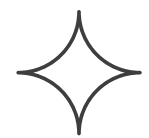


PročNe

Mediakit 2023

Lifestyle magazine of Hospodářské noviny



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European
Newspaper
Award
NEWSPAPER DESIGN · CONCEPT

e.conomia

Hana Soukupová



Regular columns

Curator

A new column that will guide you through the world of the best of the most exciting things happening right now so you don't miss out

#foodlove

Head out on a quest for great food and drink with Lukáš Hejlík

PročNe Interview

Great interviews with inspiring personalities

Travel

See cities, countries and landscapes through the eyes of those who live there, return there regularly and know more about them than others

Architecture and Design

The best architects, flawless buildings, unique design

Boutique

A selection of the most stylish innovations for men and women

Tomáš Berdych



Publishing plan

Měsíc	Téma	Vydání	Objednávky	Inzertní podklady
February	Hope	10. 2. 2023	20. 1. 2023	27. 1. 2023
March	Women	10. 3. 2023	15. 2. 2023	22. 2. 2023
April	Men	14. 4. 2023	24. 3. 2023	31. 3. 2023
May	Architecture, Art	19. 5. 2023	28. 4. 2023	5. 5. 2023
June	Gourmet of life	23. 6. 2023	2. 6. 2023	9. 6. 2023
September	Design	8. 9. 2023	18. 8. 2023	25. 8. 2023
October	Watches & Jewellery	13. 10. 2023	22. 9. 2023	29. 9. 2023
November	Cars & Technology	16. 11. 2023	26. 10. 2023	2. 11. 2023
December	Christmas Special	8. 12. 2023	17. 11. 2023	24. 11. 2023

PročNe readers:

- They know quality and have no problem paying for it
- They decide
- They are interested in new trends

Source: ABC ČR, Mediaprojekt Q1/2023

Readership: **145 000**

Average number of sold printed issues: **25 589 copies**

65 %

Men

35 %

Women

Special issue

Our special Christmas issue is traditionally dedicated to inspiring people who allow readers to take a peek into their world. The role of guest editor-in-chief last year was filled by Jiří Bartoška, a charismatic actor and president of the Karlovy Vary International Film Festival.



European Newspaper Award 2021

Last year, PročNe magazine was again successful in the competition involving 161 newspapers from all over Europe and won four prestigious awards. The jury was captivated by two cover stories: An interview with Emma Smetana combined with a fashion story and the March project Božena with the TV series female leads Anna Geislerová and Anna Kameníková who both play the author. The prize was also awarded for an interview with Polish ski mountaineer Andrzej Bargiel, who was the first to ski down K2, and the fourth prize goes to the photo story of the world's most expensive raw material by decor stylist Klára Tománková.

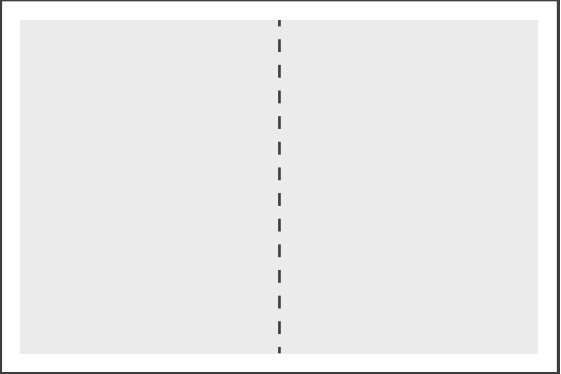
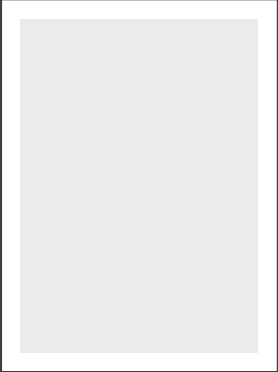
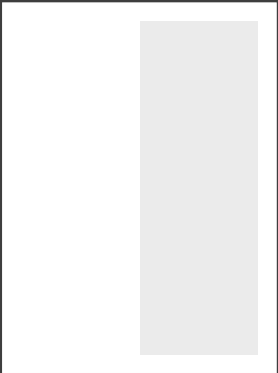
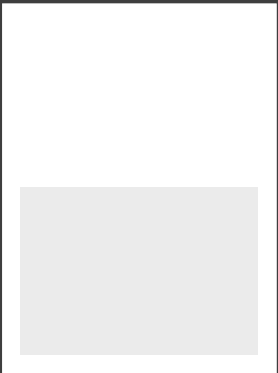
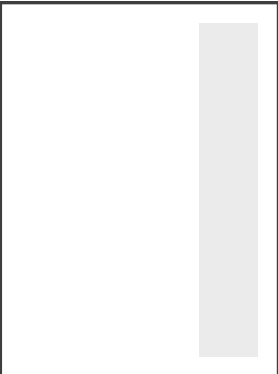
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Price and ad size

Standard offer

Special advertisement prices

<div></div> <div><p>Panorama</p><p>margins 464 x 297 mm</p><p>CZK 328 900</p></div>	First panorama CZK438 900
	2nd page of the cover CZK 279 400
<div></div> <div><p>1/1</p><p>margins 232 x 297 mm</p><p>CZK 233 310</p></div>	3rd page of the cover CZK 253 000
	4th page of the cover CZK 306 075
<div></div> <div><p>1/2 A</p><p>margins 232 x 147 mm</p><p>CZK 135 135</p></div>	Left side opposite the content or editorial CZK 268 400
	first right advertisement page CZK 279 400
<div></div> <div><p>1/2 B</p><p>margins 113 x 297 mm</p><p>CZK 135 135</p></div>	<p>Note:</p> <p>Additional charge for requested position + 20%. Additional charge for special operations + 50%.</p> <p>Dimensions are listed in net format after trimming. For trimming, it is necessary to provide an overlap of an additional 5 mm over the net format around the edge of the advert! Advertisements can be located on both the left and right pages.</p>
<div></div> <div><p>1/3</p><p>margins 77 x 297 mm</p><p>CZK 101 640</p></div>	

Červnova fashion story ve
spolupráci s Louis Vuitton

Special advertising projects

In cooperation with our clients, we offer
above-standard advertising projects and
advertorials. We'll also be happy to prepare
a creative design for you on demand.



Fashion story s Hynkem Čermákem
pro Land Rover

Advertising

+420 233 073 169

inzerce@economia.cz

