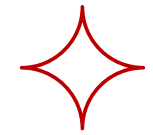


# ekonom

**WE GO DEEP SO YOU CAN AIM HIGHER**



# Ekonom

Ekonom is published every Thursday.  
web: [www.ekonom.cz](http://www.ekonom.cz)

Ekonom is the most widely-read economic weekly journal on the Czech market. It provides you with the information you need to navigate today's complex world.

**The investment section** provides essential information from the capital markets, technology articles report news from the world of science and technology, while the lifestyle section focuses on selfeducation and personal development.

**The business calendar** presents an overview of the most important things that will happen in the economy and the business world in the coming week.

Ekonom provides objective information for decision makers, managers, investors, and public administration representatives

At the end of each year, the weekly Ekonom publishes a special issue, in which its editorial office together with other leading authors of the media house Economia present what is most important the following year in the world of politics, economics, business, law and technology.



# Readers of Ekonom

Readership: **48 000** (Increase of readership in comparison to 2Q and 3Q of 2020)\*

Print run (average): **11 817\***

**65 %**

Men

**35 %**

Women

Over a longer time period, the Ekonom weekly is read by 161,000 people (at least 1 from the last 12 issues).



\* Source: MEDIA PROJEKT: Q3. and Q4. 2020, MEDIAN a STEM/MARK







## Comparison with the competition

Ekonom is the most suitable title for addressing a target group with the highest standard of living, students and university graduates.

### Target group A + B

Ekonom

205

Forbes

176

Afinita k CS

### University students

Ekonom

256

Forbes

195

Afinita k CS



## Native formats

The weekly Ekonom comes up with new opportunities to promote its partners. Special formats of native advertising offer the connection of topics with the weekly Ekonom and an exclusive opportunity to address its group of readers.

<b>Round table – debate (total price for 3 partners)</b>	Expert debate under the banner of EKONOM, soundtrack in the article including placement in Soundcloud app, text on 1 full page of EKONOM with switching to ekonom.cz, HN.cz, and aktualne.cz	<b>200 000 Kč</b>
<b>Podcast sponsorship - On the Wave of Entrepreneurship with Dan Trzil</b>	Fortnightly podcast, sponsorship price for 1 episode.	<b>60 000 Kč</b>
<b>Text - BUSINESS SPEAK</b>	Text written in collaboration with the editorial team in the content of Ekonom, the text is marked as Advertorial Business Speak.	<b>40 000 Kč</b>
<b>Text - BUSINESS SPEAK + flipping to print</b>	Text written in collaboration with the editors (online + print edition 1:1)	<b>70 000 Kč</b>
<b>Microsite - BUSINESS SPEAK</b>	Separate landing page on the topic in cooperation with a partner, content written by the editorial team. The content usually includes text, an interview or reportage, etc., with the possibility of adding expert opinions/quotes, photos, video, etc. The landing page is marked as BUSINESS SPEAK	<b>150 000 Kč</b>
<b>Editorial special - BUSINESS SPEAK</b>	A long-term editorial special on one topic that combines different forms and frequencies of output for a min. of 2 months or more. These are formats for articles, podcasts, infographics, etc.	<b>250 000 Kč</b>
<b>Advisory - BUSINESS SPEAK</b>	Annotation for online counselling + online chat counselling on the web	<b>50 000 Kč</b>

Price and ad size

 <div><b>2/1</b> margins 406 x 267 mm</div> <div>328 900 Kč</div>	 <div><b>1/2 B</b> mirror 87 x 240 mm   margins 101 x 267 mm</div> <div>144 837 Kč</div>
 <div><b>1/1</b> mirror 179 x 240 mm   margins 203 x 267 mm</div> <div>240 900 Kč</div>	 <div><b>1/3 A</b> mirror 179 x 76 mm   margins 203 x 88 mm</div> <div>100 069 Kč</div>
 <div><b>2/3</b> mirror 118 x 240 mm   margins 132 x 267 mm</div> <div>184 338 Kč</div>	 <div><b>1/3 A</b> mirror 57 x 240 mm   margins 71 x 267 mm</div> <div>100 069 Kč</div>
 <div><b>Junior page</b> mirror 118 x 175 mm</div> <div>171 171 Kč</div>	 <div><b>1/4</b> mirror 179 x 60 mm   margins 203 x 72 mm</div> <div>89 536 Kč</div>
 <div><b>1/2 A</b> mirror 179 x 120 mm   margins 203 x 132 mm</div> <div>144 837 Kč</div>	 <div><b>1/4</b> mirror 87 x 120 mm</div> <div>89 536 Kč</div>



