

We provide key and  
verified news daily.



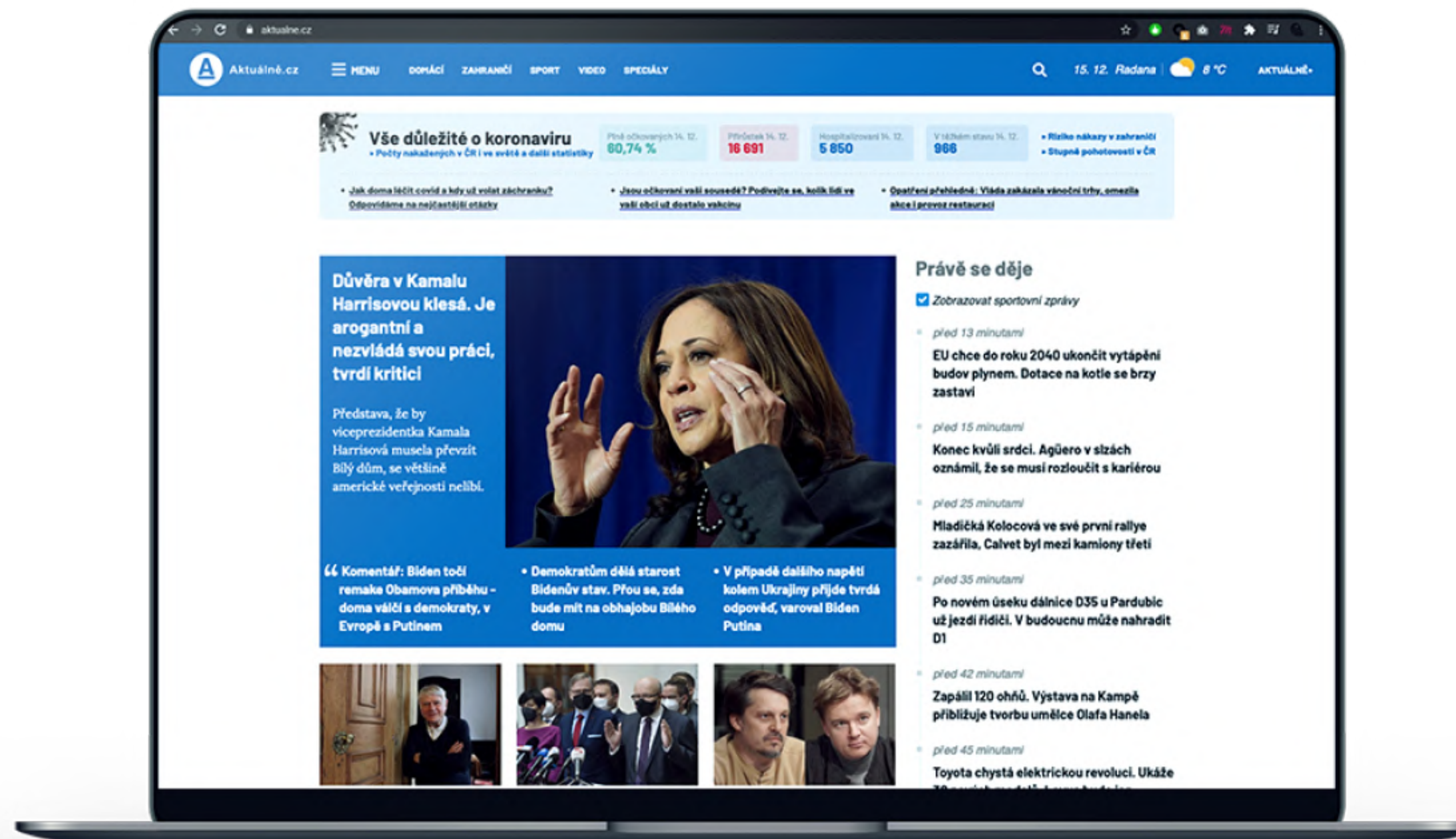
What Aktuálně.cz is  
pgs. 2-3



Target audience  
pgs. 4



Price list  
pgs. 5





# Why Aktuálně?

*"Thanks to special sponsored projects tailor-made for our clients, you will combine your brand with attractive, reader-friendly content."*

- **Aktuálně.cz is a respected news website**, which has been one of the top three most viewed Czech online dailies.
- It differs from other news and magazine portals in the Czech Republic by **its strong emphasis on the seriousness and non-tabloid nature of published materials**. By carefully choosing topics, captions and photos, it ensures the brand safety of its advertisers, advertising clients and co-workers. International surveys of the Reuters Institute regularly ranks Aktuálně.cz among the most trusted Czech media.
- Aktuálně.cz is visited by **4-5 million real users per month** (NetMonitor statistics), and within the news service, original investigative cases and special projects, it ranks among the most cited websites setting out the public agenda.

