



Aktuálně.cz

Mediakit 2022



We provide key and
verified news daily.



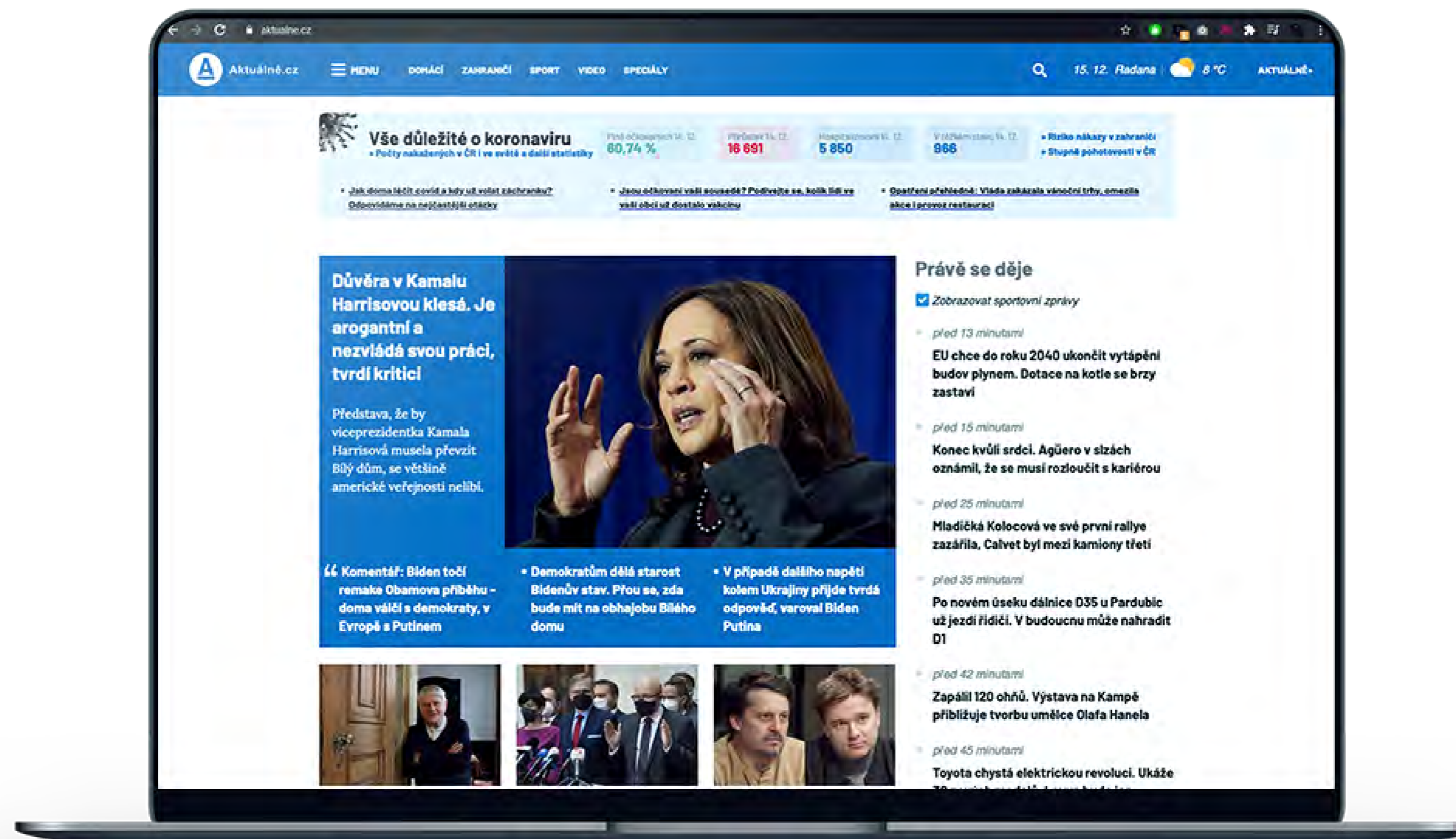
What Aktuálně.cz is
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Target audience
pgs. 4



Price list
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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

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

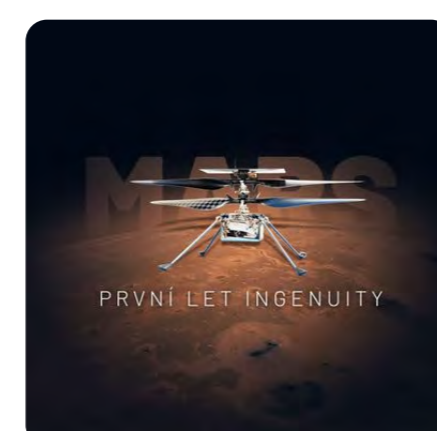
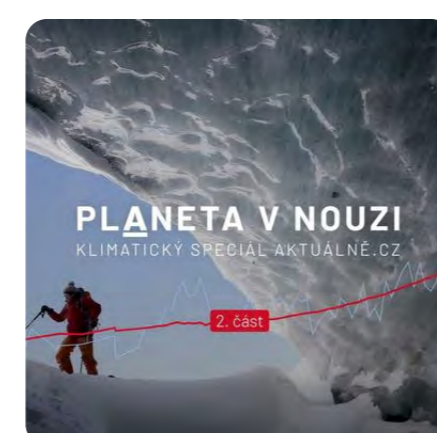


Special projects

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.

