

Entrance gate and signpost to all services



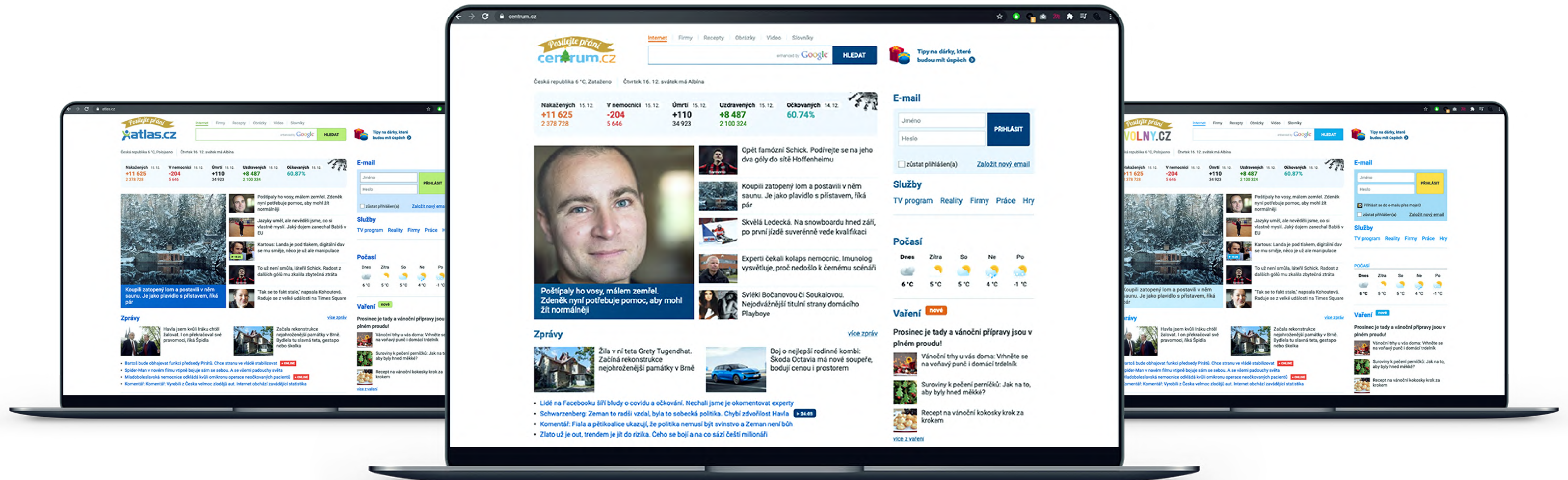
What are Centrum, Atlas and Volný
pgs. 2



Target audience
pgs. 3



Price list
pgs. 4





Why Centrum, Atlas and Volný portals?

„The high level of user loyalty to the brand and the services offered.“

- The portals Centrum.cz, Atlas.cz and Volný.cz are the gateway and signpost to all services offered to users. **Visited by 1 400 660 real users monthly.**
- The stable and time-unchanging environment of our e-mail service is perceived by its users as a high added value, which deepens their trust in our brands. **The median age of e-mail accounts of active clients on our platforms is 14 years.**
- In addition to quality news from home and from around the world, sports, society or culture, we also bring our users a wide portfolio of practical information and services.
- Thanks to the joint synergy with e-mail, an average of **400,000 visitors** a day spend about nine minutes of their time on our homepage and remain in their e-mail inbox for more than 20 minutes.
- People in the **50+ age group consider e-mail to be the most trusted source of information.** It is also the most frequently used tool for online communication in a given age group.
- Users 50+ **primarily prefer a desktop PC or laptop** when they visit, in a ratio of 65 to 35 percent in comparison to mobile devices. This fact **gives you more options to display your advertising message.**

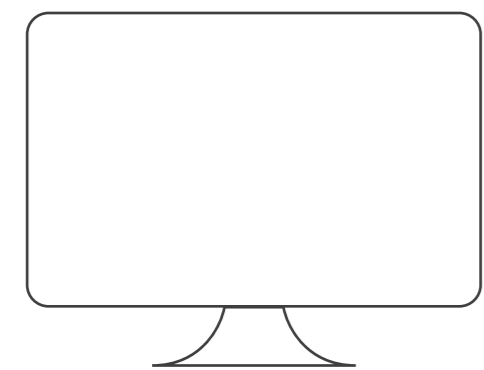
→ A significant share of users in the economically very active target group 50+