- With **4,000,000** real users per month, we are one of the most viewed online dailies in the Czech Republic
- The high standard of journalism will ensure an attractive, functional and, most importantly, **safe environment for your advertising message**

- As a mass website with a wide readership, **it does not lock its content**. Thus, unlike other news sites, it can guarantee its readers and clients the **full free availability of content** and enabling advertising without the need to close it behind a paywall.
- The uniqueness of Aktuálně.cz's position on the news market is underlined by **special projects** dealing with socially important topics which are an integral supplement to the 24-hour continuous news coverage.
- Aktuálně.cz also relies on a top graphic team that creates unique interactive infographic specials. As part of these projects, **we offer sponsored cooperation** to clients, who can thus combine their brand with **unique and reader-friendly content**.

## Main web sections

<b>Domestic</b>	Quick and clear, but also original investigative information from the Czech Republic.	<b>Opinions</b>	Comments and viewpoints of award-winning Czech journalists and analysts.
<b>Economy</b>	News, trends and tips from business, finance, transport or shopping, supplemented by calculators and reports.	<b>Automotive</b>	Tips, reviews, editorial tests and news from the world of cars.
<b>Foreign</b>	Current world events, objectively and in context.	<b>Culture</b>	News from the field of music, film, literature or fine arts. Reviews, commentary, podcasts.
<b>Sport</b>	Current sports news and results supplemented by commentary and analyses.	<b>Magazine</b>	Interesting facts, interviews and photographs from the world of culture, architecture and lifestyle.
<b>Video</b>	Complete DTV production for free, but also your own favourite shows, reports and video news.	<b>Žena.cz</b>	Lifestyle magazine that responds to current social issues from a woman's perspective.





## Special projects

[www.aktualne.cz/specialy](http://www.aktualne.cz/specialy)

We create special content projects in cooperation with our clients. Whether it is social topics, practical guides or travel guides, they are always characterized by a high standard of quality and reader attractiveness.

