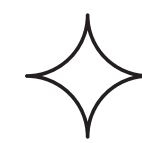


# Entrance gate and signpost to all services



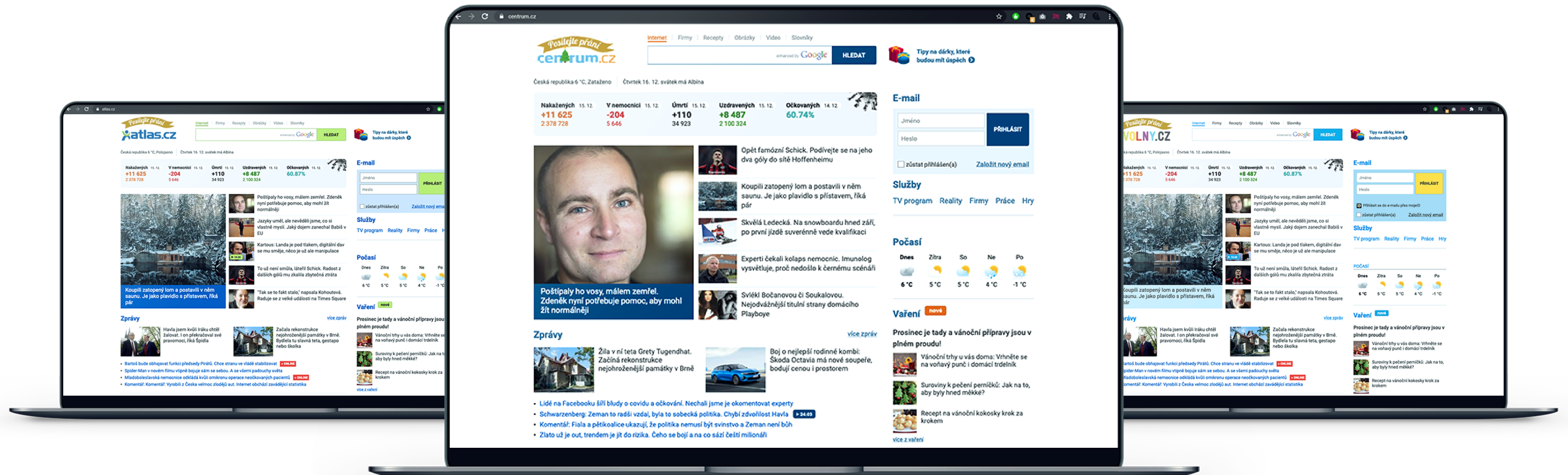
What are Centrum, Atlas and Volný  
pgs. 2

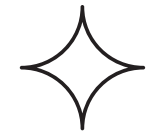


Target audience  
pgs. 3



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.**

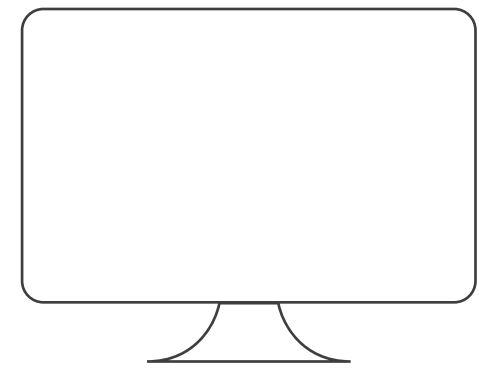
→ A significant share of users in the economically very active target group 50+

→ 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

**62,77 %**

PV on the computer

**37,23 %**

PV on the mobile

**44 324 911 PV**

Page views

**929 144 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

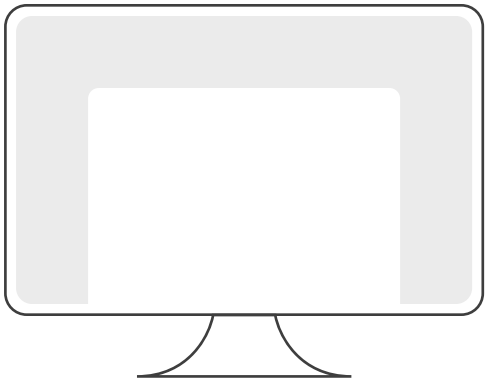

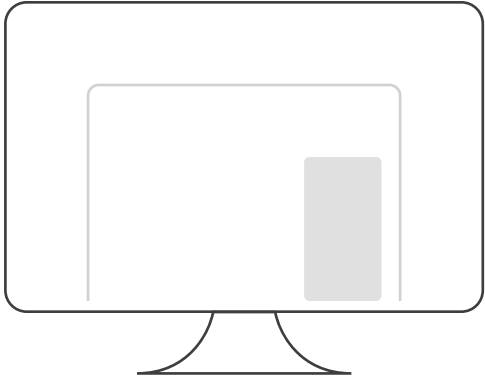

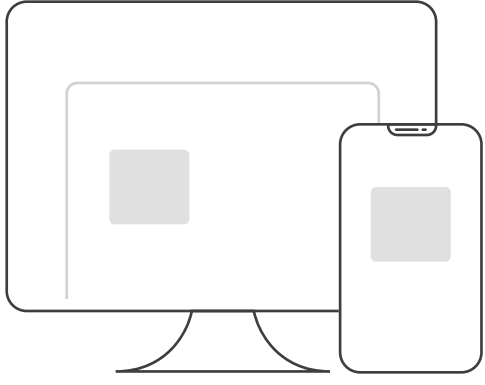
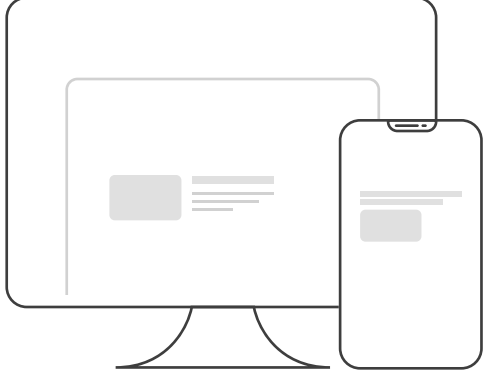
Standard of living

**44%**above average  
standard of living**41%**average  
standard of living[www.economia.cz/ceniky-inzerce/](http://www.economia.cz/ceniky-inzerce/)

Source: \*NetMonitor, March 2022




# Price and size of Floating Ads

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