

It doesn't matter where you read, but what you read



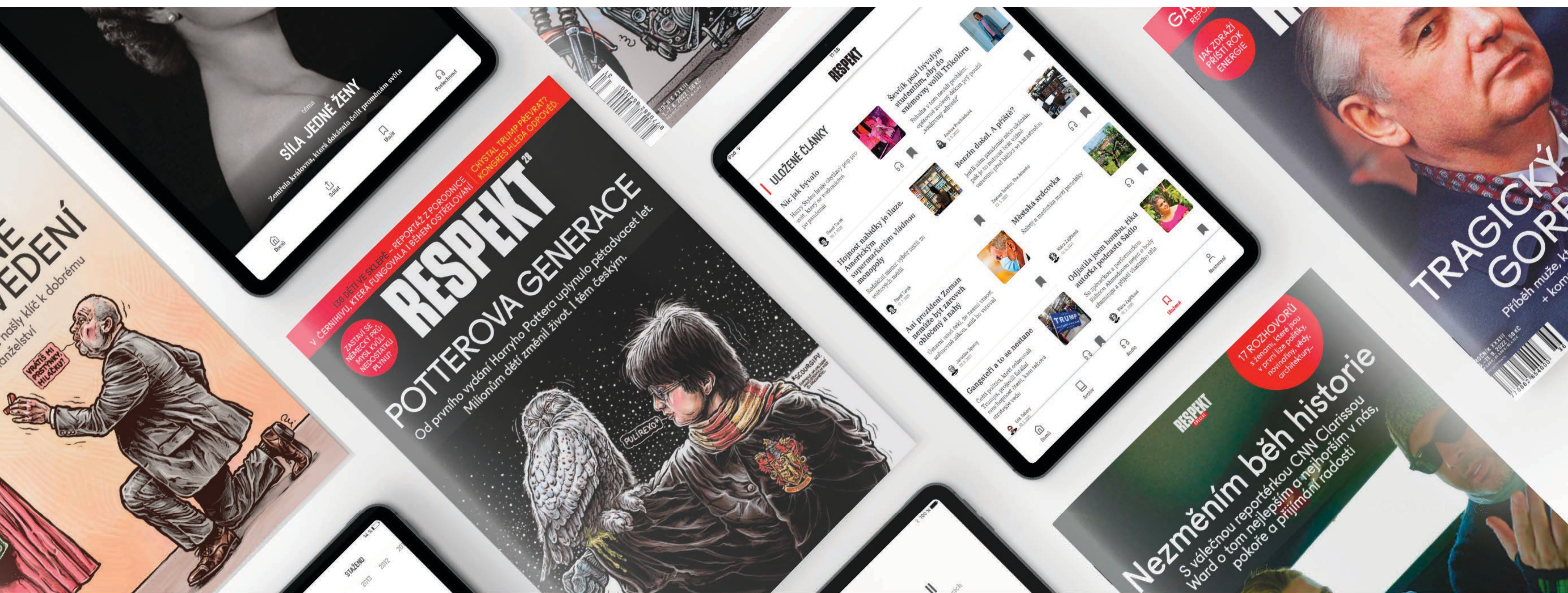
What is Respekt
page 2–3

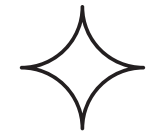


Target group
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What is Respekt

Respekt is published every Monday.

Basic scope: 76 pages

web: www.respekt.cz

Each week, Respekt independently comments on current domestic and foreign events. It deals with politics, economics and history, social topics and trends, follows news in the fields of science and research and pays a lot of attention to culture. A number of prominent personalities from various areas of human activity contribute to its pages.

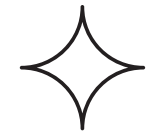
There are columns dedicated to Czech, Europe, America and observations made by Doctors Without Borders member Tomáš Šebek. Following the example of Die Zeit magazine, the permanent sections are supplemented by a survey. The texts taken from the American monthly The Atlantic are something extra.