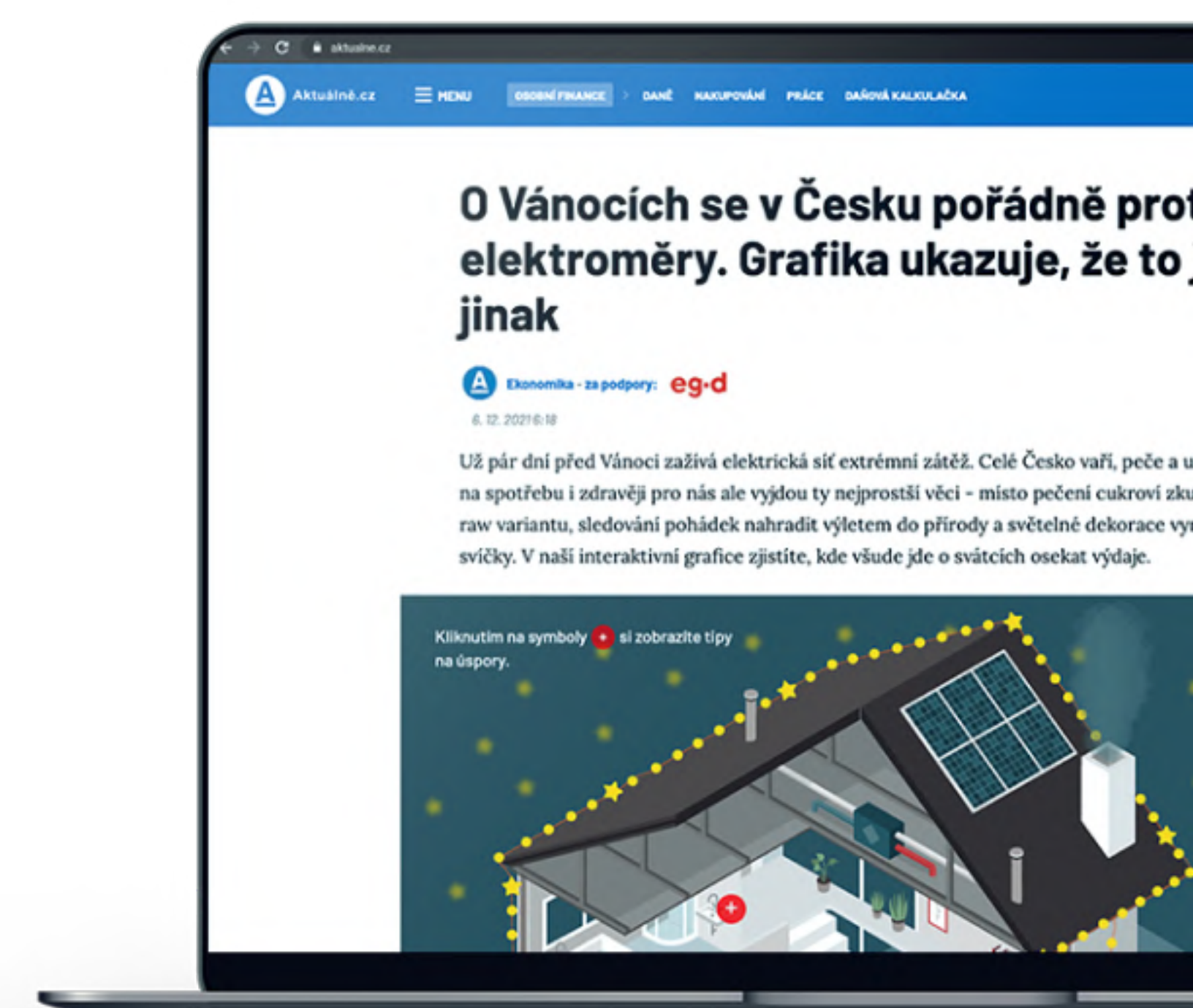
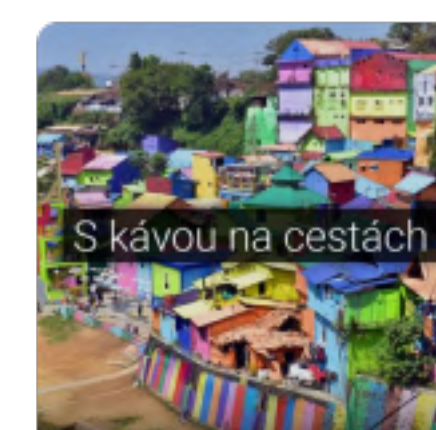
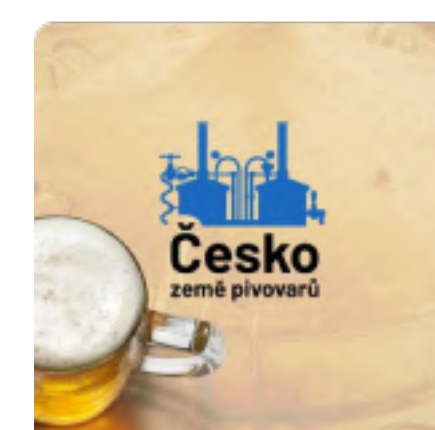
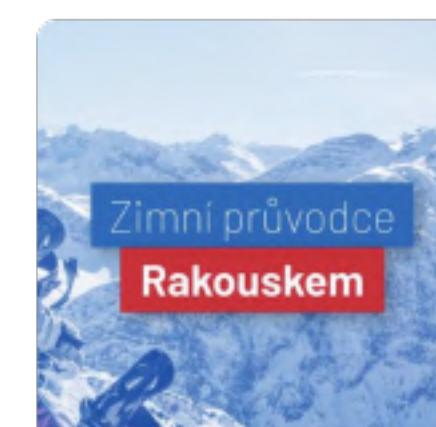
Infographics, series and special projects prepared by the editors.



## Native specials

[www.aktualne.cz/native](http://www.aktualne.cz/native)

We will help with the design and implementation of a joint content project within a clearly defined partnership. In an attractive way, clear, with the involvement of current trends. Try custom content with us.



## Our formats

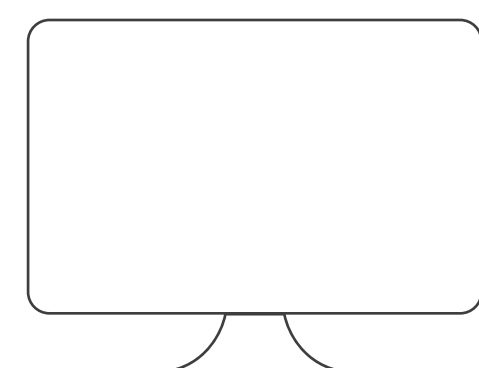
We bring news, journalism and magazine reading to our readers through classic articles, overview graphics, interactive data specials and photo galleries and online interviews.

