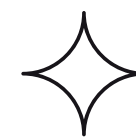


Mediakit 2022

## Benefit from our information



About HN  
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Target audience  
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Price list  
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# The HN family

web: [www.HN.cz](http://www.HN.cz)

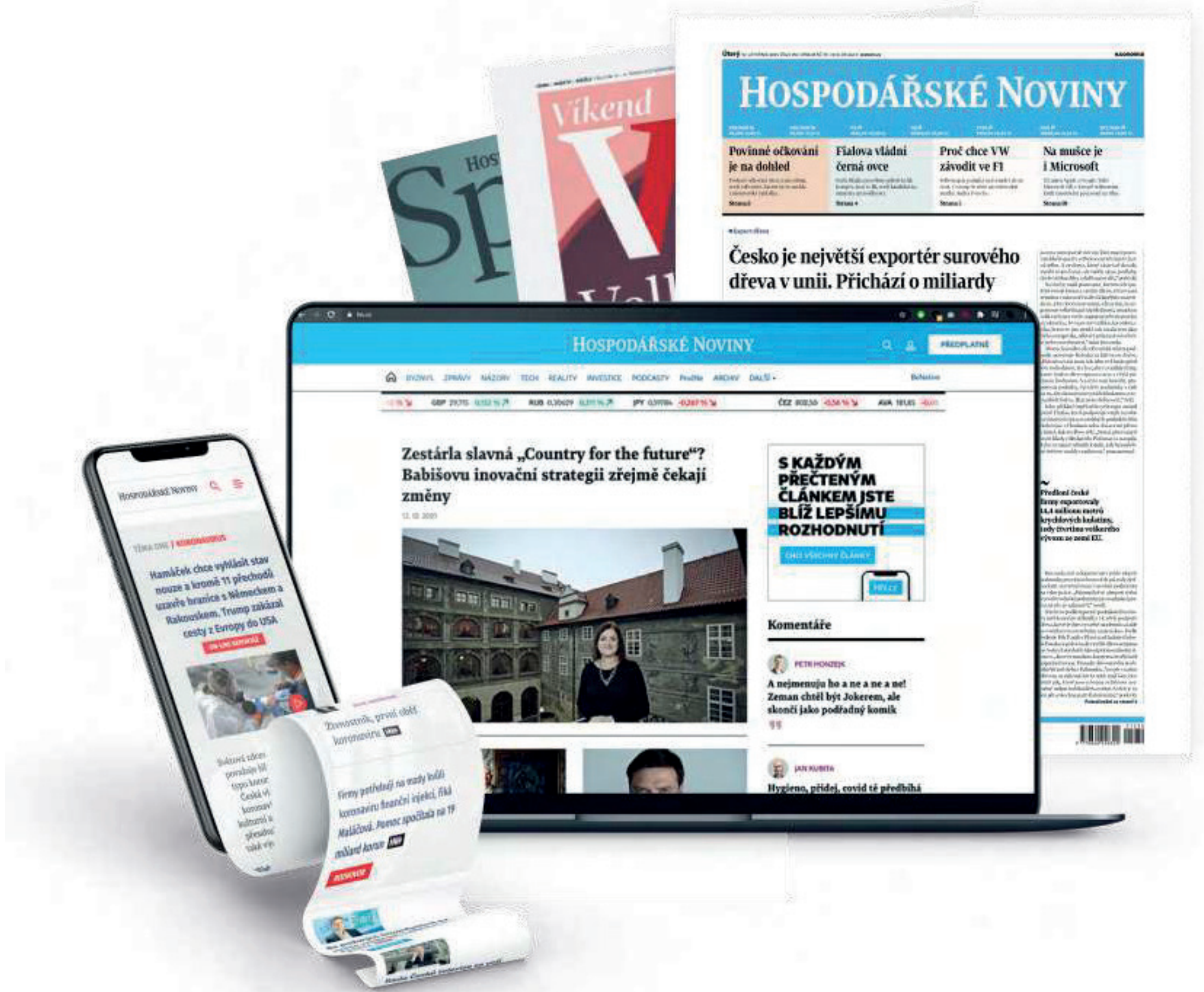


Hospodářské noviny delivers general news with strong analytical elements and commentary from Monday to Friday. Of all the Czech daily newspapers, it gives the most space to economic and business information, the financial markets and services for entrepreneurs. It contains interviews with the leading Czech and worldwide entrepreneurs while conducting analyses of the most important economic events.



