues)
year-round presentation in the Svět HORECA newsletter (banner or message)
year-round presentation on the website www.textil-obuv.cz (press release, banner, logo among partners)
editorial support (interviews, PR articles, collaboration on topics, brand promotion on the editorial team's social media and in press releases)
price: 14 000 Eur/1 year

BENEFITS OF PARTNERSHIP

Effective year-round brand promotion with long-term effects.

Note: Prices are in Euros. Discounts are available for annual payments made in advance.



@SvetObchodu

#SvetObchodu
#Retail

target group
RETAIL

target group of readers: **FOOD STORES · MEAT SHOPS BAKERIES · DRUGSTORES · RETAIL CHAINS SUPPLIERS**

PRESENTING

Svět OBCHODU is a news website focused on retail. It is aimed at senior and top management of stores, retail chains, and chains responsible for management and product range creation, sales support and new product launches, marketing, advertising, and logistics.

Svět OBCHODU aims to facilitate effective communication between store operators and suppliers of products and services.

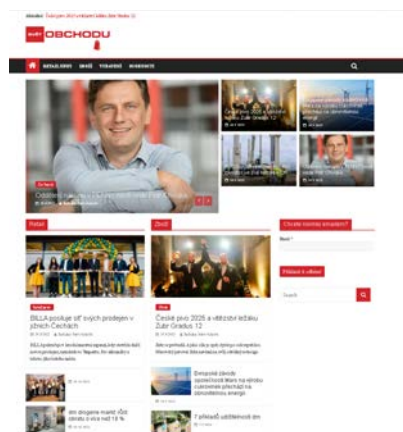
Svět OBCHODU belongs to the 1. Press Real Group publishing group, which also publishes other professional titles, making it possible to apply combination packages within individual magazines.

PRICE LIST

head banner:	728x100, price: 480 Eur / month
square:	300x250, price: 400 Eur / month
topic sponsor:	banner 300x250 or 728x100 located near the topic, price: 320 Eur / month
topic sponsor:	4 hyperlinks in the article (word selection according to the client), price: 320 Eur / month
PR article:	text (4000 characters) + photo + www price: 720 Eur
Interview (editorial):	text (4000 characters) + photo + website, price: 1 000 Eur
Marketplace (product tips):	text (1500 characters) + 1 photo + contact details, website, price: 480 Eur

BASIC INFORMATION

Address:	www.svetobchodu.cz
Format:	retail news website
Traffic:	5 000 visits/month
Advertising options:	interviews, articles, banners, products



CONTENT FOCUS OF THE WEBSITE:

**VYBAVENÍ OBCHODU · ZÁKAZNÍCI
TRENDY A NOVINKY NA TRHU
MARKETING · LOGISTIKA
MANAGEMENT · ROZHOVORY
FOOD · BEVERAGE · PROVOZ
FINANCE · VÝVOJ TRHU**

release schedule

issue number:	advertising deadline/publication date	topics:
Svět Horeca 1/2026	06.02. / 19.02.	Green hotels and restaurants: energy savings, recycling, circular economy, ESG approach ■ Hot drinks: coffee, tea, hot chocolate ■ Coffee machines ■ Convection ovens, hot plates ■ Brunch/breakfast in hotels and restaurants ■ Outdoor hospitality – comfortable outdoor areas, year-round gardens
Svět Horeca 2/2026	09.04. / 23.04.	Ice cream and ice cream machines ■ Beer, cider, beer novelties ■ Hotel bathroom equipment ■ Acoustics and quiet – quiet operation technology ■ Czech spirits and liqueurs – a return to tradition ■ Wellness and relaxation zone in the hotel – saunas, spa equipment, aroma products ■ How to use convenience products without compromising the authenticity of the cuisine
Svět Horeca 3/2026	04.06. / 18.06.	CRM and guest data – personalization and automation of communication ■ modern and functional custom kitchens ■ trends and innovations in confectionery and baking ■ social media and influencer marketing for restaurants and hotels ■ non-alcoholic & wellness beverages – adaptogens, CBD, functional mineral waters ■ new HACCP rules and ESG audits
Svět Horeca 4/2026	14.08. / 28.08.	water for gastronomy – filtration, carbonation, designer dispensers ■ local suppliers 2026 – farms, growers, fishermen ■ mixology – AI cocktails, personalized drinks, aroma pairing ■ hotel card and lock systems ■ Design & Tech – combining interior design and modern technologies
Svět Horeca 5/2026	08.10. / 22.10.	Domestic and foreign wines ■ Secrets of the perfect sauce ■ Laundry technology and service for hotel linen ■ Security and smart access – digital keys, camera systems, biometrics ■ ESG reports, circularity, energy self-sufficiency
Svět Horeca 6/2026	03.12. / 17.12.	Hotel room amenities and everything you need for a good night's sleep ■ Street food & food trucks – equipment, hygiene standards, business stories ■ Oils, fats ■ Plant-based gastronomy – new technologies (3D printing of meat, mushrooms, algae) ■ Staff retention: benefits, career growth, corporate culture

issue number:	advertising deadline/publication date	topics:
Moderní jídelna 1/2026	23.02. / 12.03.	TECHNOLOGY: cooking pots and pans, convection ovens FOOD: milk and dairy products ■ nutritionally balanced menu BEVERAGE: teas and hot drinks EQUIPMENT: digitization in school cafeterias Composting food waste – yes or no? TOPIC: hygiene, cleaning, and sanitation in the kitchen ■ Cooks as the heart of the school – why do they deserve recognition?
Moderní jídelna 2/2026	24.08. / 10.09.	TECHNOLOGY: beverage vending machines – functions, safety, product selection FOOD: soups, sauces, broths ■ less salt, more flavor – how to season food healthily BEVERAGE: drinking habits at school – what do children really drink? EQUIPMENT: cafeteria furniture – how to combine functionality, design, and hygiene TOPIC: energy-efficient kitchen operation – consumption monitoring

issue number:	advertising deadline/publication date (2 issues per month):	
	January	01.01./08.01. + 15.01./22.01.2026
	February	29.01./05.02. + 12.02./19.02.2026
	March	26.02./05.03. + 12.03./19.03.2026
	April	02.04./09.04. + 16.04./23.04.2026
	May	30.04./07.05. + 14.05./21.05.2026
	June	28.05./04.06. + 11.06./18.06.2026
	July	02.07./09.07. + 16.07./23.07.2026
	August	30.07./06.08. + 13.08./20.08.2026
	September	27.08./03.09. + 10.09./17.09.2026
	October	01.10./08.10. + 15.10./22.10.2026
	November	29.10./05.11. + 12.11./19.11.2026
	December	03.12./10.12. + 17.12./24.12.2026

Individual issues also feature news overviews, events, and interesting interviews with industry experts. Can't find your topic? We are happy to include new articles that would support your campaigns. We also offer editorial support to companies that confirm their advertising cooperation well in advance! The publisher reserves the right to change topics and publication dates during the year.