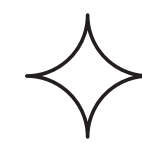
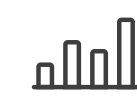


A lifestyle magazine that inspires,
advises and inquires.



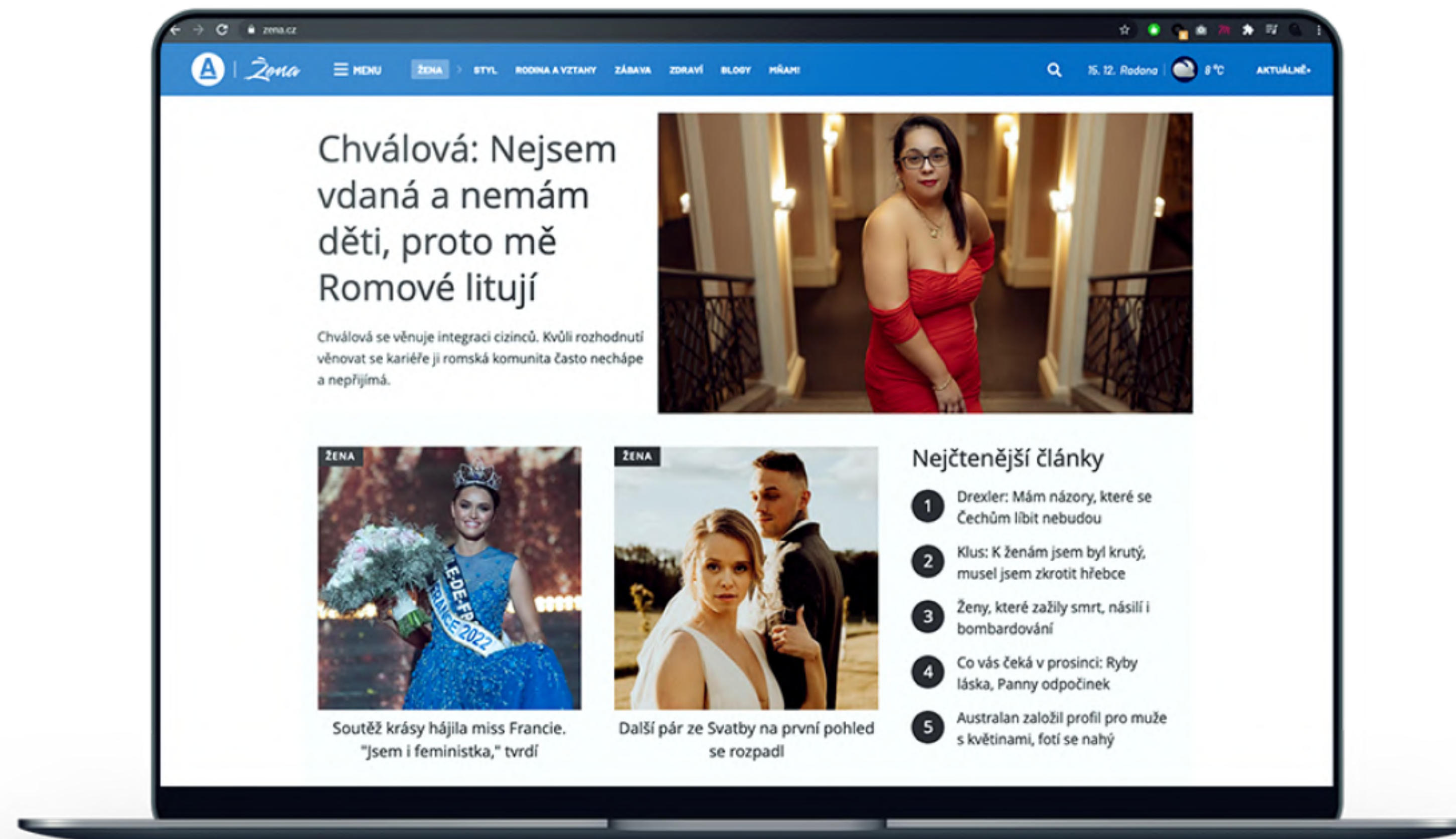
About Žena.cz
pg. 2-3

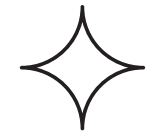


Target audience
pg. 4



Price list
pg. 5





Why Žena.cz?

