# HOSPODÁŘSKÉ NOVINY



Mediakit 2022

### Profit from our information



 $\overline{\mathbb{M}}$ 



What HN is

p. 2-3

Target group p. 4 Prices p. 5







## The HN family

web: www.HN.cz



**Hospodářské noviny** means the economic news. From Monday to Friday HN provides general news coverage with in-depth analysis and commentary. Of all the Czech dailies, HN dedicates the greatest space to economic and business news, the financial markets and services for entrepreneurs. It features interviews with leading Czech and international businessmen and analysis of the most important economic events.



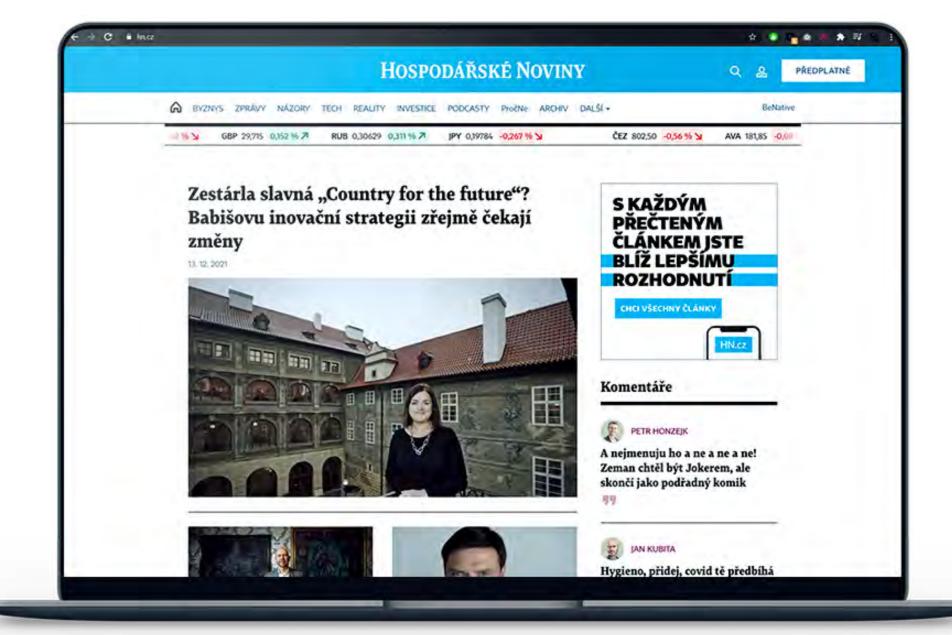
In addition to the latest news, the HN website at **HN.cz** offers readers the entire content of the printed daily, including all of its magazines and special supplements. Online readers also have the opportunity of paying to access our entire archive of newspapers dating back to 1995.

"Hospodářské noviny brand brings its greatest assets to the on-line world – objective news reporting, premium economic content, erudite analysis and commentary"

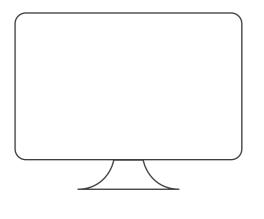


### Main sections on the website

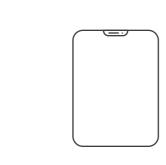
Home Page	Overview of major news stories, the latest affairs and commentary on current events				
Business	Expert analysis of business events, stories of successful start-ups				
News	Domestic and international political and social life				
Opinions	Opinions and commentary from the editorial board and external experts				
Tech	Information technology, consumer electronics, reviews and tests				
Auto	Automotive news, tests, rankings and ratings				
Investry	Investry, a stock trading game from HN, is the best way to try your hand at real stock trading without risk.				



### HN.cz readers







49%

PV on computers

48%

PV on mobile phones

3% PV on tablets

6 795 267 PV

Pages displayed

1 031 401 RU

Number of actual users

62%

Men

38%

Women

You will reach highly educated readers with good jobs and a high standard of living. Readers include a high concentration of company owners, managers and executives, specialists and business representatives.

www.economia.cz/ceniky-inzerce/





Netmonitor, November 2020

The best economic news on the Czech internet.

#### Internet behavior

70%

Of visitors regularly watch videos and demonstrations on the internet

70% Of visitors make online

purchases

#### Education

26%

University

38%

High school graduate

### Age

53%

25-45 years old

37%

Over 46 years old

#### Income

47%

Net household income over 40,000 CZK

#### Standard of living

54%

Above-average standard of living (A, B)



# Price and size of floating advertisements

HN.cz

	Branding*			Mobile Mobile		
	Desktop 1980 x 600 px	Mobile 640 x 200 px	<b>850 CZK</b> / CPT	480 x 820 px	730 CZK / CPT	
	Halfpage*			Mobilní premium square  Mobile		
	Desktop 300 x 600 px	Mobile 300 x 250 px	400 CZK / CPT	480 x 480 px	<b>450 CZK</b> / CPT	
	Wallpaper*			* Cross device. Both formats must be added after campaign launch.  To target just desktops there is a surcharge of 30 %.		
	Desktop 480 x 300 px	Mobile 300 x 250 px	<b>340 CZK</b> / CPT	Note  Any targeting for a surcharge of 30 %.	1 30 /6.	
Medium rectangle Desktop, mobile				Placement in a particular column + 30 %. Targeting for HP + 30 %.		
	300 x 250 px		220 CZK / CPT			
	Native advertisement Desktop, mobile		Special offers are available at: www.economia.cz/ceniky-inzerce/			
	Size according to TP  340 CZK / CPT		Terms and conditions of Economia, a.s.  www.economia.cz/obchodni-podminky/			