



KONFERENCE
VZDĚLÁVÁNÍ
KNIHY
ČASOPISY

Dítě a já

MEDICAL
RECOMMENDATIONS
FOR MOMS OF THE
YOUNGEST CHILDREN

MEDIA KIT 2024



DÍTĚ A JÁ MAGAZINE – ABOUT

- Dítě a já is a quarterly magazine dedicated to moms of young children and all their relatives who are looking for verified and easy-to-understand information, interesting and smart tips related to the topics they deal with every day.

- The magazine is created in close cooperation with physicians and other experts in the field of health, nutrition, sport and healthy lifestyle.



- Scientifically based and validated content in a clear and readable way.

- It reaches its readers through controlled distribution across the Czech Republic.
- The magazine is distributed in waiting rooms of pediatricians and gynaecologists and also through Nedoklubko, Mamabox, JiTuli, at fairs and exhibitions, in maternity centers and as a supplement to the magazine Puntík.

The guarantor of the high quality and attractiveness of the title is EEZY, a major publisher of medical titles and books, organizer of seminars and conferences for the professional public.

NEW SECTIONS:

- **School/preschool** - what to get the children, what to solve before starting kindergarten and school, kindergarten & school supplies
- **What to do if...** - advice for mothers on how to deal with common situations as well as minor illnesses of children - injuries, fevers, vomiting, ticks, lice, etc.
- **Child development** - how to teach a child swim, ride a bike, how to develop fine motor skills, how to develop vocabulary, how to potty train a child, when to wean a baby from diapers, etc.
- **How to choose** - wondering how to choose a stroller, car seat or ordinary shoes for a child? Our experts can help.
- **What caught our eye** - there are gadgets that you might find useful in your everyday life. We were intrigued by them, so we want to show them to you.
- **What to do with children** - where to go with children - travelling, what to do with children - DIY & crafts, etc.

■ A topic that may interest you, from an expert's perspective

BONDING:
Jak upevnit vztah mezi matkou a dítětem

Je třeba ani zpozornět, protože ty, jako nová maminka, si jistě všimneš, jak tě dítě zaujme. Jak se ti blíží, jak tě objímá, jak tě sleduje. Ty jsi jeho svět a on je tvůj. To je to, co tě s ním spojuje. A právě to, co tě s ním spojuje, je to, co tě s ním spojuje. A právě to, co tě s ním spojuje, je to, co tě s ním spojuje.

Kdy je dobré začít řešit u dětí ploché nohy?

Y dítěti, ale i v dospělosti jde o zprolínání obouhelní nohy a noční bolesti mohou svědčit. Máte vaše dítě a zvažujete, co zvažovat? Zde jsou informace, které by vám mohly zájmovat.

■ Counselling / polls with experts

■ Smart tips with additional information

PRODUKTY K ZUBNÍ HYGIENĚ pro děti

■ Healthy recipes for parents and their children

SANDWICHY S JAVNÍM

Ingredience:
- 2 kusy chleba
- 1 kusy sýra
- 1 kusy šunky
- 1 kusy jablka
- 1 kusy jahody
- 1 kusy ovocné marmelády

Kam s dětmi na hory

VÝBAVA pro miminko

Polezák děláte si pro vaše dítě?

SPRING

ALL ABOUT SCHOOL

what you need to know

- **When is a child ready for school?** What should (s)he know?
- **How to choose a kindergarten or a school**
- **How to choose a schoolbag**
- **How to develop children's graphomotor skills**
- **Speech therapy.** When is it time for it?
- **How to arrange a children's room** – for a baby, for a toddler, for a schoolchild
- **Intimate topics: urology, synechiae** – atypical problems that are solved with little girls and boys – what to prepare for
- **How to choose earrings for a child** – what to do if you want to get your child's ears pierced?
- **Sensitive skin** in children and atopy
- **Spring trips**
- **Spring outfits**
- **Kids and hair** – haircuts, products, rituals