The work of Respekt's editors is regularly awarded prestigious journalism awards - **the Ferdinand Peroutka Award, the Karel Havlíček Borovský Journalism Award, and the Tom Stoppard Award**, just to name a few. Respekt's photographers regularly gain top positions in the **Czech Press Photo** competition.

By advertising in Respekt, you are appealing to a unique and extremely loyal group of readers.

- Respekt's readers are looking for quality, and they perceive the information within as more respectable than in other titles.
- There isn't a journal with a similar focus on the market. Therefore, by advertising in Respekt, you are appealing to a unique and extremely loyal group of readers.*

* InsightLab Research, June 2019



RESPEKT
SPECIAL

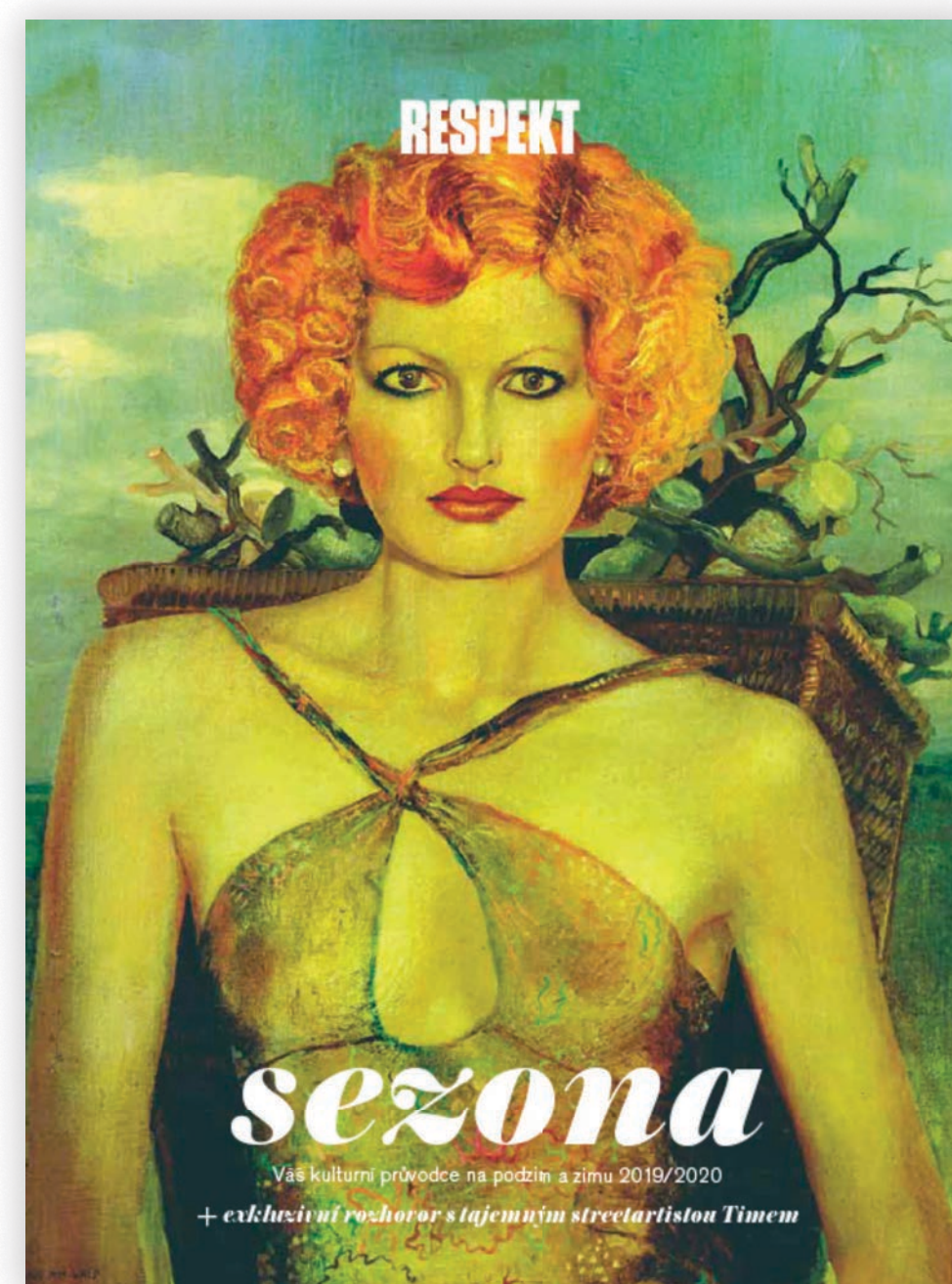
Format: 210 x 280 mm

Size: 128 pages

Print run: 20,000

Release dates: 22. 3. 2023., 7. 6. 2023., 20. 9. 2023., 22. 11. 2023.

An independent magazine that is published four times a year in the **Respekt Special edition**. Each special issue deals with a specific topic. Many of these successful publications have focused on interviews, history or the climate. Respekt Special is on sale at stands and e-shops for more than 4 weeks.



Respekt Sezona

Format: 200 x 270 mm

Form of distribution: insert to the entire edition of Respekt