→ Our users prefer using the desktop computer to visit the website

PRODUCTS AND SERVICES

Email	Weather
Catalogue of companies	Law
Work	TV Program
Dictionaries	Holidays

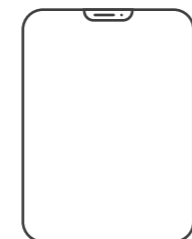
Readership of Centrum.cz, Atlas.cz, Volný.cz

**66,25%**

PV on the computer

**31,74%**

PV on the mobile

**2,01%**

PV on the tablet

43 038 969 PV

Page views

1 400 660 RU

The number of real users

Gender

48,2%

Men

51,8%

Women

Age

26%

25-44 years old

40%

45+ years old

Education

32%University
and vocational
education**35%**High school
education**25%**

Other education

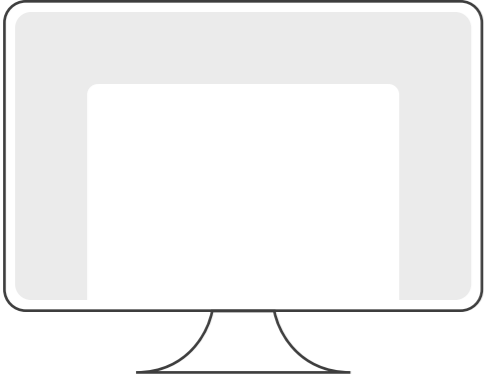

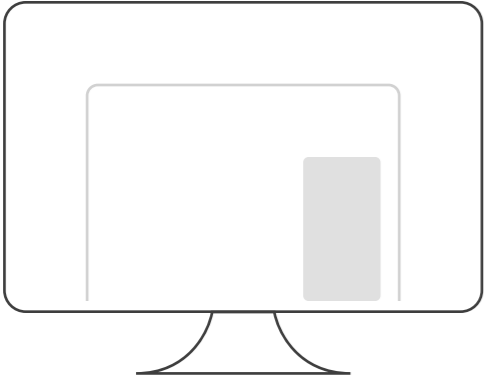

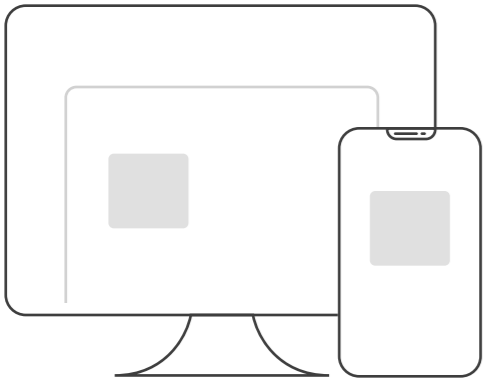
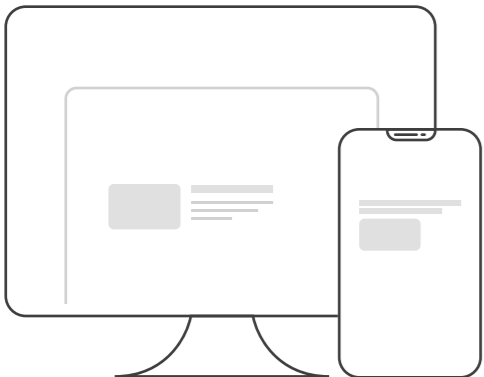
Standard of living

44%above average
standard of living**41%**average
standard of livingwww.economia.cz/ceniky-inzerce/

Source: *NetMonitor – November 2021,


**NetMonitor – SPIR – Gemius, November 2020

Price and size of Floating Ads

 <p>Branding Desktop</p> <p>1980 x 600 px</p> <p>560 Kč / CPT</p>	 <p>Mobile branding Mobile</p> <p>480 x 820 px</p> <p>400 Kč / CPT</p>
 <p>Halfpage / Skyscraper* Desktop</p> <p>300 x 600 px 120 x 600 px</p> <p>320 Kč / CPT</p>	 <p>Mobile premium square Mobile</p> <p>480 x 480 px</p> <p>400 Kč / CPT</p>
 <p>Medium rectangle Desktop, mobile</p> <p>300 x 250 px</p> <p>190 Kč / CPT</p>	<p>* Both formats must be provided.</p> <p>Note: Targeted at HP + 30%.</p> <p>You can find special offers at: www.economia.cz/ceniky-inzerce/ </p> <p>Economia, a.s. Commercial Terms and Conditions www.economia.cz/obchodni-podminky/ </p>
 <p>Native advertising Desktop, mobil</p> <p>Size according to TP</p> <p>200 Kč / CPT</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**