# Price and ad size

Special advertisement prices

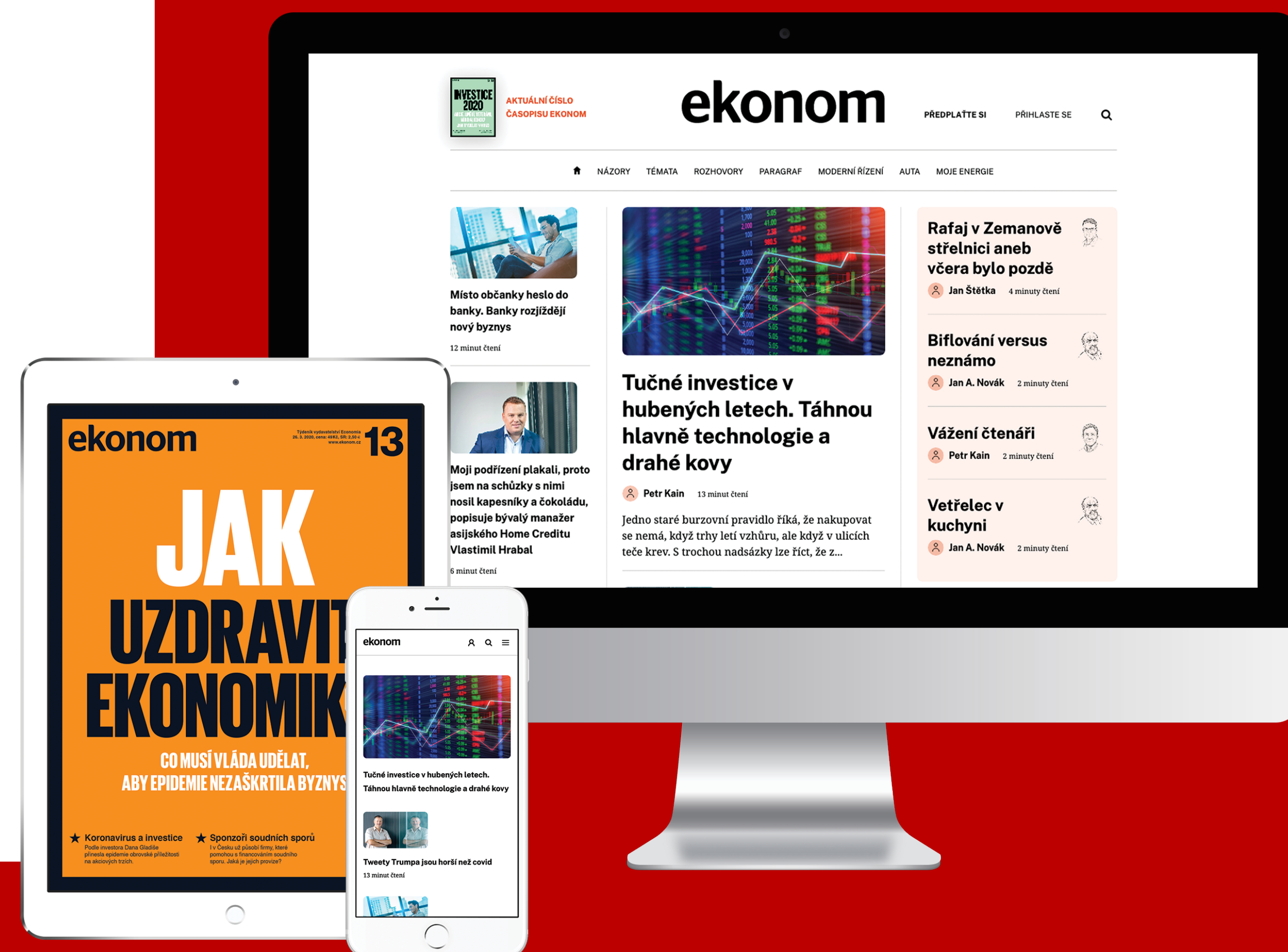
2nd page of the cove 284 900 Kč

3rd page of the cover 253 000 Kč

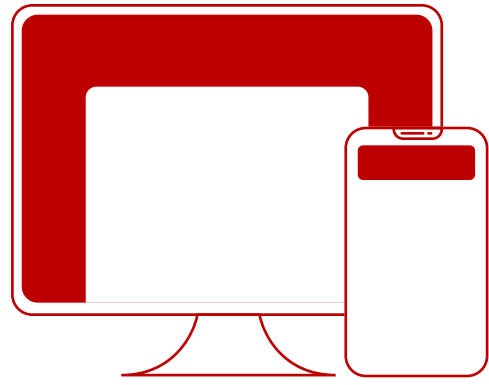
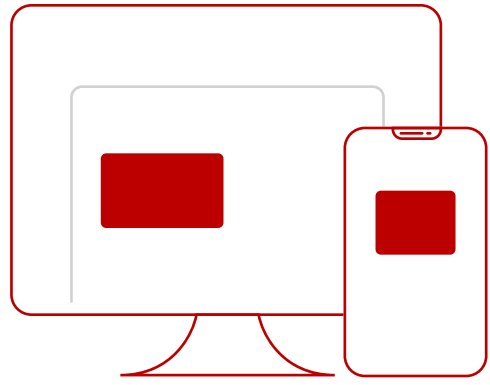
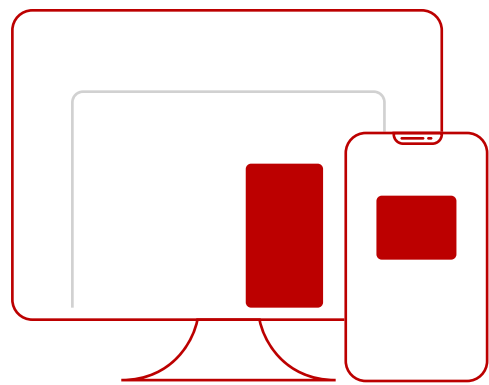
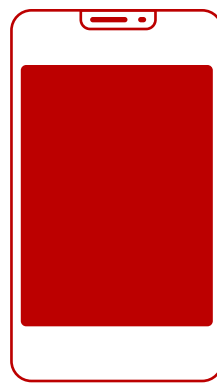
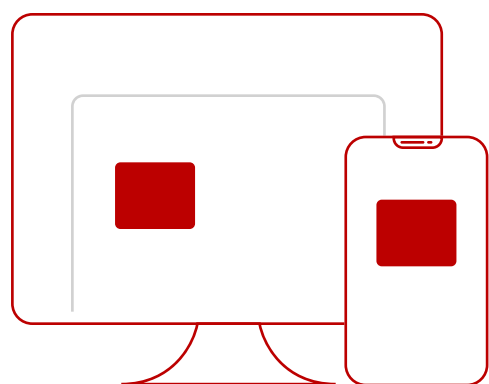
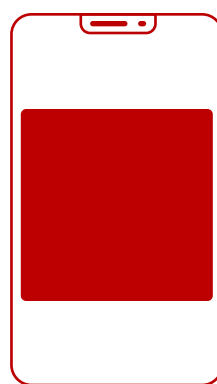
4th page of the cover 328 900 Kč

exclusive section 293 900 Kč

First right advertisement page 262 900 Kč



# Price and floating ad size

 <p><b>Branding*</b></p> <p>Desktop 1980 x 600 px</p> <p>Mobil 640 x 200 px</p> <p><b>850 Kč / CPT</b></p>	 <p><b>Wallpaper*</b></p> <p>Desktop 480 x 300 px</p> <p>Mobil 300 x 250 px</p> <p><b>340 Kč / CPT</b></p>
 <p><b>Halfpage*</b></p> <p>Desktop 300 x 600 px</p> <p>Mobil 300 x 250 px</p> <p><b>400 Kč / CPT</b></p>	 <p><b>Mobile interscroller</b></p> <p>Mobil 480 x 820 px</p> <p><b>730 Kč / CPT</b></p>
 <p><b>Medium rectangle</b></p> <p>Desktop, mobil 300 x 250 px</p> <p><b>220 Kč / CPT</b></p>	 <p><b>Mobile premium square</b></p> <p>Mobil 480 x 480 px</p> <p><b>450 Kč / CPT</b></p>

\* Both formats must be added after campaign launch. To target just desktops there is a surcharge of 30 %.

Any targeting for a surcharge of 30 % is charged.

Special offers are available at:

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

Terms and conditions of Economia, a.s.

[www.economia.cz/obchodni-podminky/](http://www.economia.cz/obchodni-podminky/)