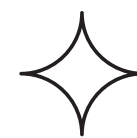


Mediakit 2024

## Profit from our information



What HN is  
p. 2-6



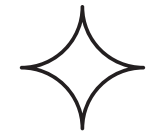
Target group  
p. 7



Prices  
p. 8-9







# The HN family

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



**Hospodářské noviny** delivers general news with strong analytical elements and commentary from Monday to Friday. Of all the Czech daily newspapers, it gives the most space to economic and business information, the financial markets and services for entrepreneurs. It contains interviews with the leading Czech and worldwide entrepreneurs while conducting analyses of the most important economic events.



The Hospodářské noviny website on the **HN.cz** internet domain offers readers, in addition to current news, the complete content of the printed edition of the newspaper, including all its magazines and special supplements. Readers of digital content have been able to pay for access to the entire archive of the newspaper since 1995.



***“The Hospodářské noviny brand brings its strong attributes to the online world – objective news, premium economic content, and knowledgeable analyses and commentaries.”***



# Hospodářské noviny columns

## Daily Hospodářské noviny columns

News

Detailed news about business, domestic and foreign affairs

Opinions

Opinions and commentary related to current events

Interview

An interesting personality from the world of business or the public sphere who is currently being talked about. In addition to the professional aspect, HN reporters will also present their personality

Business and money

News about domestic and foreign companies, capital and financial markets and interesting trends in the business world

Be Positive!

An author's page that takes an optimistic view of life and the economy

## Weekly columns of Hospodářské noviny

Money

Tuesday

Detailed news about business, domestic and foreign affairs

Real estate

Wednesday

Current trends in real estate and development

HN Weekend

Friday

A deeper insight into socio-economic trends and a lighter read for the weekend





# Columns and sections Weekend + TV programme supplement

Report

Extensive coverage of interesting events, trends or social phenomena from the pens of top reporters accompanied by attractive photographs.

Interview

An interesting personality from the world of business or the public sphere who is currently being talked about. In addition to the professional aspect, HN reporters will also present their personality in terms of his or her non-work activities or his or her views on various social topics.

Longevity

We monitor new trends in longevity and prevention, explore healthcare topics from the perspective of readers, and concentrate on sports and a healthy lifestyle.

Technology

A selection of interesting technological news and events, reviews of technological and gaming news, tips from managers and entrepreneurs on technological gadgets they use themselves, and examples of technological improvements or inventions of domestic companies.

Profiles and stories

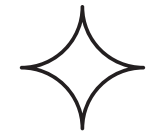
Profiles and stories of domestic and international business personalities, experienced entrepreneurs and aspiring startups.

Culture

Reviews of films, theatre shows, music news and tips on what readers shouldn't miss on Netfl ix, HBO, O2 TV and other film channels.







# Editorial magazines and supplements of Hospodářské noviny



## PročNe

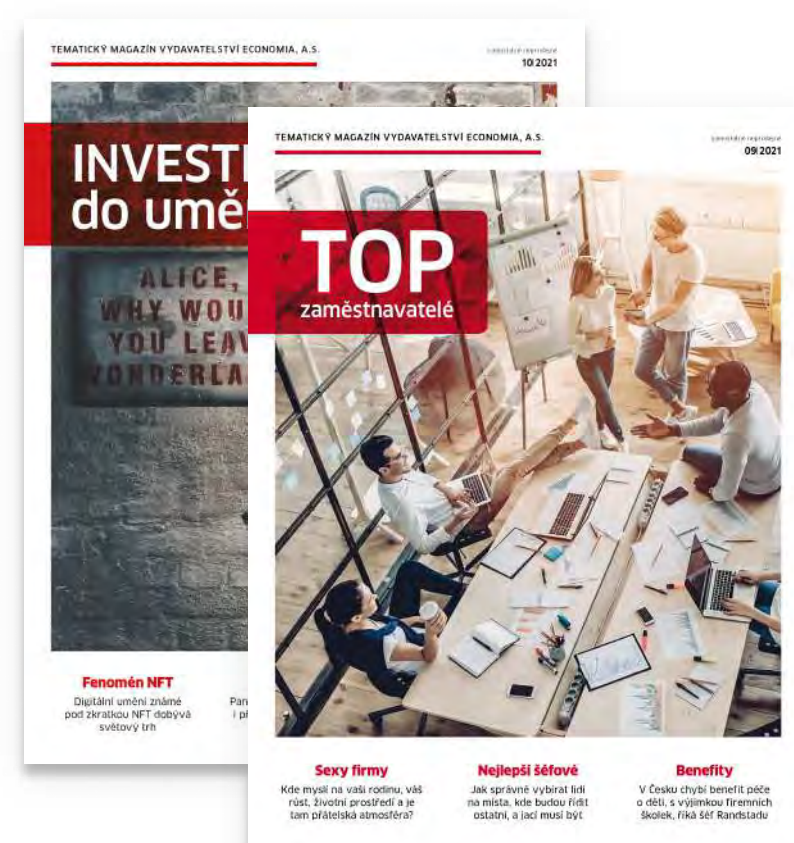
An exclusive lifestyle magazine featuring interviews with extraordinary people from the Czech Republic and world of international business and art. It reveals the secret corners of high society and charts the latest fashion trends.