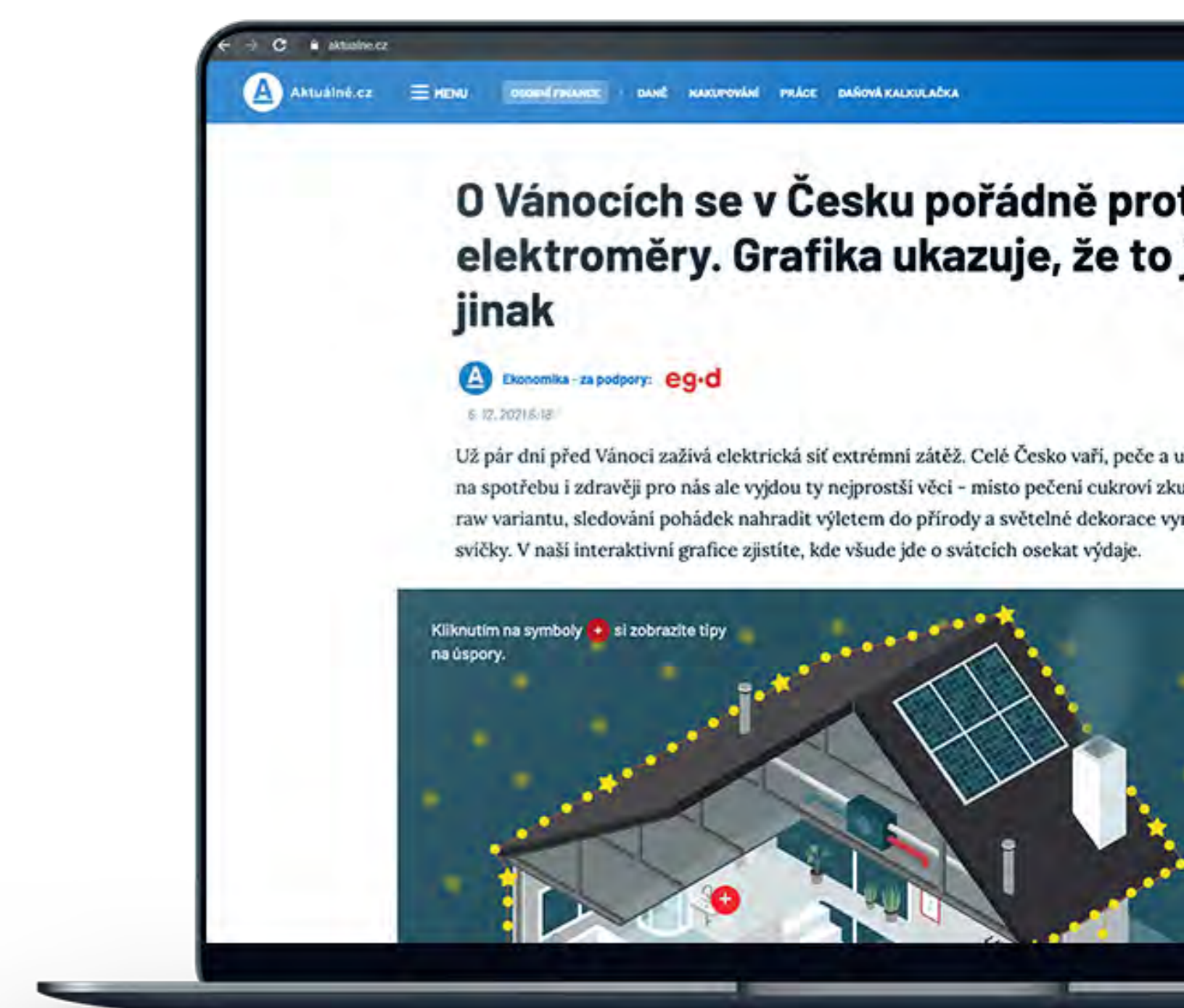
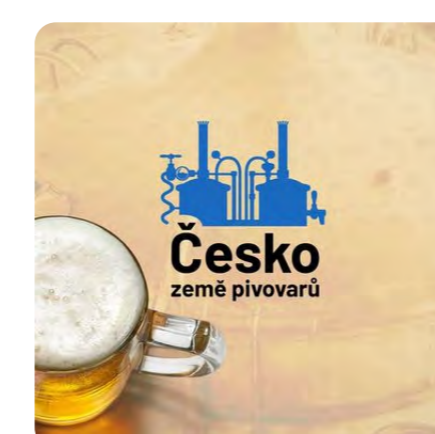
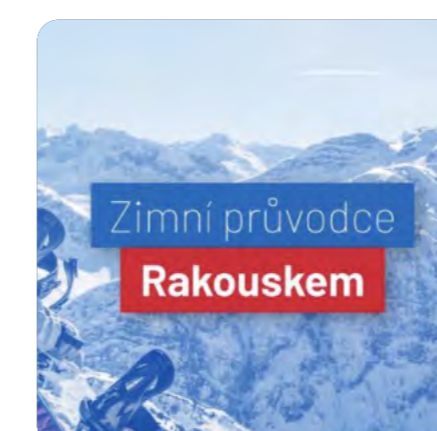
Infographics, series and special projects prepared by the editors.