The Hospodářské noviny website on the **HN.cz** internet domain offers readers, in addition to current news, the complete content of the printed edition of the newspaper, including all its magazines and special supplements. Readers of digital content have been able to pay for access to the entire archive of the newspaper since 1995.

*“The Hospodářské noviny brand brings its strong attributes to the online world – **objective news, premium economic content, and knowledgeable analyses and commentaries.**”*







# Hospodářské noviny columns

## Daily Hospodářské noviny columns

News		Detailed news about business, domestic and foreign affairs
Opinions		Opinions and commentary related to current events
Panorama		Publicized topics from politics, business or the world and great interviews with interesting personalities
Companies and markets		News about domestic and foreign companies, capital and financial markets and interesting trends in the business world
Author's page		A view of events, trends and context directed by one personality
Weekly columns of Hospodářské noviny		
Money	Tuesday	Detailed news about business, domestic and foreign affairs
Real estate	Wednesday	Current trends in real estate and development
Law	Thursday	Legal service primarily for companies, changes in legislation, HR from the field
Be Positive	Friday	An author's page that takes an optimistic view of life and the economy
HN Weekend	Saturday	A deeper insight into socio-economic trends and a lighter read for the weekend







# Columns and sections Weekend + TV programme supplement

<b>Report</b>	Extensive coverage of interesting events, trends or social phenomena from the pens of top reporters accompanied by attractive photographs.
<b>Interview</b>	An interesting personality from the world of business or the public sphere who is currently being talked about. In addition to the professional aspect, HN reporters will also present their personality in terms of his or her non-work activities or his or her views on various social topics.
<b>A selection from the world and an author's column</b>	Each week, the Foreign Desk reporters select interesting stories for readers that should not be lost under the barrage of other, more "important" news. Plus a weekly column on the US, EU and Russia.
<b>Technology</b>	A selection of interesting technological news and events, reviews of technological and gaming news, tips from managers and entrepreneurs on technological gadgets they use themselves, and examples of technological improvements or inventions of domestic companies.
<b>Profiles and Stories</b>	Profiles and stories of domestic and international business personalities, experienced entrepreneurs and aspiring startups.
<b>Culture</b>	Reviews of films, theatre shows, music news and tips on what readers shouldn't miss on Netflix, HBO, O2 TV and other film channels.
<b>My Reading</b>	A personal column in which business and public figures present tips on books they are currently reading or have read.
<b>Author's page</b>	Every week, HN's senior writers surprise readers with a page on a topic of their choice.





# Editorial magazines and supplements of Hospodářské noviny



## Why Not

An exclusive lifestyle magazine featuring interviews with extraordinary people from the Czech Republic and world of international business and art. It reveals the secret corners of high society and charts the latest fashion trends.

HN magazine is published on Friday and on sale throughout the weekend.

## HN Special

A business magazine that helps you understand key topics in the world of business, modern society and technology of the 21st century in context. It builds on profile interviews, narrative journalism and engaging context.

The Hospodářské noviny special is published four times a year.



## Thematic magazines

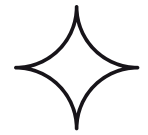
Edition of thematic magazines, inserted into Hospodářské noviny, following professional and lifestyle topics. Information analysed from many angles to help readers make better decisions. In this edition, readers will find specific company experiences, expert opinions and service information on a range of subjects – from industry, education, arts, technology and sustainability to pet keeping and Christmas tips.