[www.aktualne.cz/naseformaty](http://www.aktualne.cz/naseformaty)



# Aktuálně.cz Readership

\*



**67,13%**

PV on the computer



**30,12%**

PV on the mobile



**2,76%**

PV on the tablet

**114 817 129 PV**

Page views

**4 351 825 RU**

The number of real users

**50,2%**

Men

**49,8%**

Women

\*\*

**19%**

have a university degree

**7%**

have a higher vocational school

**36%**

have high school

**38%**

have other education

**35%**

have a net household income of over 40,000 CZK

**62%**

watch videos clips on the internet

**65%**

make purchases online

**63%**

of readers are between 25-54 years old

**59%**

above-average standard of living

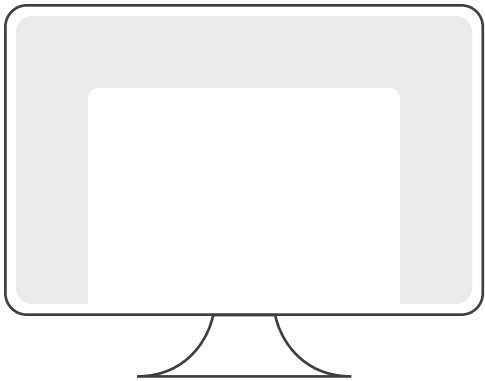

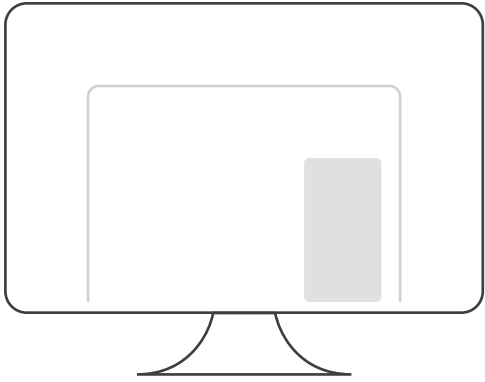

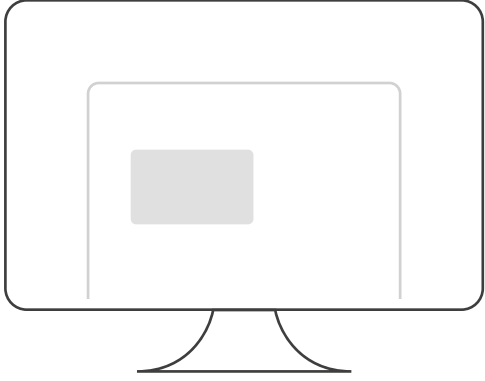
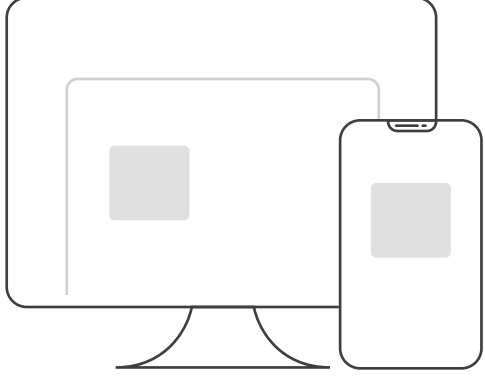

[www.economia.cz/ceniky-inzerce/](http://www.economia.cz/ceniky-inzerce/)



Source: \*NetMonitor – SPIR – Gemius, November 2021,


\*\*NetMonitor – SPIR – Gemius, November 2020

# Price and size of Floating Ads

 <p><b>Branding</b> Desktop</p> <p>1980 x 600 px</p> <p><b>620 Kč / CPT</b></p>	 <p><b>Mobile Interscroller</b> Mobile</p> <p>480 x 820 px</p> <p><b>600 Kč / CPT</b></p>
 <p><b>Halfpage</b> Desktop</p> <p>300 x 600 px</p> <p><b>340 Kč / CPT</b></p>	 <p><b>Mobile premium square</b> Mobile</p> <p>480 x 480 px</p> <p><b>400 Kč / CPT</b></p>
 <p><b>Wallpaper</b> Desktop</p> <p>480 x 300 px</p> <p><b>280 Kč / CPT</b></p>	<p>Note: Any targeting at an additional cost of + 30%. Placement in a specific section + 30%. Targeted at HP + 30%.</p> <p>You can find special offers at: <a href="http://www.economia.cz/ceniky-inzerce/">www.economia.cz/ceniky-inzerce/</a></p> <p>Economia, a.s. Commercial Terms and Conditions <a href="http://www.economia.cz/obchodni-podminky/">www.economia.cz/obchodni-podminky/</a></p>
 <p><b>Medium rectangle</b> Desktop, mobile</p> <p>300 x 250 px</p> <p><b>220 Kč / CPT</b></p>	
 <p><b>Native advertising</b> Desktop, mobile</p> <p>Size according to TP</p> <p><b>280 Kč / CPT</b></p>	

**Have you got a question? Just contact us**

We'd be happy to answer any questions you may have about advertising

 **+420 233 073 169**  
(Every work day from 7:30 to 17:00)

 **inzerce@economia.cz**