



GRÂTEAU

CZ MEDIA KIT
1H 2026

Printom



GRÂTTEAU

BRAND MISSION

Grâtteau Magazine empowers creativity, craftsmanship, and innovation in fashion, design, and culture; celebrates emerging trends and timeless style; and shines a light on the stories and people shaping our world. Grâtteau has become a symbol of inspiration and sophistication, committed to presenting content that is visually stunning, culturally relevant, and thoughtfully curated.

We immerse ourselves in fashion, lifestyle, and design, always guiding readers toward what will happen next. Thought-provoking, aspirational, and influential, Grâtteau explores how we dress, live, socialize, and express ourselves; highlights brands, designers, and artists who inspire; and promotes sustainable practices that respect culture and our planet.

Now—more than ever—Grâtteau stands as a platform for innovation, connecting a discerning audience with creativity and style, celebrating culture, and leading by example to create meaningful, positive impact in the world

**NIKO LUKÁČ CEO and Editor-in-chief of
Grâtteau**

2.5X

Celebrity, Fashion &
Beauty Focused

2.3X

Fashion Professionals &
Enthusiasts

2.1X

Prefer Luxury &
Designer Labels

1K

Monthly Unique
Visitors

51K

Views (instagram and
TikTok)

Together likes on
photos and videos
(TikTok)

Collaboration

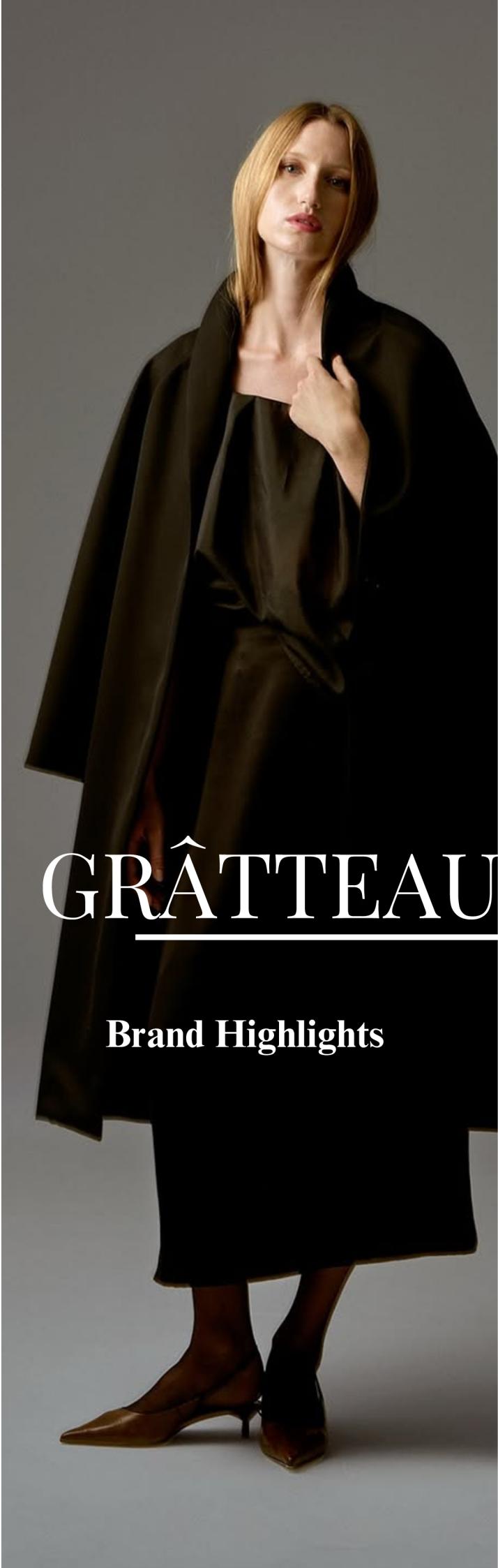
LEEDA

Yrnche

DANIEL PESSKOVA

43K

PRINTOM

A black and white photograph of a woman from the waist down. She is wearing a dark, knee-length coat over a dark top. Her feet are adorned with dark, pointed-toe pumps. She is standing on a light-colored floor.

January Issue 2026– Czech Special Edition

The January issue is a special Czech edition, focusing on local designers and homegrown talent. It includes exclusive interviews, editorials, and features with Czech fashion creatives, highlighting the local fashion scene and its cultural influence.

APRIL 2026 – SPRING/SUMMER HIGHLIGHTS

A refined look into upcoming fashion movements, featuring Grâtteau ICÔNE — the official selection of personalities who define style and influence. This issue explores the future of fashion, new beauty innovations, and the trends that will shape the upcoming season.

JULY 2026 – THE SUMMER VISION ISSUE

A seasonal edition dedicated to the essence of summer fashion and forward-looking inspiration. Covering post-fashion-week insights, upcoming winter collections, and the rise of new designers. It also features summer beauty trends, resort fashion, and a curated selection of luxury travel destinations for the season.

OCTOBER ISSUE – OUR FLAGSHIP EDITION

The October issue is our flagship edition, showcasing the most relevant seasonal trends for winter and summer while featuring major fashion weeks and runway highlights. This edition consistently achieves the highest reader engagement and attracts premium brand interest.

Each issue of Grâtteau Magazine is produced in a limited print run and is exclusively available through our select partners.

GRÂTTEAU

Brand Highlights



GRÂTTEAU MAGAZINE – ADVERTISING RATE CARD (A5, STARTER EDITION)

Cover1-Exclusive ad on the front cover, includes a short brand description on the inner page-90 000CZK

Cover 2-Premium ad directly after the front cover50 000CZK

Cover3- Premium ad before the back cover 45000CZK

Cover 4 75 000CZK

ADVERTISING IN GRÂTTEAU

Single Page 25 000 CZK

Double Page 40 000CZK

Exclusive Full-page editorial-style feature about the brand, combining PR and advertising 60 000 CZK

Advertorial

Rate Cards

Additional Info

Discounts: Available for multiple ad bookings.

Deadline: All materials must be submitted at least 3 weeks before publication.