HN magazine is published on Friday and on sale throughout the weekend.

## HN Speciál

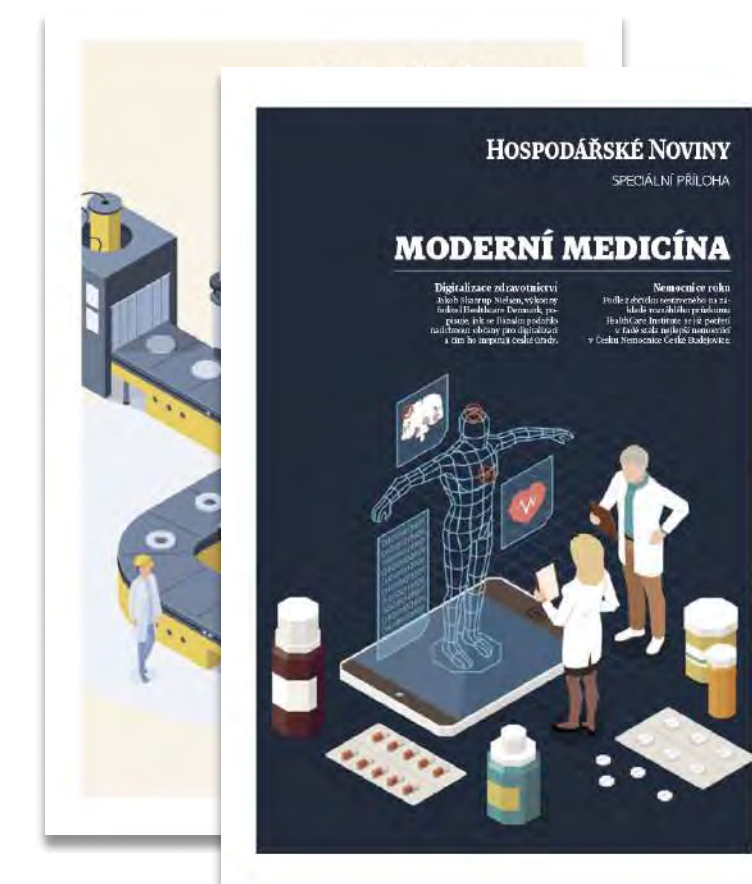
A business magazine that helps you understand key topics in the world of business, modern society and technology of the 21st century in context. It builds on profile interviews, narrative journalism and engaging context.

The Hospodářské noviny special is published four times a year.



## Thematic magazines

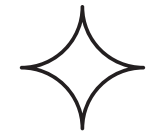
Edition of thematic magazines, inserted into Hospodářské noviny, following professional and lifestyle topics. Information analysed from many angles to help readers make better decisions. In this edition, readers will find specific company experiences, expert opinions and service information on a range of subjects – from industry, education, arts, technology and sustainability to pet keeping and Christmas tips.



## Special newspaper inserts

Edition of special inserts inserted into Hospodářské noviny, bringing interesting information across the society. Analyses, interviews and comments related to business and public life. Thanks to special inserts, the reader will gain in-depth insight into many topics that resonate in society on a few pages.





# Hospodářské noviny Weekend Insert



## Víkend

The Friday supplement of Hospodářské noviny **Víkend** offers twice as much reading! Unlike the newspaper, which continues to offer readers analytical news articles and commentaries focusing on the economy, politics and important social trends from home and around the world, the second part of the newspaper offers magazine reading for the whole weekend.

The authors of Hospodářské noviny offer readers **interviews, reports, profiles of interesting personalities from the Czech Republic and the world, from the business, sports and cultural and social environment**, interesting articles from the field of science and the world of technology, as well as interesting cultural and film tips.

The aim is to provide readers with a deeper **insight into socio-economic trends** in longer interviews, reports and analytical texts, while at the same time offering lighter reading and presenting various personalities in a different way than we know them from their professional lives. A crossword and sudoku are available for mental exercises.



# Readers of Hospodářské noviny

*Hospodářské noviny is the daily newspaper with the highest proportion of university students, entrepreneurs and managers.*

Readership: **138 000**

Copies sold: **22 812**, (Friday issue with Víkend **25 725**)

## Gender

**65%**

Men

**35%**

Women

Compared with other dailies, the readership of HN has a greater share of people with net incomes over 50,000 CZK and greatest share of people with net household income over 75,000 CZK.

