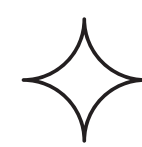


We provide key and
verified news daily.



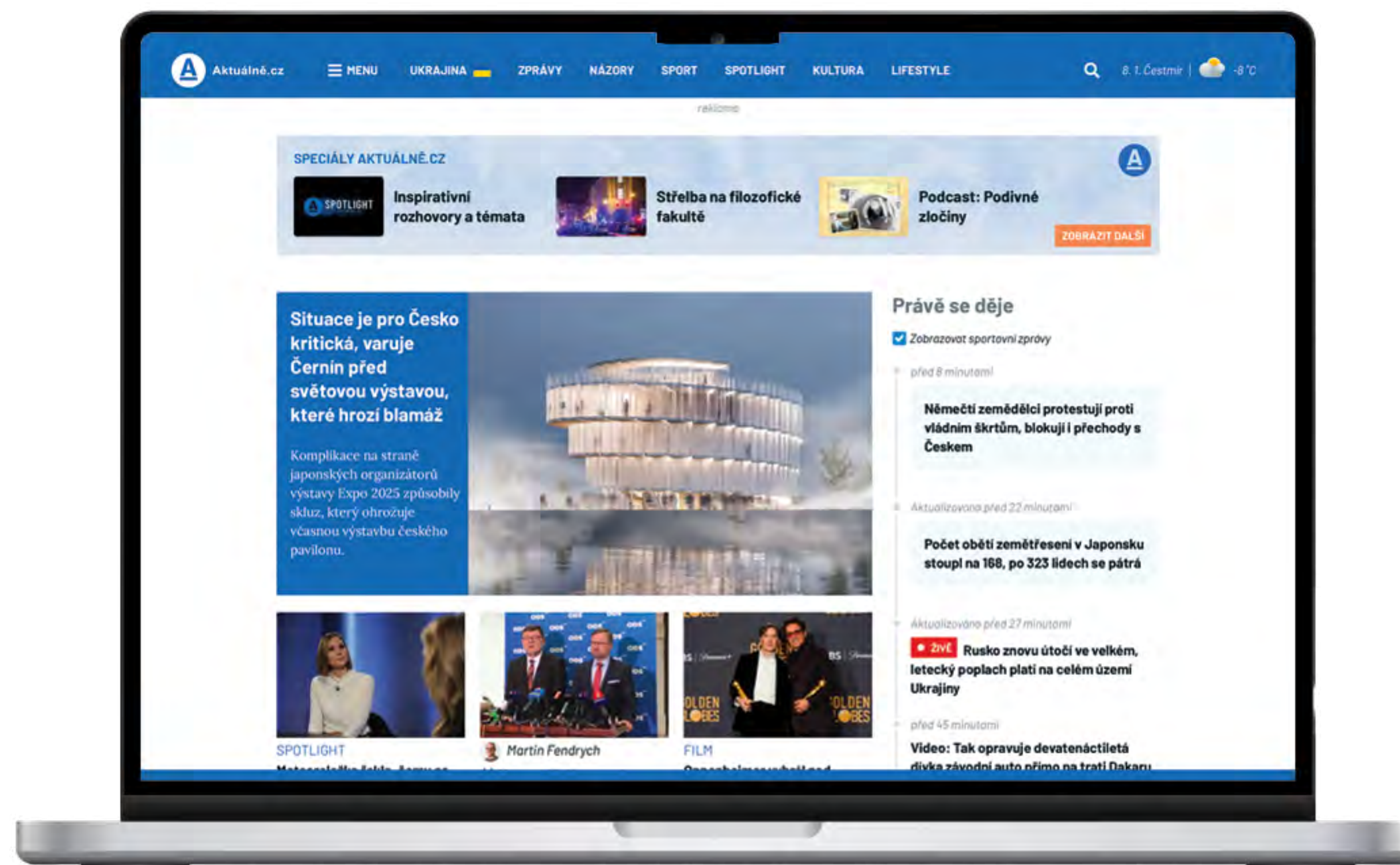
What Aktuálně.cz is
pgs. 2-3

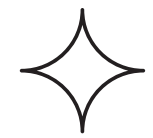


Target audience
pgs. 5



Price list
pgs. 6





Why Aktuálně.cz?

