

Mediakit 2023

## Profit from our information



What HN is  
p. 2-3

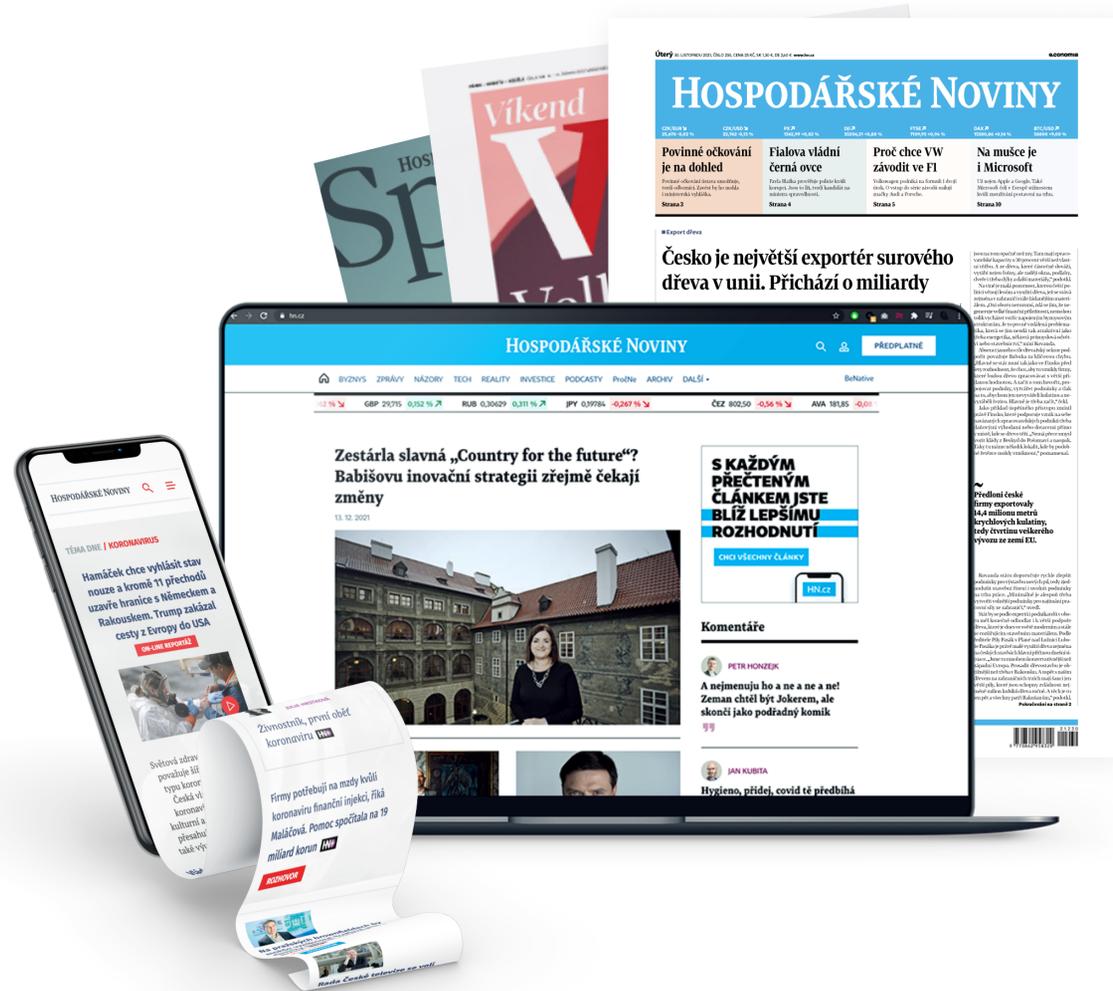


Target group  
p. 4



Prices  
p. 5





# The HN family

web: [www.HN.cz](http://www.HN.cz)



**Hospodářské noviny** means the economic news. From Monday to Friday HN provides general news coverage with in-depth analysis and commentary. Of all the Czech dailies, HN dedicates the greatest space to economic and business news, the financial markets and services for entrepreneurs. It features interviews with leading Czech and international businessmen and analysis of the most important economic events.



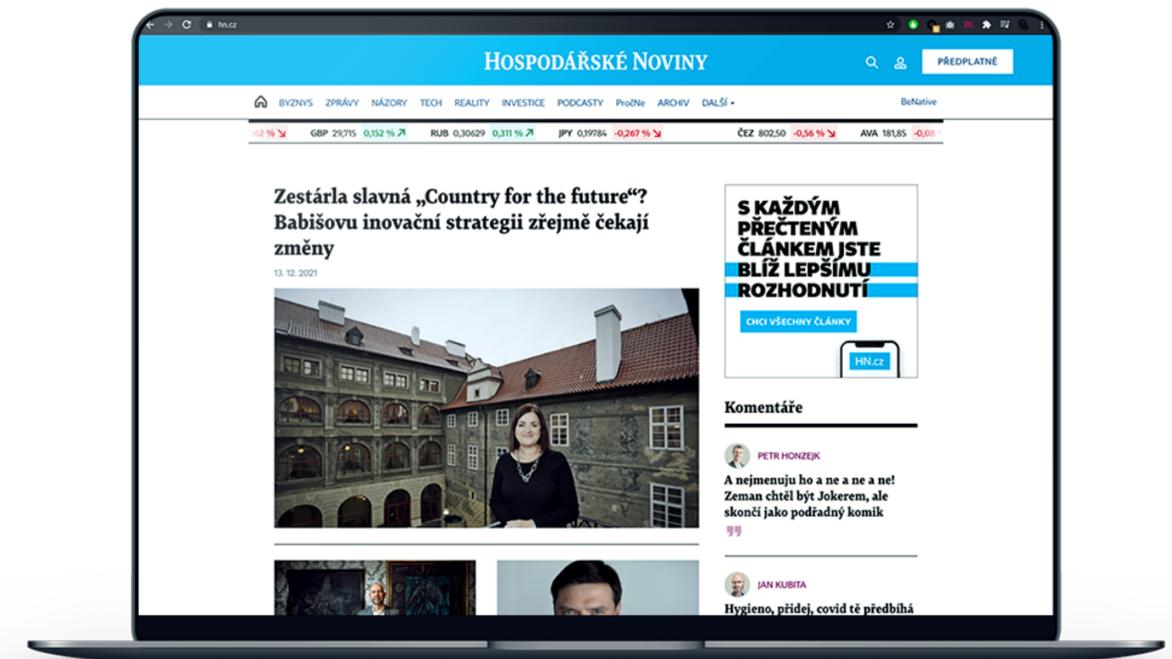
In addition to the latest news, the HN website at **HN.cz** offers readers the entire content of the printed daily, including all of its magazines and special supplements. Online readers also have the opportunity of paying to access our entire archive of newspapers dating back to 1995.