You will reach more than 1,000,000 readers who follow it through our site.

- **Žena.cz** is a lifestyle magazine that inspires, advises and inquires. It is a confident and smart friend on the net, who doesn't criticise but rather motivates. It responds to current social issues from a woman's perspective, focuses on the stories of strong women and also provides a deeper look at topics that interest women.
- It is part of one of the most visited websites in the Czech Republic – **Aktuálně.cz**. It functions as a lifestyle section of the entire website, which now provides its readers with the complete information they're interested in.

- We create projects tailored to clients based on the preferences of our readers.
- Žena.cz is part of **Aktuálně.cz**, where it has its own position directly on HP.

Main web sections

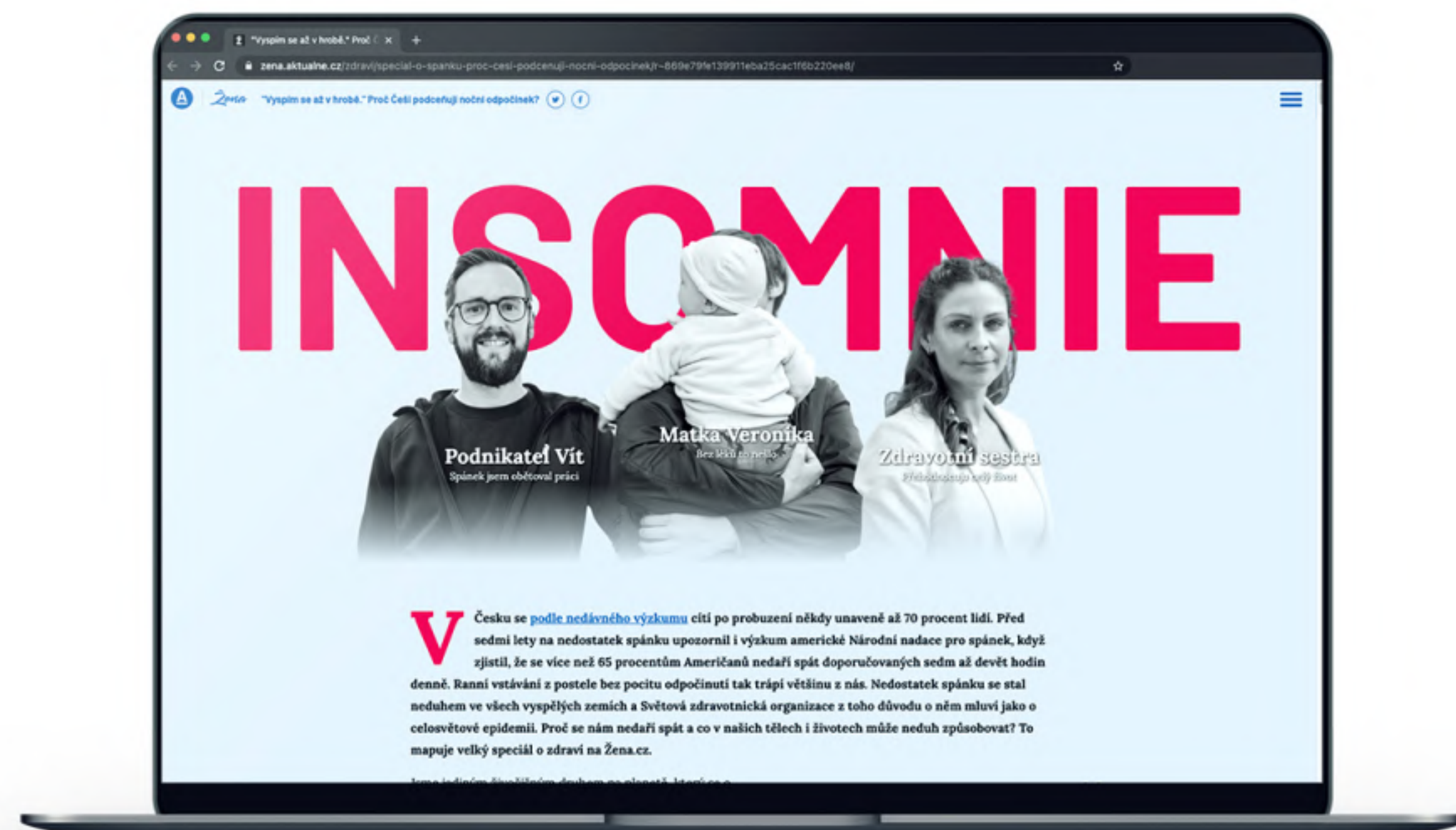
Style	The latest trends, market news and tips. Includes subheadings such as Fashion, Beauty, Lifestyle, Living or Career.
Family and relationships	Rules of interpersonal relationships, problems in love and family.
Entertainment and leisure time	Interviews with Czech celebrities, world celebrities, travelling, tips for trips and horoscopes are very popular among readers.
Health	Healthy lifestyle tips and advice on how to stay fit.
Blogs	A wide range of topics in articles from our bloggers.
Yum	Photo and video recipes, inspiration from the kitchen for each day.



