

# ekonom PRÁVNÍ RÁDCE

Mediakit 2023



What is Právní rádce?  
page 2

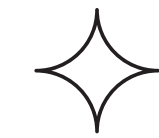


Target group  
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# What is Právní rádce?

Since September 2022, it has merged with the Ekonom weekly. It is published as a separate regular monthly supplement in a larger edition size with a new modern design.

- The advantage of this change is better targeting towards companies and business by lawyers and attorneys.
- There has been an increase in the representation of articles in which lawyers and attorneys call attention of businesses to legal issues and laws that management and business owners should be aware of.
- Distribution has been expanded to all subscribers of Ekonom weekly, and distribution to law firms and public institutions continues.
- The diversity of authors and content has been extended thanks to the merger of the editorial offices of Ekonom and Právní rádce.
- If a law firm so requests, it is possible to include an interview with its partners or professional offices.

Date of publication:

published regularly on the second Thursday of each month

# Readers of the Ekonom weekly journal

Readership: **55,000** (increase in reader rates from Q3 and Q4 of 2020)\*

Average number of copies: **11,817**

**65 %**

Men

**35 %**

Women

***161,000 people read the Ekonom weekly over a longer period of time (at least 1 of the last 12 issues)***

\* Source: MEDIA PROJEKT: Q2. 2021 - Q1. 2023, MEDIAN and STEM/MARK



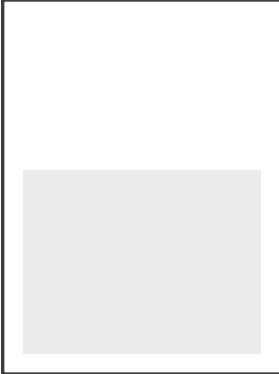
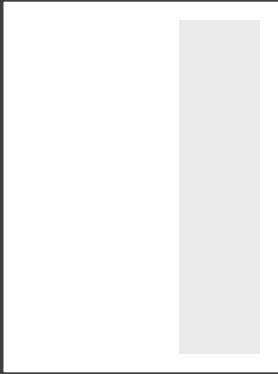
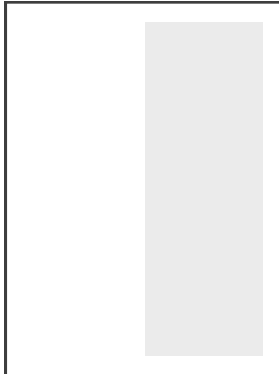
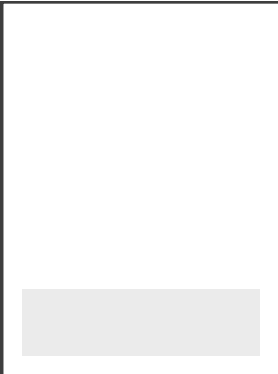




# Price and ad size

## Print

Bleed printing sizes are listed in net format after trimming. For trimming, it is necessary to provide an overlap of an additional 5 mm beyond the net format around the edge of the advertisement.

<div></div> <div><div>1/1</div><div>mirror</div><div>179 x 240 mm</div><div>bleed</div><div>203 x 267 mm</div><div>119,166 CZK</div></div>	<div></div> <div><div>1/3 A</div><div>mirror</div><div>179 x 76 mm</div><div>bleed</div><div>203 x 88 mm</div><div>46,200 CZK</div></div>
<div></div> <div><div>1/2 A</div><div>mirror</div><div>179 x 120 mm</div><div>bleed</div><div>203 x 132 mm</div><div>62,700 CZK</div></div>	<div></div> <div><div>1/3 B</div><div>mirror</div><div>57 x 240 mm</div><div>bleed</div><div>71 x 267 mm</div><div>46,200 CZK</div></div>
<div></div> <div><div>1/2 B</div><div>mirror</div><div>87 x 240 mm</div><div>bleed</div><div>101 x 267 mm</div><div>62,700 CZK</div></div>	<div></div> <div><div>1/4</div><div>mirror</div><div>179 x 60 mm</div><div>bleed</div><div>203 x 72 mm</div><div>34,050 CZK</div></div>

2nd page of the cover

127,050 CZK

3rd page of the cover

127,050 CZK

4th page of the cover

141,900 CZK

Title banding (5– 10 cm)

97,500 CZK

## Deadlines for submitting base materials

- Ready-made drafts – within 15 business days prior to publication
- Other base materials – within 20 business days prior to publication
- Extra charge for graphic processing 20%.