Twice a year, a literary supplement and a clear guide to cultural events **Respekt Sezona** is published. It provides advice on where to go for music, presents film premieres and festivals, exhibitions, book news and tips for cultural trips. It is always part of the double number, so it has an increased cost and is on sale for two weeks.

Date of publishing Summer Season: 3. 7. 2022

Size: 80 pages

Date of publishing Winter Season: 18. 12. 2022

Size: 80 pages

The readers of Respekt weekly

Readership: **193 000**

Subscriptions 2022: **25,329** (of which 19,774 readers also subscribe to the printed version)**

Open sales 2022: **11,531****

Print run (average): **44,597****

42 %

of respondents consider Respekt to be their main source of information.

40 %

of economically active readers are made-up from the management of companies or entrepreneurs.

56 %

readers read three quarters or the entire magazine.

36 %

of readers live in cities with more than 100,000 inhabitants.

44 %

of readers have a net household income of CZK 50,000 or more.

The readers of Respekt weekly

70 % of consumers know Respekt. Half of readers read Respekt weekly.

A comparison with the general population (the share of persons living in households with the highest standard of living and standard in %)

Respekt's readers – 47 %
General population – 17 %

Respekt has a very strong community of readers with **118,000** followers on Facebook and **241,000** followers on Twitter.