Special projects

In addition to interesting galleries, interviews with personalities, articles or blogs, you will also find special projects on Žena.cz, that are created in our editorial office, or we create them in cooperation with our clients. Readers are characterized by an attractive form of processing.

Infographics, series and special projects prepared by the editors.



Native specials

Bio series – in cooperation with the Ministry of Agriculture

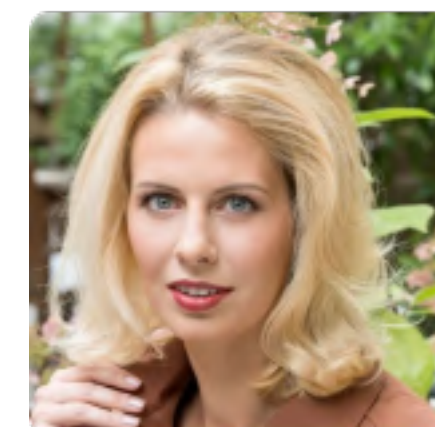
Thematic articles that present organic food and its benefits. They also include tips for trips to local farmers. The texts include links to the client's website.

Transformations with Avon - in collaboration with Avon

A series of changes of readers in cooperation with Avon CZ. A photo gallery supplemented with text with specific tips and tricks.

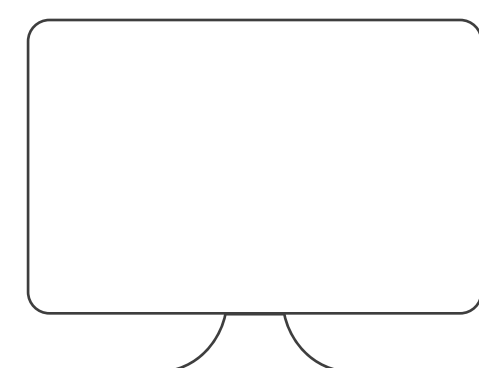
Magnesia Litera Blogs – in collaboration with Magnesia Litera

Together with Magnesia Litera, we approached interesting writers who diversify the already popular reader section Blogs with their lyrics.