## Special newspaper inserts

Edition of special inserts inserted into Hospodářské noviny, bringing interesting information across the society. Analyses, interviews and comments related to business and public life. Thanks to special inserts, the reader will gain in-depth insight into many topics that resonate in society on a few pages.





# Hospodářské noviny Weekend insert



## Weekend

The Friday supplement of Hospodářské noviny **Víkend** offers **twice as much reading as the existing magazine ego!** Unlike the first workbook, which continues to offer readers analytical news articles and commentary focusing on the economy, politics and major social trends from home and around the world, the second workbook offers magazine reading for the entire weekend.

The authors of Hospodářské noviny offer readers **interviews, reports, profiles of interesting personalities from the Czech Republic and the world, from the business, sports and cultural and social environment**, interesting articles from the field of science and the world of technology, as well as interesting cultural and film tips.

The aim is to provide readers with a deeper **insight into socio-economic trends** in longer interviews, reports and analytical texts, while at the same time offering lighter reading and presenting various personalities in a different way than we know them from their professional lives. A crossword and sudoku are available for mental exercises.



# Readers of Hospodářské noviny

*Hospodářské noviny is the daily newspaper with the highest proportion of university students, entrepreneurs and managers.*

Readership: **139,000**

Sold print run: **27,851**

## Gender

**65 %**

Men

**35 %**

Women

HN's readership has the highest proportion of people with a net income above CZK 50,000 and the highest proportion of people with a net household income above CZK 75,000 compared to other daily newspapers.

## Occupation

**78 %**

Economically active

## Education

**48 %**

University

**35 %**

Secondary school diploma

## Age

**21 %**

30-39 years old

**23 %**

40-49 years old

**17 %**

50-59 years old

## Residence

**32 %**

Cities with 100 thousand.

**21 %**

Cities with 20–99 thousand.

**16 %**

Cities with 5–19 thousand.

[www.economia.cz/ceniky-inzerce/](http://www.economia.cz/ceniky-inzerce/)



Media project, SKMO, AKA, Publishers' Union, implemented by Median – STEM/MARK, Q2 and Q3 2021

