

# BUSINESS WOMAN

Brno (May 4, 2012)

**A new publishing house is entering the Czech market - Choice Media. Their first title, Business Woman magazine, is intended specifically for women in top management positions.**

Business Woman is the first Czech magazine for women and about women in top management. This unique project has been designed for managers from corporate and entrepreneurial businesses and it is the first title produced by the new publisher, Choice Media.

## **What makes Business Woman unique?**

- first Czech magazine focusing on topics related to women in management
- combines respectable content with design of lifestyle magazines
- brings global inspiration upon cooperation with foreign authors

The first issue of Business Woman, totalling 100 pages in length, will be published in June 2012. Due to its focus on a special target group, the magazine will not be available from the retail network. The price of one issue is set to CZK 150.

*"Our aim is to bring high-quality original content, new perspectives, and to publish the experiences of successful business women from the Czech Republic and abroad."*

Vincent Belej, Managing Director of the publishing house

## **choicemedia**

Choice Media, s.r.o. was established in 2011 and builds on many years of experience in printed and internet media.

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