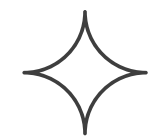


PročNe

Mediakit 2022

Lifestyle magazine of Hospodářské noviny



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e.conomia

Emma Smetana



Regular columns

Curator

A new column that will guide you through the world of the best of the most exciting things happening right now so you don't miss out

#foodlove

Head out on a quest for great food and drink with Lukáš Hejlík

PročNe Interview

Great interviews with inspiring personalities

Travel

See cities, countries and landscapes through the eyes of those who live there, return there regularly and know more about them than others

Architecture and Design

The best architects, flawless buildings, unique design

Boutique

A selection of the most stylish innovations for men and women

Lukáš Hejlík



Publishing plan

Měsíc	Téma	Vydání	Objednávky	Inzerční podklady
February	Hope	11. 2. 2022	20. 1. 2022	28. 1. 2022
March	Women	11. 3. 2022	18. 2. 2022	25. 2. 2022
April	Men	14. 4. 2022	18. 3. 2022	1. 4. 2022
May	Architecture, Art	13. 5. 2022	22. 4. 2022	29. 4. 2022
June	Gourmet of life	17. 6. 2022	27. 5. 2022	3. 6. 2022
August	Trends	26. 8. 2022	5. 8. 2022	12. 8. 2022
September	Design	16. 9. 2022	26. 8. 2022	2. 9. 2022
October	Watches & Jewellery	14. 10. 2022	23. 9. 2022	30. 9. 2022
November	Cars & Technology	11. 11. 2022	21. 11. 2022	27. 10. 2022
December	Christmas Special	9. 12. 2022	18. 11. 2022	25. 11. 2022

PročNe readers:

- They know quality and have no problem paying for it
- They decide
- They are interested in new trends

Source: ABC ČR 3Q 2020 and MEDIA PROJECT 2nd and 3rd quarter 2020

Readership: **145 000**

Average number of sold printed issues: **35 264 copies**

65 %

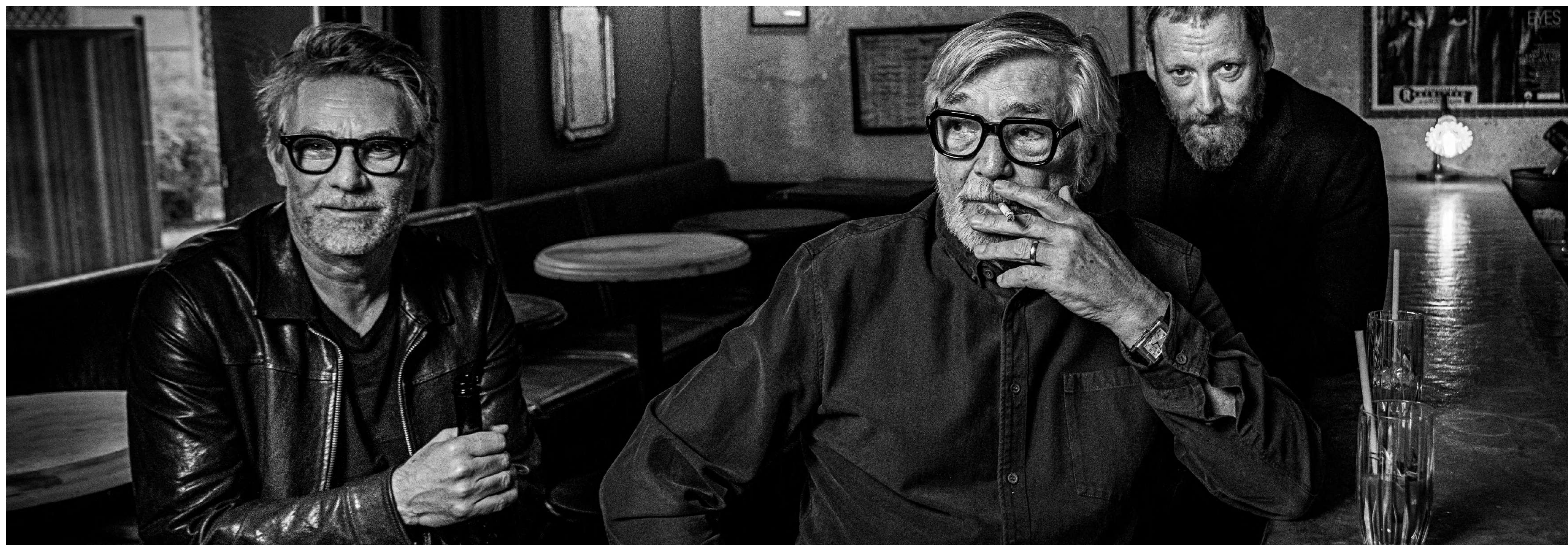
Men

35 %

Women

Special issue

Our special Christmas issue is traditionally dedicated to inspiring people who allow readers to take a peek into their world. The role of guest editor-in-chief last year was filled by Jiří Bartoška, a charismatic actor and president of the Karlovy Vary International Film Festival.