## Income

**71 %**

Net household income above CZK 40,000

## Standard of living

**61 %**

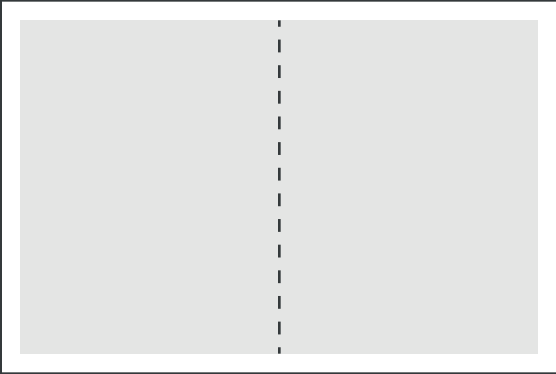
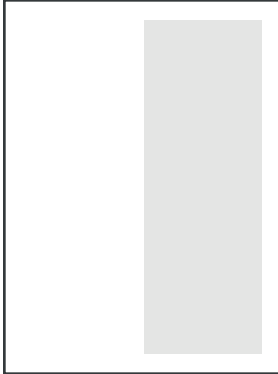
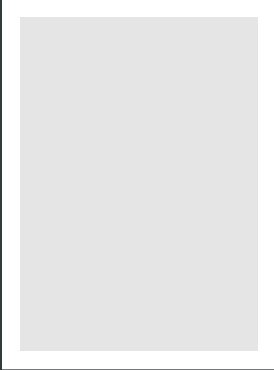
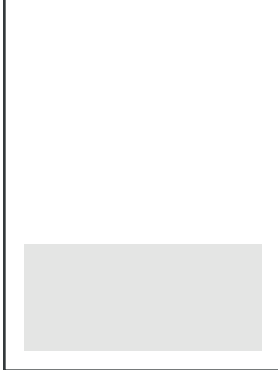
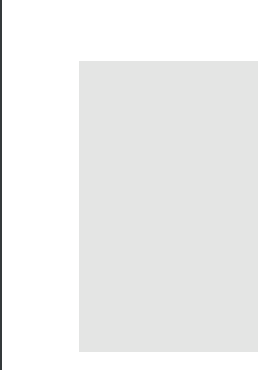
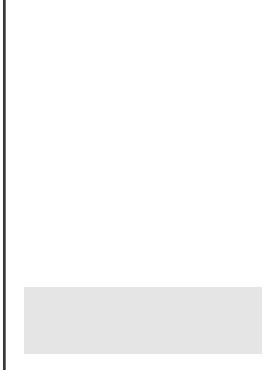
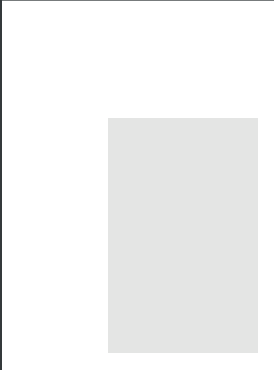
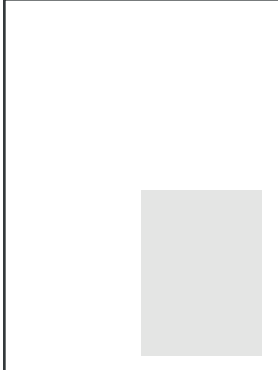
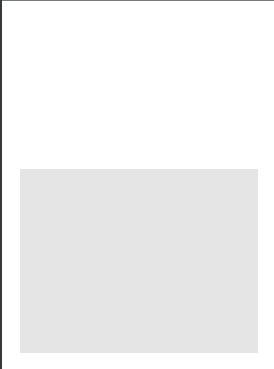
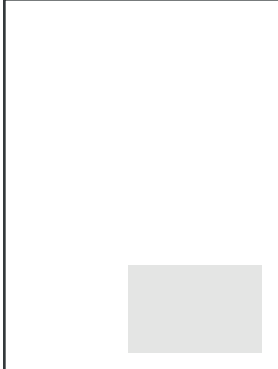
above-standard standard of living (A, B)



# Price and ad size

Hospodářské noviny

- Prices (Panorama, 1/1, JP AB, 1/2 AB) are contractual and are discounted from the standard rate per mm column.
- Other optional advertisement formats may be negotiated.
- We will prepare a combined offer for advertising in both the printed and digital versions of Hospodářské noviny on request.

<div></div> <div><p><b>Panorama</b></p><p>mirror</p><p>554 x 380 mm</p><p><b>CZK 548,900</b></p></div>	<div></div> <div><p><b>1/2 B</b></p><p>mirror</p><p>123 x 380 mm</p><p><b>CZK 251,900</b></p></div>
<div></div> <div><p><b>1/1</b></p><p>mirror</p><p>263 x 380 mm</p><p><b>CZK 438,900</b></p></div>	<div></div> <div><p><b>1/3</b></p><p>mirror</p><p>263 x 120 mm</p><p><b>CZK 195,085</b></p></div>
<div></div> <div><p><b>Junior page A</b></p><p>mirror</p><p>187 x 270 mm</p><p><b>CZK 328,900</b></p></div>	<div></div> <div><p><b>1/4 A</b></p><p>mirror</p><p>263 x 90 mm</p><p><b>CZK 146,650</b></p></div>
<div></div> <div><p><b>Junior page B</b></p><p>mirror</p><p>149 x 220 mm</p><p><b>CZK 229,900</b></p></div>	<div></div> <div><p><b>1/4 B</b></p><p>mirror</p><p>98 x 185 mm</p><p><b>CZK 145,977</b></p></div>
<div></div> <div><p><b>1/2 A</b></p><p>mirror</p><p>263 x 185 mm</p><p><b>CZK 251,900</b></p></div>	<div></div> <div><p><b>1/8</b></p><p>mirror</p><p>98 x 110 mm</p><p><b>CZK 73,325</b></p></div>

