

TAIWANCZ

BUSINESS

TaiwanCZ Business Magazine Media Kit 2023

The TaiwanCZ Business provides targeted support for any company wishing to promote its services and products to the Czech-Taiwanese business community.

Be seen on both continents, online and offline. The print version is distributed among the Czech-Taiwanese business base of 1000+ addresses and 100+ contact points across the Czech Republic and Taiwan.

Target C Suite decision-makers. Each TaiwanCZ Business Special targets a specific range of industries, from Aerospace, Semiconductors, and Smart City, to Artificial Intelligence / Cybersecurity, Green Solutions, or Engineering. Our readers are senior decision-makers among key Czech and Taiwanese companies.

100% expert-focused. Position yourself as an industry leader in the eyes of prominent Czech and Taiwanese companies via expert and industry-related articles. Show off your case studies, previous research, gathered data, and specialized know-how.

March 2023 Special 臺灣捷克業務

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BUSINESS



**MARKÉTA PEKAROVÁ
ADAMOVÁ IS READY to
Take Czech-Taiwanese
Business Relations to
a New Level**

Everything you need to know about the largest trade delegation to Taiwan in Czech democratic history

瑪爾塔·佩卡洛娃·阿達莫娃準備將捷克-台灣的商業關係提升到一個新的水準

關於捷克民主歷史上最大的赴臺灣貿易代表團，您需要瞭解的一切

**TWO AND HALF YEARS LATER -
REFLECTING AND PREDICTING**

Miloš Vystrčil: I believe this delegation will open the door to new opportunities for the Czech-Taiwanese cooperation

兩年半后——反思和預測

米洛什·維斯特奇爾：相信此次代表團將為捷台合作打開新機遇之門

REGIONS BLOOMING WITH OPPORTUNITIES

The City of Brno starting a new partnership with Taiwan

充滿機遇的地區

布爾諾市與桃園開始新的合作夥伴關係

Show your products or services via targeted ads

Promote your company's services and products among a narrow focus group of senior decision-makers from key Taiwanese and Czech companies.

Each TaiwanCZ Business Special targets a specific range of industries, from Aerospace and Smart Cities to Machinery, or Artificial Intelligence.



Promotion Types

Service/Product Display Ad

1	Half 1-page Ad	9,000 CZK excluding VAT
2	Full 1-page Ad	14,400 CZK excluding VAT

Expert Article

3+2	Full 1-page Ad + 2-page Article/Interview written by your company staff	20,000 CZK excluding VAT
4+2	Full 1-page Ad + 2-page Article/Interview written by CTBC	30,000 CZK excluding VAT

Premium Placement

5+2	Inside Front Cover + 4-page Article/Interview	40,000 CZK excluding VAT
6	Outside Back Cover Full 1-page ad	40,000 CZK excluding VAT
7	Opposite Table of Contents Full 1-page Ad	25,000 CZK excluding VAT

1



Half 1-page Ad

Trim size: 210×140 mm

PDF data specification:

Trim size + 3 mm bleed on each side.

Total size: 216×146 mm

CMYK, 300 ppi, format: pdf

2 6 7



Full 1-page Ad

Trim size: 210×280 mm

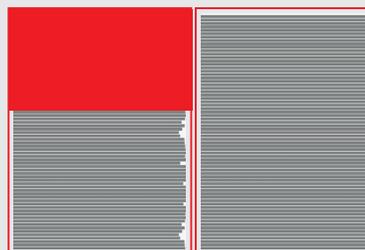
PDF data specification:

Trim size + 3 mm bleed on each side.

Total size: 216×286 mm

CMYK, 300 ppi, format: pdf

3 4



2-page Article/Interview

Copy length: up to 4,300 characters (with spaces)

Additional data specification:

- Company logo in vector format (ai, pdf)
- 1× image of min. size: 213×130 mm (300 ppi)
- The more images we can choose from, the better (up to 5 images).

5



4-page Article/Interview

Copy length: up to 8,600 characters (with spaces)

Additional data specification:

- Company logo in vector format (ai, pdf)
- 2× image of min. size: 213×130 mm (300 ppi)
- The more images we can choose from, the better (up to 5 images).

Contact

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