**Advertising
deadline:
Feb 20, 2024**

**Issue to be
published:
Mar 25, 2024**

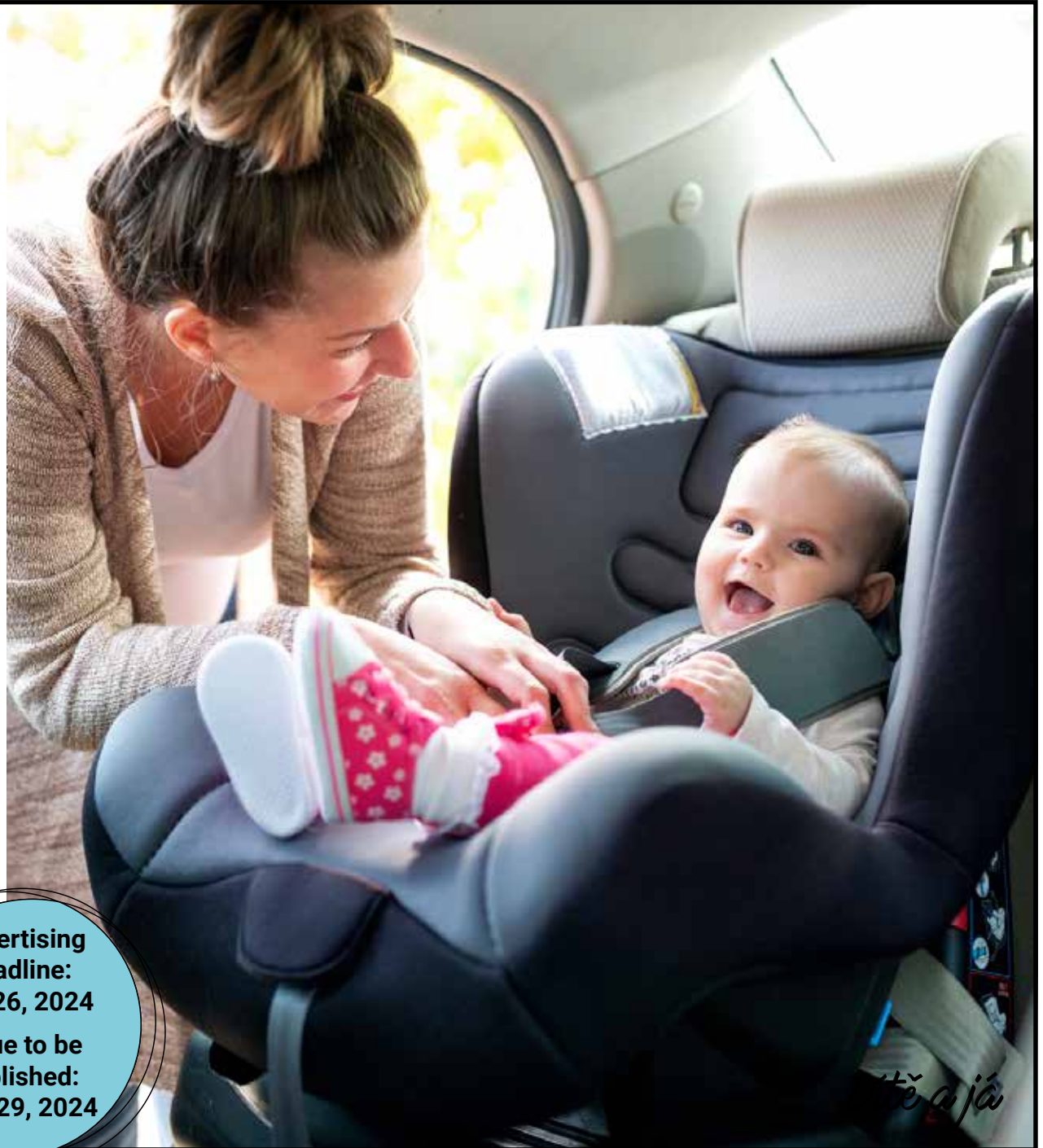


Dítě a já

SUMMER

Safety and security

- What does **safety** mean for a mother and her baby?
- **Safe pregnancy, childbirth and postpartum**
- **Danger for a newborn** – breath monitors, food aspiration, dangerous toys, etc.
- **Safety:** in the car – car seats, outside – bike helmets, water safety, crossing safety, walking safety, safe games, etc.
- **New life** – what you should get when you're expecting a baby – baby gear, safety.
- **How to teach your child to swim**
- **First aid courses**
- **Social media safety**
- **Travelling** – insurance, what to watch out for when travelling, how to keep children entertained etc.
- Travel **first aid kit**
- **Packed for travel**
- **Safe sunbathing**