Aktuálně.cz Readership

*



73,22%

PV on the computer



26,77%

PV on the mobile



1,7%

PV on the tablet

14 391 696 PV

Zobrazené strany

1 568 311 RU

Počet reálných uživatelů

39,4%

Men

60,6%

Women

24%

25– 34 years old

27%

35– 44 years old

**

25%

have a university degree

10%

have a higher vocational school

35%

have high school

31%

have other education

53%

are on social networks

61%

watch videos clips on the internet

65%

make purchases online

31%

Net household income over CZK 40,000

www.economia.cz/ceniky-inzerce/

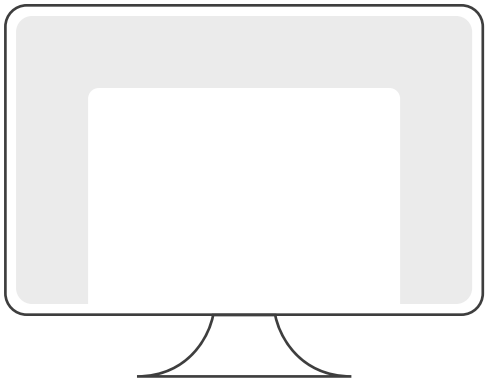

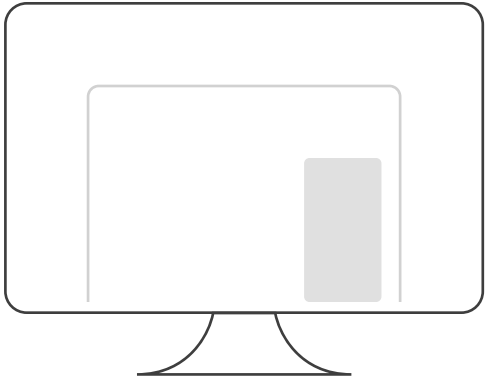

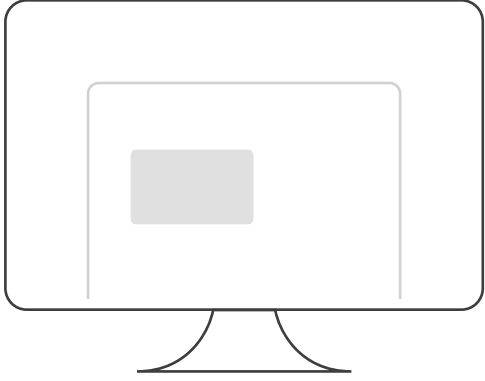
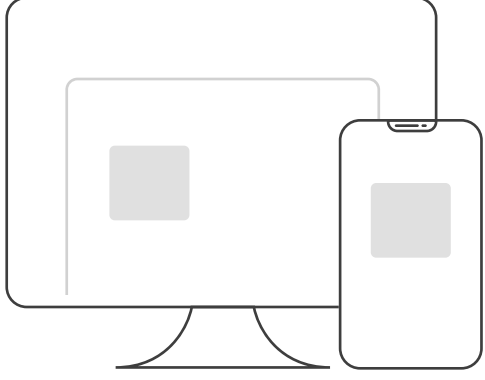



Source: *NetMonitor – SPIR – Gemius, November 2021,

**NetMonitor – SPIR – Gemius, December 2020




Price and size of Floating Ads

 <p>Branding Desktop</p> <p>1980 x 600 px</p> <p>620 Kč / CPT</p>	 <p>Mobile Interscroller Mobile</p> <p>480 x 820 px</p> <p>600 Kč / CPT</p>
 <p>Halfpage Desktop</p> <p>300 x 600 px</p> <p>340 Kč / CPT</p>	 <p>Mobile premium square Mobile</p> <p>480 x 480 px</p> <p>400 Kč / CPT</p>
 <p>Wallpaper Desktop</p> <p>480 x 300 px</p> <p>280 Kč / CPT</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>Medium rectangle Desktop, mobile</p> <p>300 x 250 px</p> <p>220 Kč / CPT</p>	
 <p>Native advertising Desktop, mobile</p> <p>Size according to TP</p> <p>280 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**