European Newspaper Award 2021

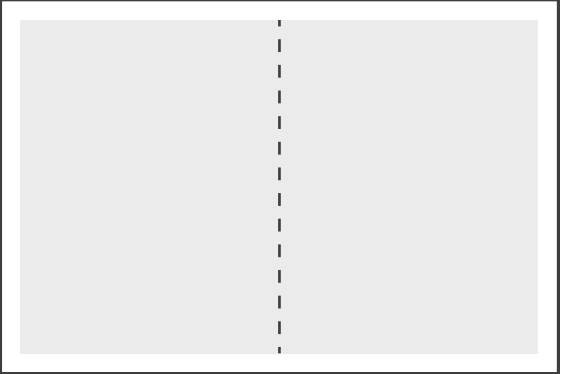
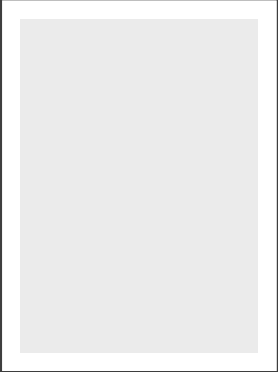
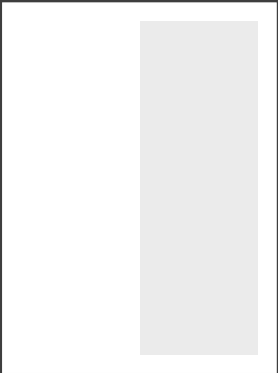
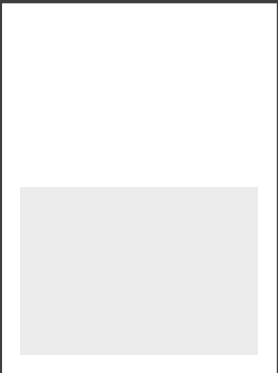
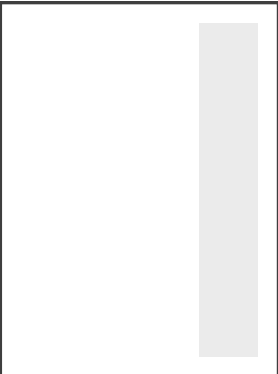
Last year, PročNe magazine was again successful in the competition involving 161 newspapers from all over Europe and won four prestigious awards. The jury was captivated by two cover stories: An interview with Emma Smetana combined with a fashion story and the March project Božena with the TV series female leads Anna Geislerová and Anna Kameníková who both play the author. The prize was also awarded for an interview with Polish ski mountaineer Andrzej Bargiel, who was the first to ski down K2, and the fourth prize goes to the photo story of the world's most expensive raw material by decor stylist Klára Tománková.

European
Newspaper
Award
NEWSPAPER DESIGN · CONCEPT



Price and ad size

Standard offer

 <div>Panorama margins 464 x 297 mm</div>	CZK 328 900
 <div>1/1 margins 232 x 297 mm</div>	CZK 233 310
 <div>1/2 A margins 232 x 147 mm</div>	CZK 135 135
 <div>1/2 B margins 113 x 297 mm</div>	CZK 135 135
 <div>1/3 margins 77 x 297 mm</div>	CZK 101 640

Special advertisement prices

First panorama	CZK438 900
2nd page of the cover	CZK 279 400
3rd page of the cover	CZK 253 000
4th page of the cover	CZK 306 075
Left side opposite the content or editorial	CZK 268 400
first right advertisement page	CZK 279 400

Note:

Additional charge for requested position + 20%.
Additional charge for special operations + 50%.

Dimensions are listed in net format after trimming.
For trimming, it is necessary to provide an overlap of an additional 5 mm over the net format around the edge of the advert!
Advertisements can be located on both the left and right pages.

Special advertising projects

In cooperation with our clients, we offer above-standard advertising projects and advertorials. We'll also be happy to prepare a creative design for you on demand.



March fashion story for Bvlgari

Advertising

+420 233 073 169

inzerce@economia.cz