*“Hospodářské noviny brand brings its greatest assets to the on-line world – objective news reporting, premium economic content, erudite analysis and commentary”*

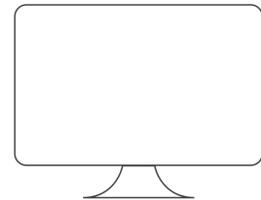


# Main sections on the website

<b>Home Page</b>	Overview of major news stories, the latest affairs and commentary on current events
<b>Business</b>	Expert analysis of business events, stories of successful start-ups
<b>News</b>	Domestic and international political and social life
<b>Opinions</b>	Opinions and commentary from the editorial board and external experts
<b>Tech</b>	Information technology, consumer electronics, reviews and tests
<b>Auto</b>	Automotive news, tests, rankings and ratings
<b>Investry</b>	Investry, a stock trading game from HN, is the best way to try your hand at real stock trading without risk.



# HN.cz readers



42 %

PV on computers



55 %

PV on mobile phones



3%

PV on tablets

6 717 677 PV

Pages displayed

1 152 131 RU

Number of actual users

57 %

Men

42 %

Women

**You will reach highly educated readers with good jobs and a high standard of living.** Readers include a high concentration of company owners, managers and executives, specialists and business representatives.

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



Netmonitor, November 2020

*The best economic news on the Czech internet.*

### Internet behavior

70%

Of visitors regularly watch videos and demonstrations on the internet

70%

Of visitors make online purchases

### Education

26%

University

38%

High school graduate

### Age

53%

25-45 years old

37%

Over 46 years old

### Income

47%

Net household income over 40,000 CZK

### Standard of living

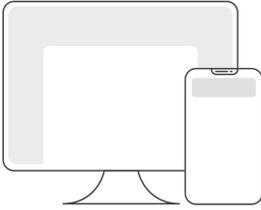
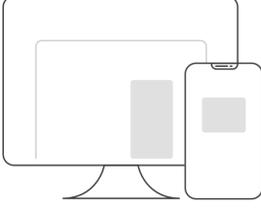
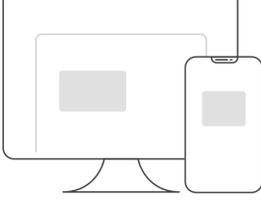
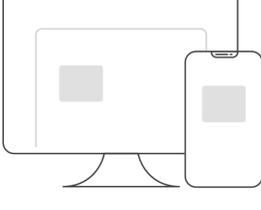
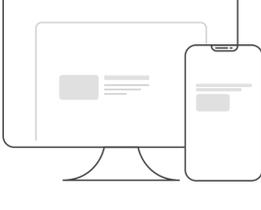
54%

Above-average standard of living (A, B)



# Price and size of floating advertisements

HN.cz

 <p><b>Branding*</b></p> <p>Desktop 1980 x 600 px</p> <p>Mobile 640 x 200 px</p> <p><b>1020 CZK / CPT</b></p>	 <p><b>Mobilní Interscroller</b></p> <p>Mobile</p> <p>480 x 820 px</p> <p><b>870 CZK / CPT</b></p>
 <p><b>Halfpage*</b></p> <p>Desktop 300 x 600 px</p> <p>Mobile 300 x 250 px</p> <p><b>480 CZK / CPT</b></p>	 <p><b>Mobilní premium square</b></p> <p>Mobile</p> <p>480 x 480 px</p> <p><b>540 CZK / CPT</b></p>
 <p><b>Wallpaper*</b></p> <p>Desktop 480 x 300 px</p> <p>Mobile 300 x 250 px</p> <p><b>410 CZK / CPT</b></p>	<p>* Cross device. Both formats must be added after campaign launch. To target just desktops there is a surcharge of 30 %.</p> <p>Note Any targeting for a surcharge of 30 %. Placement in a particular column + 30 %. Targeting for HP + 30 %.</p> <p>Special offers are available at: <a href="http://www.economia.cz/ceniky-inzerce/">www.economia.cz/ceniky-inzerce/</a></p> <p>Terms and conditions of Economia, a.s. <a href="http://www.economia.cz/obchodni-podminky/">www.economia.cz/obchodni-podminky/</a></p>
 <p><b>Medium rectangle</b></p> <p>Desktop, mobile</p> <p>300 x 250 px</p> <p><b>260 CZK / CPT</b></p>	
 <p><b>Native advertisement</b></p> <p>Desktop, mobile</p> <p>Size according to TP</p> <p><b>400 CZK / CPT</b></p>	