

A woman in a black dress and high heels, holding a black bag, standing against a teal wall. The woman is captured in a dynamic pose, with one leg raised and bent, holding the heel of her shoe. She is holding a black bag in her right hand. The background is a textured teal wall.

choicemedia

increasing the value of women in management

BUSINESS
WOMAN

Choice Media
presents >



BUSINESS WOMAN

*one and only magazine
featuring women in business and politics*

- place for sharing experiences of senior and top management from **women's point of view**
- opportunity to be inspired and learn from **the best women-managers and politicians**
- chance to develop **natural female leadership** to the fullest potential
- access to the newest information about **women in management**
- platform for discussion about importance of **women in business**
- inspiration through **examples of successful female** entrepreneurs





*My life didn't
please me,
so I created
my life.*

Coco Chanel

ENCOURAGE
WOMEN
TO MANAGE
AND LEAD

*Today's global
need for new
leadership
opens doors
for women.*

Choice Media



CREATE MORE
SPACE FOR WOMEN
TO DEVELOP

Everything you need is already inside.

Bill Bowerman



MORE POWER
TO WOMEN
IN POLITICS

*Some
leaders
are born
women.*

Geraldine Ferraro



MORE
OPPORTUNITIES
FOR WOMEN
TO BE IN STYLE

*Money may not
buy happiness,
but I'd rather
cry in a Jaguar
than on a bus.*

Françoise Sagan



WHY ADVERTISE IN...

UNIQUE TARGET GROUP

- successful women in business and politics
- managing top companies in the Czech Republic
- fiscally responsible with large portfolios
- key players and professionals refusing to compromise
- in touch with the latest lifestyle trends
- ingenious clientele demanding high quality goods and services

BUSINESS
WOMAN

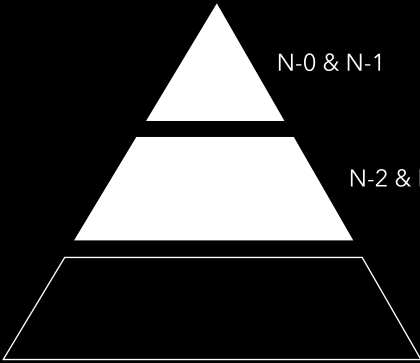
OUR READERS ARE

- trendsetters
- highly independent
- career oriented
- budget makers
- high earners
- hardworking
- always on-the-go
- frequent travelers
- accustomed to shopping abroad
- influential
- tech-savvy
- highly educated

POSITIONS

- CEO & COO
- Entrepreneur
- Financial Director
- Sales Director
- Marketing Director
- HR Director
- Managing Director
- Deputy Director
- Branch Director
- Senior Partner
- Managing Partner
- Others

ORGANIZATIONAL LEVEL



SECTORS

- Financial Services
- Law & Politics
- Healthcare & Pharmaceuticals
- IT/Telecommunications
- Energy & Engineering
- Travel & Food Services
- Construction & Real Estate
- Logistics & Transport
- Others

DID YOU KNOW?

Women decide 63 % of the family’s consumer expenses.

Women influence men – their share of brand selection for the household is 85 %.

Women shop for themselves and usually their partners and children.

Women more often shop just for pleasure.

Women are well aware of assortment and quality of goods and services.

Women have become important customers and a stimulating factor for growth in formerly male dominated sectors (e.g. automotive).

Women invest into educating themselves and their children.

Women have social contacts with twice as many people. Almost 12 % of women are able to convince and influence other people about a brand. Readers of **BUSINESS WOMAN** have a majority in this group. Their reach is factored to be almost 170 people.

1 BUSINESS **WOMAN** READER = 170 

TISKOVÉ PODKLADY

Elektronicky: e-mail, FTP

Formáty: tiskové PDF

Barevný režim: CMYK bez vložených barevných profilů, soubor nesmí obsahovat přímé barvy

Černé písmo: je-li menší než 6 bodů, nesmí obsahovat jinou barvu než černou (C0 M0 Y0 K100)

Rozlišení obrázků: minimálně 300 dpi

Barevnost: pro zachování správné barevnosti je nutný nátisk dle normy **ISO 12647-2:2004**, barevný profil **ISO coated/FOGRA27**

Spadávká: při přípravě inzerce na spad ponechat na každé straně **3 mm na ořez**, je nutné počítat s plochou na straně hřbetu (koncepti inzerce tomu přizpůsobit – např. vzdálenost textu od ořezu 4 mm)

Tisk: plochý offset

Parametry: 2 400 dpi, 175 lpi, natočení rastru standardní

Text: není-li text v křivkách, je třeba přiložit všechna písma

Inzerce 2/1: u dvoustránkového inzerátu je třeba dodat každou stranu jako samostatný soubor

Technická specifikace inzerce je k dispozici také na www.choicemedia.cz v sekci **Ke stažení**.

Foto: ISIFA

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