- Aktuálně.cz is **a respected**, and one of the most popular, Czech news websites.
- It differs from other news and magazine portals in the Czech Republic through **its strong emphasis on the seriousness and non-tabloid nature of the published material**. By carefully selecting topics, headlines and photographs, it ensures **brand safety** for its advertisers, advertising clients and collaborators. International surveys by the Reuters Institute regularly rank Aktuálně.cz among the most trusted Czech media.
- Aktuálně.cz is visited by three million real users per month (NetMonitor statistics), ranking it among the most cited public agenda-setting websites in terms of news service, original investigations and special projects.

- With more than 3,000,000 real users per month, we are one of the most popular online dailies in the Czech Republic
- The high standard of journalistic work ensures an attractive, functional and - above all - **safe environment for your advertising messages**

“With BeNative’s special sponsored projects, which we tailor-make for clients, you connect your brand with engaging content that is interesting for readers.”

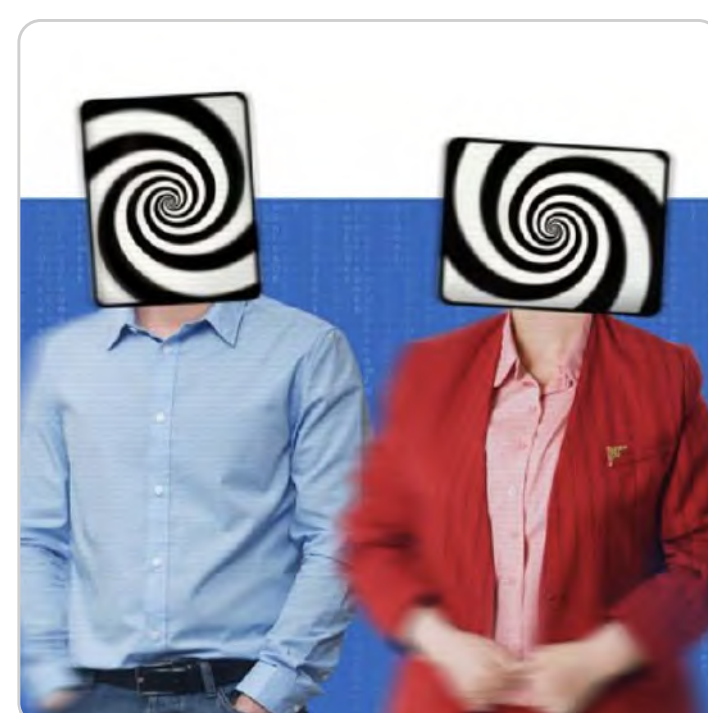
Main website sections

Home	Quick and clear, but also original investigative information from the Czech Republic.	Opinions	Commentaries by award-winning Czech journalists and analysts.
Economics	News, trends and tips from business, finance, transport and shopping, supplemented with calculators and summaries prepared in cooperation with the editorial team of the Ekonom weekly.	Cars	Tips, overviews, tests and news from the world of automobiles.
Foreign news	International events as they happen, objectively and in context.	Culture	News about music, film, literature and the visual arts. Reviews, commentaries and podcasts.
Sport	Current sports news and results, with commentaries and analyses.	Magazine	Interesting facts, interviews and photo galleries from the world of culture, architecture and lifestyle.
Video	Exclusive video interviews from the Spotlight project, as well as your own favourite programmes, reports and video news.	Žena.cz	A lifestyle magazine that responds to current social issues from a woman’s point of view.