Native specials

www.aktualne.cz/native

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.



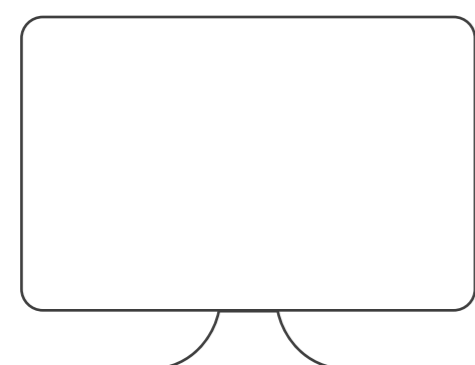
Our formats

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

Aktuálně.cz Readership

*



61,88 %

PV on the computer



38,12 %

PV on the mobile

110 723 890 PV

Page views

4 093 504 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%

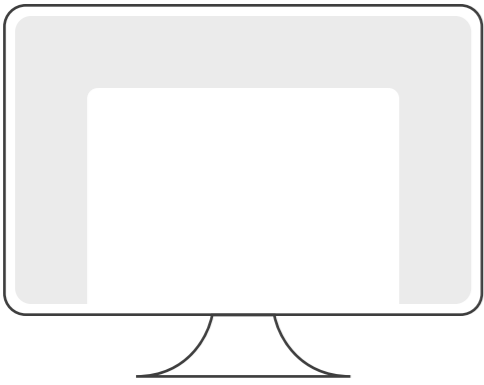

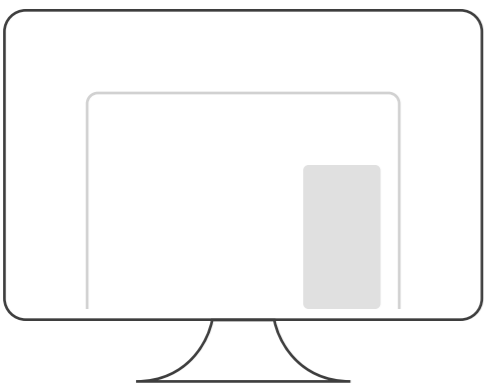

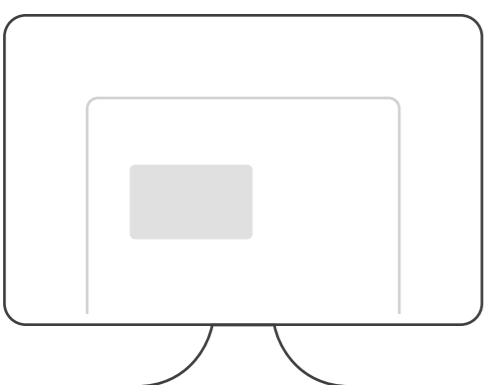
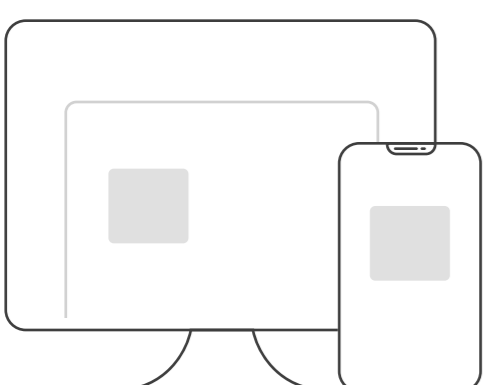
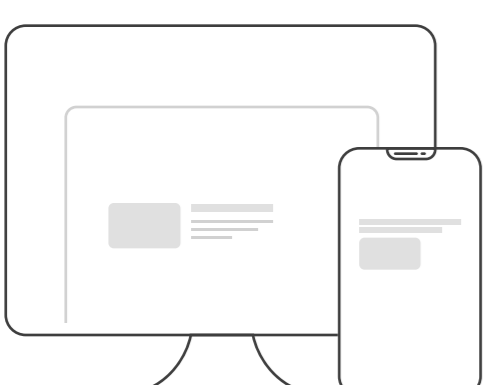
above-average standard of living

www.economia.cz/ceniky-inzerce/




Source: *NetMonitor, March 2022

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>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: 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**