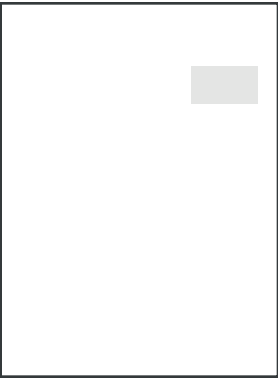




# Price and ad size

Hospodářské noviny

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Ear on the cover page

mirror  
63 x 43 mm

**CZK 78,885**



Bottom banner/top banner on the front page

mirror  
263 x 50 mm

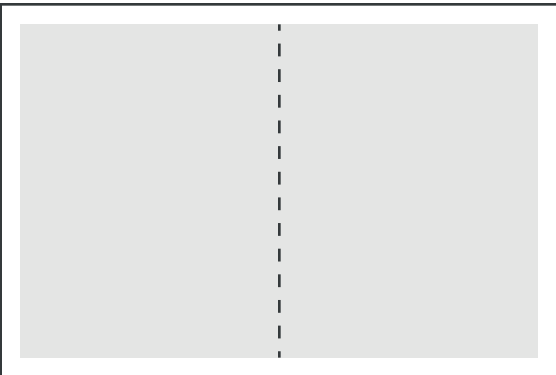
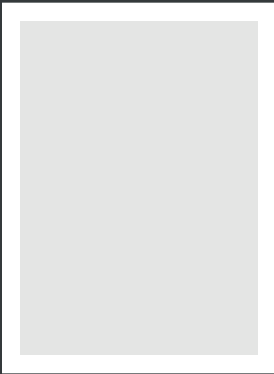
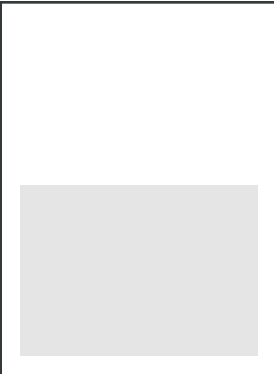
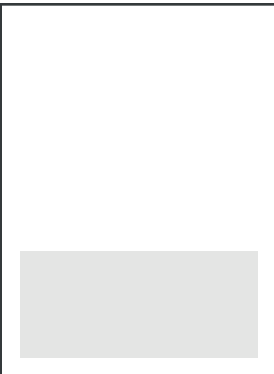
**CZK 201,960**





# Price and ad size

HN Weekend

<div></div> <div><p><b>Panorama</b></p><p>mirror 554 x 380 mm</p><p><b>CZK 548,900</b></p></div>	<div></div> <div><p><b>1/4</b></p><p>mirror 263 x 90 mm</p><p><b>CZK 146,650</b></p></div>
<div></div> <div><p><b>1/1</b></p><p>mirror 263 x 380 mm</p><p><b>CZK 438,900</b></p></div>	<p>→ The deadline for orders and base materials is 7 business days prior to publication date.</p> <p>→ Other optional advertisement formats may be negotiated.</p> <p>→ We will prepare a combined offer for advertising in both the printed and digital versions of Hospodářské noviny on request.</p>
<div></div> <div><p><b>1/2 A</b></p><p>mirror 263 x 185 mm</p><p><b>CZK 251,900</b> <b>251 900 Kč</b></p></div>	
<div></div> <div><p><b>1/2 B</b></p><p>mirror 123 x 380 mm</p><p><b>CZK 251,900</b></p></div>	
<div></div> <div><p><b>1/3</b></p><p>mirror 263 x 120 mm</p><p><b>CZK 195,085</b></p></div>	