Advertising
deadline:
Apr 26, 2024

Issue to be
published:
May 29, 2024

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AUTUMN

Immunity

- **Immunity** during pregnancy
- Is immunity hereditary?
- **Breastfeeding** – the best prevention against disease. And will the baby really get sick if I don't breastfeed?
- **How to teach a baby to sniffle**
- **Vaccination**
- How to **boost the immunity** of the whole family
- **How to dress children** – just right, according to the weather
- **Children sleeping** in the dark, in the light, rituals
- **Teeth**
- **Bath time** – all about baby cosmetics
- **Feeding** – everything from A to Z about nutrition for babies and children

**Advertising
deadline:
Aug 23, 2024**

**Issue to be
published:
Sep 26, 2024**

WINTER

Family

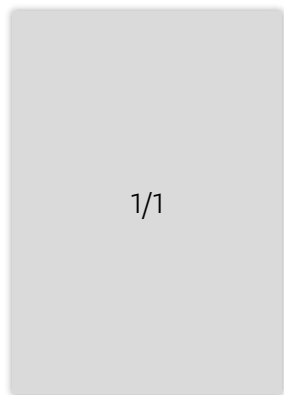
- **Contact parenting**
- **Collective separation**
- **How to show love to children**
- **How many gifts are enough**, how to choose gifts, how to foster financial literacy in children
- **Books** – the best way to develop children's speech and vocabulary
- **A satisfied mother = a satisfied child** – how to pay more attention to yourself, how to take care of yourself and pamper yourself – cosmetics, wellness, etc.
- **How to teach a child to cook** / how to cook for children
- **The Big Christmas Special** – gift ideas

Advertising
deadline:
Oct 25, 2024

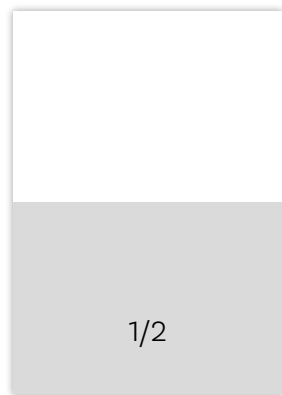
Issue to be
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Nov 25, 2024



Dítě a já



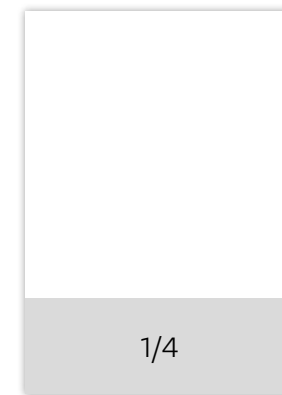
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SPECIFICATIONS

Periodicity: quarterly

Circulation: 10,000 copies

Format: A5

Binding: V1

Number of pages: 56

Cover: 250 g KL Laminated Gloss

Block: 80 g Fine Gloss

Distribution:

- Supplement of the Puntík magazine 4 times a year
- Doctors' waiting rooms (gynaecology, paediatrics, general practitioners)
- Selected gynaecological, obstetric and paediatric wards of hospitals
- Treatment packages of the Nedoklubko association (neonatology wards and centres)
- Selected maternity centres
- Trade fairs, exhibitions

SCHEDULE

1ST ISSUE

advertising deadline	Feb 20
source documents deadline	Feb 27
issue/distribution	Mar 25

2ND ISSUE

advertising deadline	Apr 26
source documents deadline	May 3
issue/distribution	May 29

3RD ISSUE

advertising deadline	Aug 23
source documents deadline	Aug 30
issue/distribution	Sep 26

4TH ISSUE

advertising deadline	Oct 25
source documents deadline	Nov 1
issue/distribution	Nov 25

ADVERTISING PRICES

2nd page of the cover	CZK 63,000
3rd page of the cover	CZK 58,000
4th page of the cover	CZK 65,000
1/1 page	CZK 52,000
1/2 page	CZK 29,000
1/3 page	CZK 20,000
1/4 page	CZK 15,000
1/6 page	CZK 9,000

OTHER ADVERTISING

- surcharge for specific placement 15%
- insertion, pasting according to calculation
- dust jacket band according to calculation
- production of visual, advertorial or customized tip to the client (price according to calculation)
- 1/6 page - delivery of source documents for production approx. 14 days before submission for printing.

Advertising prices are without VAT.
In the case of a double page we require each page as a separate document.

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