## Occupation

**78%**

Economically active

## Education

**48%**

University degree

**35%**

High school graduate

## Age

**21%**

30-39 years old

**23%**

40-49 years old

**17%**

50-59 years old

## Residence

**32%**

City pop. 100,000

**21%**

City pop. 20-99,000

**16%**

City pop. 5-19,000

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



Media projekt, SKMO, AKA, Unie vydavatelů,  
Median – STEM/MARK

## Income

**71%**

Net household income over 40,000 CZK

## Standard of living

**61%**

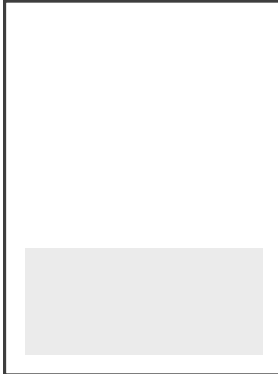
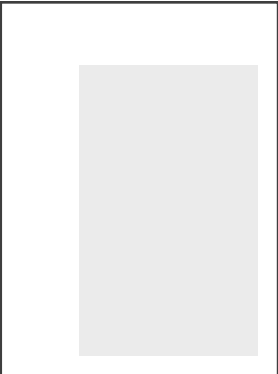

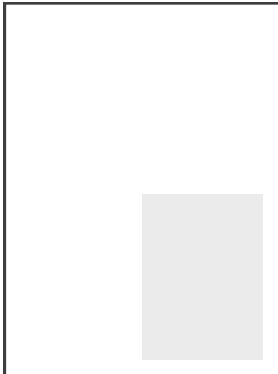
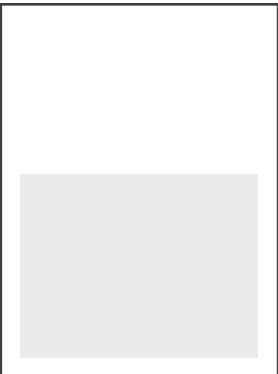
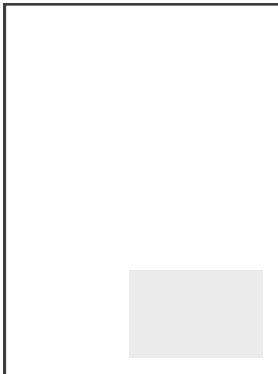
Above-average standard of living (A, B)



# Price and ad size

Hospodářské noviny

- Prices (Panorama, 1/1, JP AB, 1/2 AB) are contractual and are discounted from the standard rate per mm column.
- Other optional advertisement formats may be negotiated.
- We will prepare a combined offer for advertising in both the printed and digital versions of Hospodářské noviny on request.

<div></div> <div><p><b>Panorama</b></p><p>mirror</p><p>554 x 380 mm</p><p><b>548 900 CZK</b></p></div>	<div></div> <div><p><b>1/2 B</b></p><p>zrcadlo</p><p>123 x 380 mm</p><p><b>251 900 CZK</b></p></div>
<div></div> <div><p><b>1/1</b></p><p>zrcadlo</p><p>263 x 380 mm</p><p><b>438 900 CZK</b></p></div>	<div></div> <div><p><b>1/3</b></p><p>zrcadlo</p><p>263 x 120 mm</p><p><b>195 085 CZK</b></p></div>
<div></div> <div><p><b>Junior page A</b></p><p>zrcadlo</p><p>187 x 270 mm</p><p><b>328 900 CZK</b></p></div>	<div></div> <div><p><b>1/4 A</b></p><p>zrcadlo</p><p>263 x 90 mm</p><p><b>146 650 CZK</b></p></div>
<div></div> <div><p><b>Junior page B</b></p><p>zrcadlo</p><p>149 x 220 mm</p><p><b>229 900 CZK</b></p></div>	<div></div> <div><p><b>1/4 B</b></p><p>zrcadlo</p><p>98 x 185 mm</p><p><b>145 977 CZK</b></p></div>
<div></div> <div><p><b>1/2 A</b></p><p>zrcadlo</p><p>263 x 185 mm</p><p><b>251 900 CZK</b></p></div>	<div></div> <div><p><b>1/8</b></p><p>zrcadlo</p><p>98 x 110 mm</p><p><b>73 325 CZK</b></p></div>

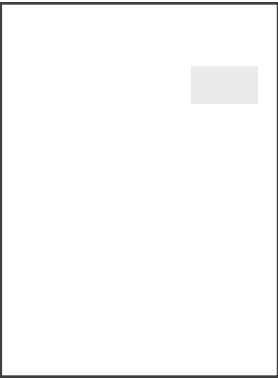




# Price and ad size

Hospodářské noviny

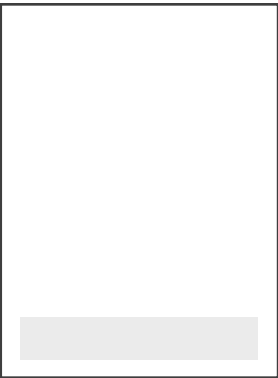
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Ear on the cover page

mirror  
63 x 43 mm

78 885 CZK



Bottom banner/top banner on the front page

mirror  
263 x 50 mm

201 960 CZK