Gender

40 %

Women

60 %

Men

Age

22 %

12-29 years

23 %

30-39 years

26 %

40-49 years

10 %

50-59 years

19 %

over 60 years

Education

7 %

Basic

8 %

Secondary without A-levels

33 %

Secondary with A-levels

52 %

University

Standard of living

48 %

A – the highest

14 %

B

27 %

C

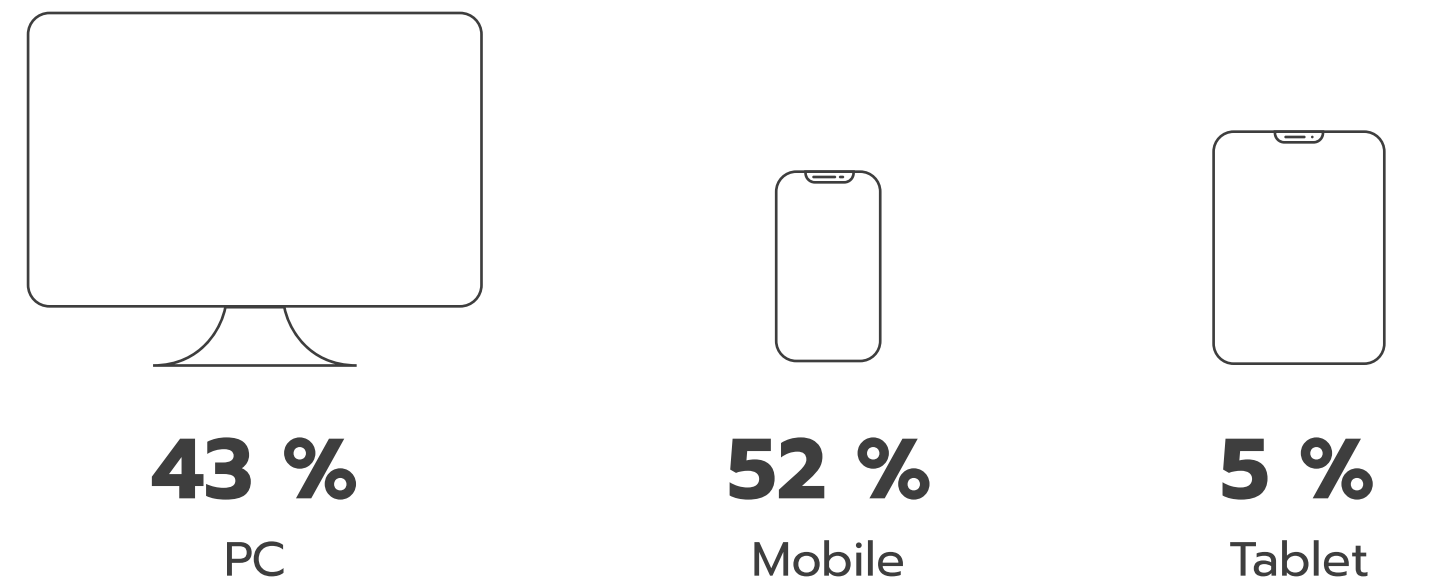
8 %

D

3 %

E – the lowest

The readers of Respekt.cz



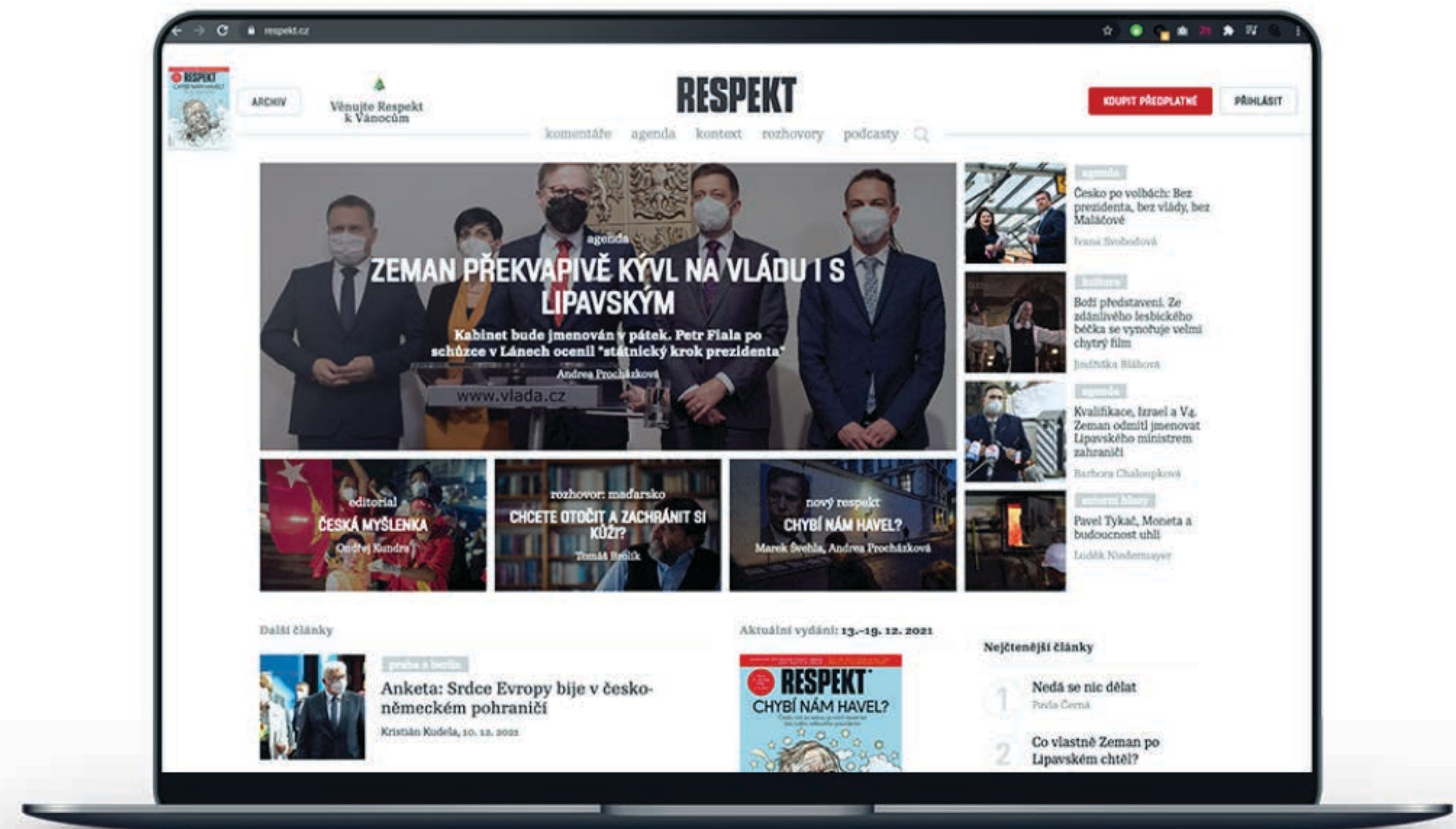
1,843,522 PV
Pages displayed

571,056 RU
Number of real users

Source: Netmonitor (average per month), 2021

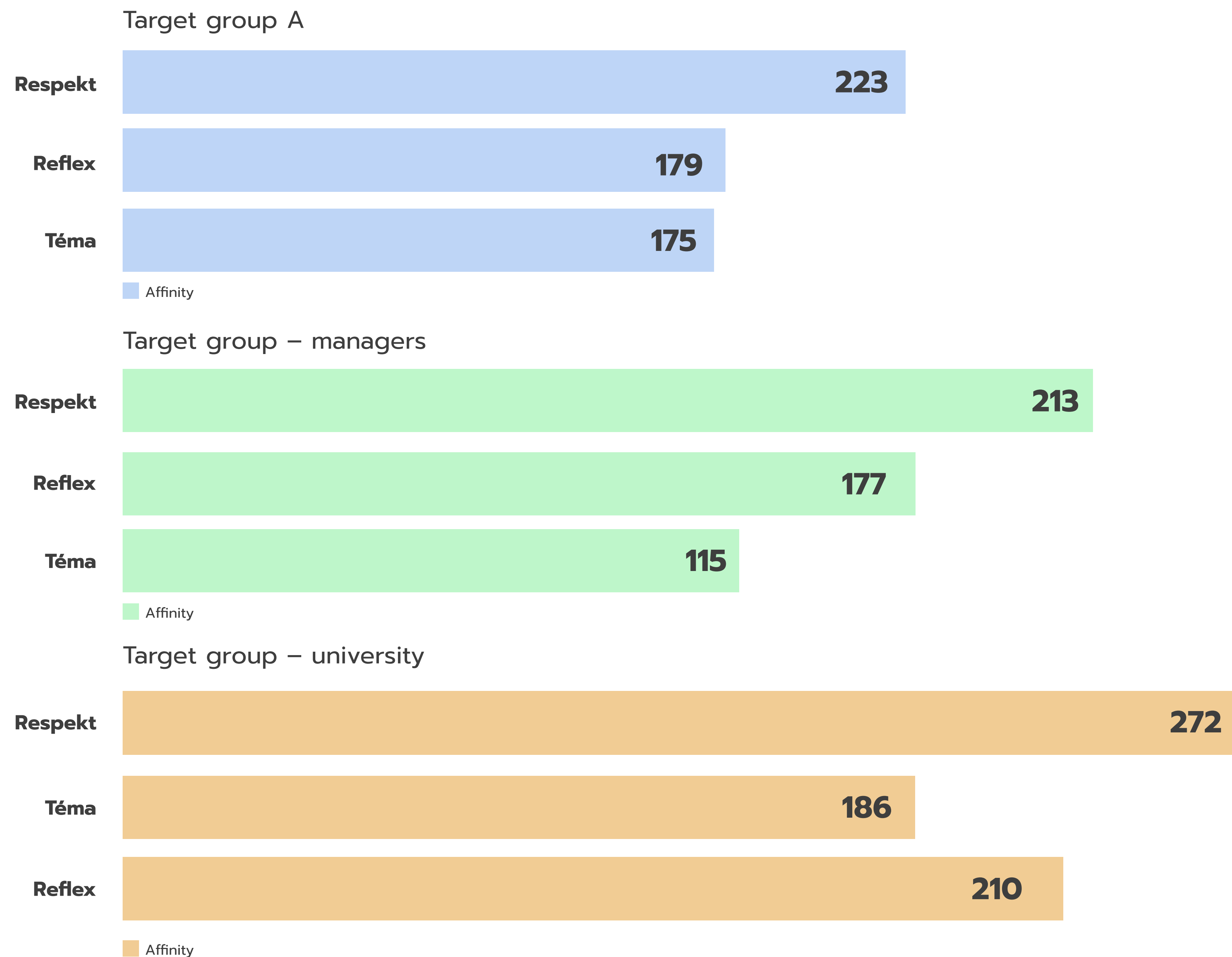


Source: Netmonitor, January - November 2022



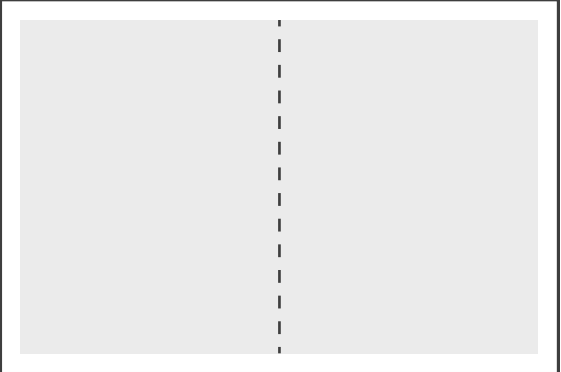
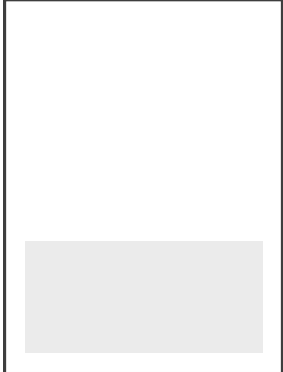
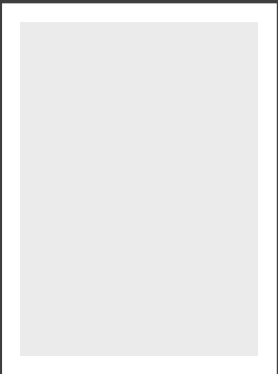
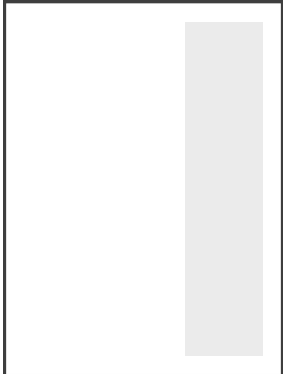
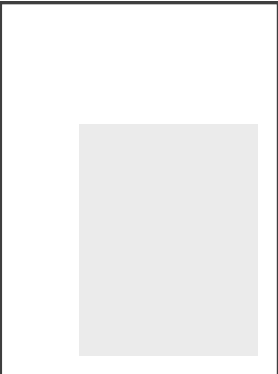
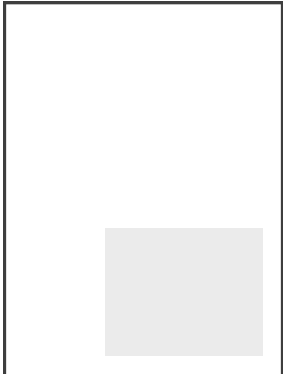
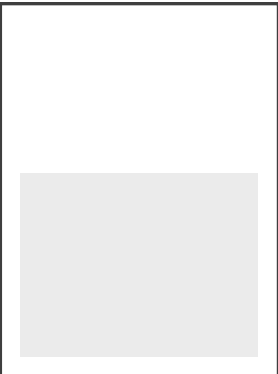
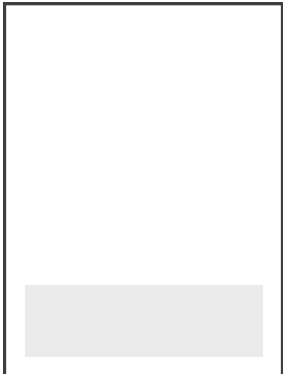
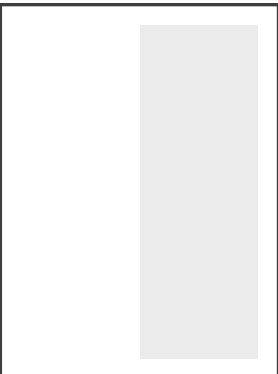
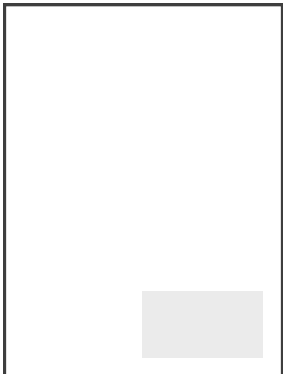
Comparison with the competition

Respekt is the most suitable title for addressing a target group with the highest standard of living in comparison with similarly focused titles, managers, businessmen, students and university graduates.



Advertising price list

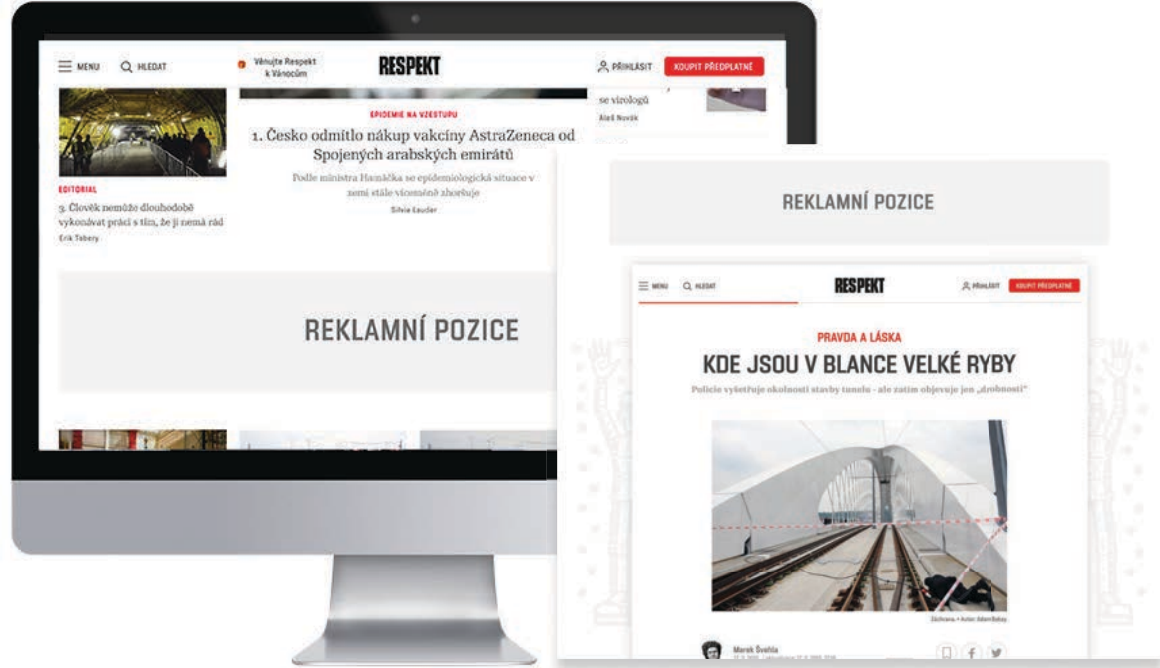
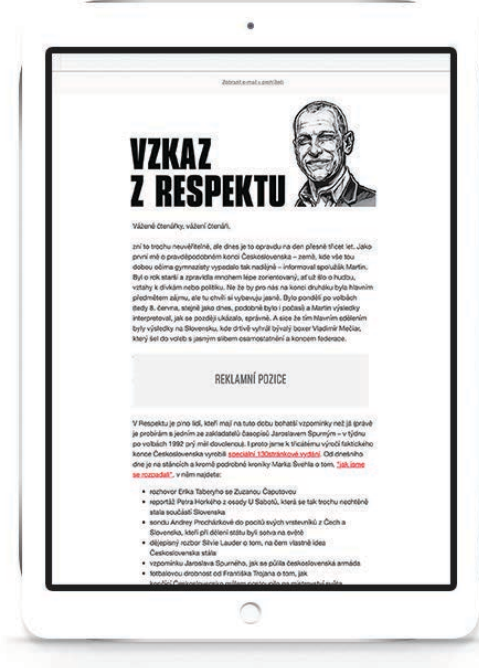
Print

 2/1 per mirror 394 x 245 mm margins 420 x 280 mm CZK 244,750	 1/3 per mirror 184 x 78 mm margins 210 x 92 mm CZK 98,538
 1/1 per mirror 184 x 245 mm margins 210 x 280 mm CZK 207,900	 1/3 per mirror 58 x 245 mm margins 71 x 280 mm CZK 98,538
 Junior page per mirror 121 x 160 mm margins 134 x 176 mm CZK 154,996	 1/4 per mirror 88 x 118 mm CZK 72,598
 1/2 per mirror 184 x 118 mm margins 210 x 133 mm CZK 132,146	 1/4 per mirror 184 x 60 mm CZK 72,598
 1/2 per mirror 88 x 245 mm margins 100 x 280 mm CZK 132,146	 1/8 per mirror 88 x 60 mm CZK 34,867

Price list



Price and ad size on Respekt.cz

	Advertising on the Respekt website Reach: up to 500,000 real users Price: CZK 100,000 per month (30 days from the launch date)		Banner in the Vzkaz from Respekt newsletter (once a week) Reach: 5,000 subscribers Price: CZK 10,000 per issue
	Sponsorship of Respekt podcasts (min. 2 episodes per week) Reach: 5 - 10,000 plays, long term 15,000 Price: CZK 15,000 per week	Web ad package, in podcasts and in the Vzkaz from Respekt newsletter for a whole month Price: CZK 150,000 per month (30 days from the launch date)	

Special solutions

A modification to the Respekt website that will serve as a marketing campaign. A premium solution that allows an extension of the website or its content type according to the specific needs of the client. This can include implementation using custom widgets, applications or inserting entire pages into the Respekt.cz website. Examples include interactive advertising campaigns, interactive visualisations (e.g. calculators, configurators), competition pages or tailored questionnaires. This will create a partner space with its own content to which the various advertising channels mentioned above will be directed. We will deliver the technical solution of the microsite.

Price: **individual, it consists of a promotional part on the Respekt channels + an external development part** (coding, graphics)