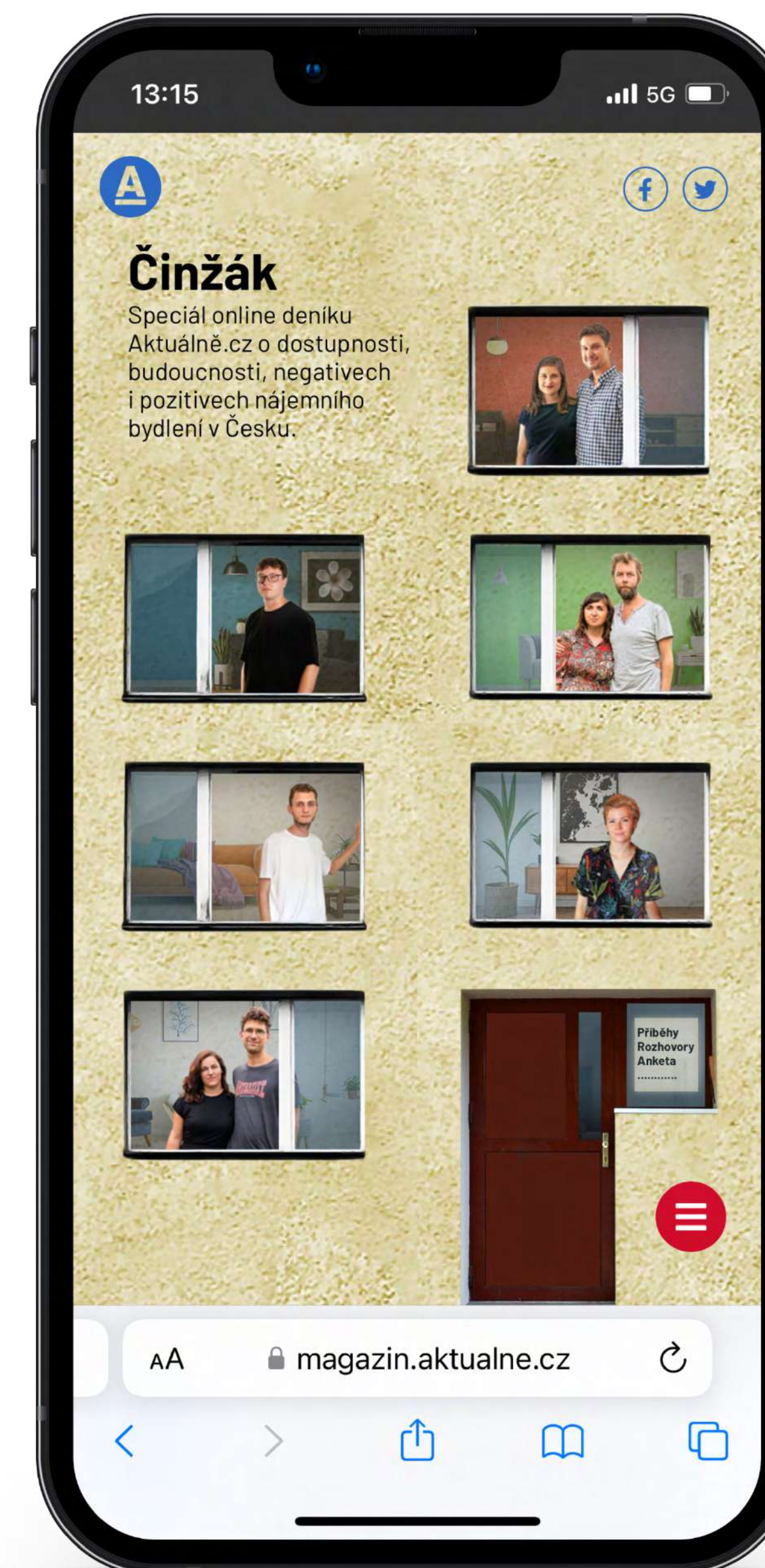


Special projects

The uniqueness of Aktuálně.cz's position in the news market is underlined by special projects devoted to socially relevant topics, which are an integral complement to the 24-hour continuous news coverage. These include infographics, series and special projects prepared by the editorial team.



aktualne.cz/specialy





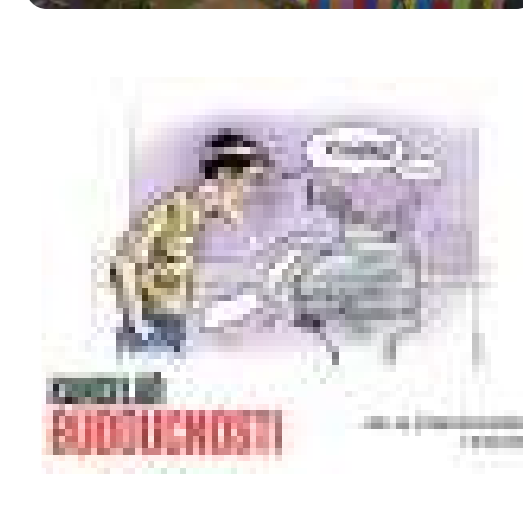
Partnership opportunities

BeNative partnership project

Our formats www.aktualne.cz/benative

Projects under the Aktuálně BeNative banner are always characterised by high quality standards, reader appeal and innovative handling.

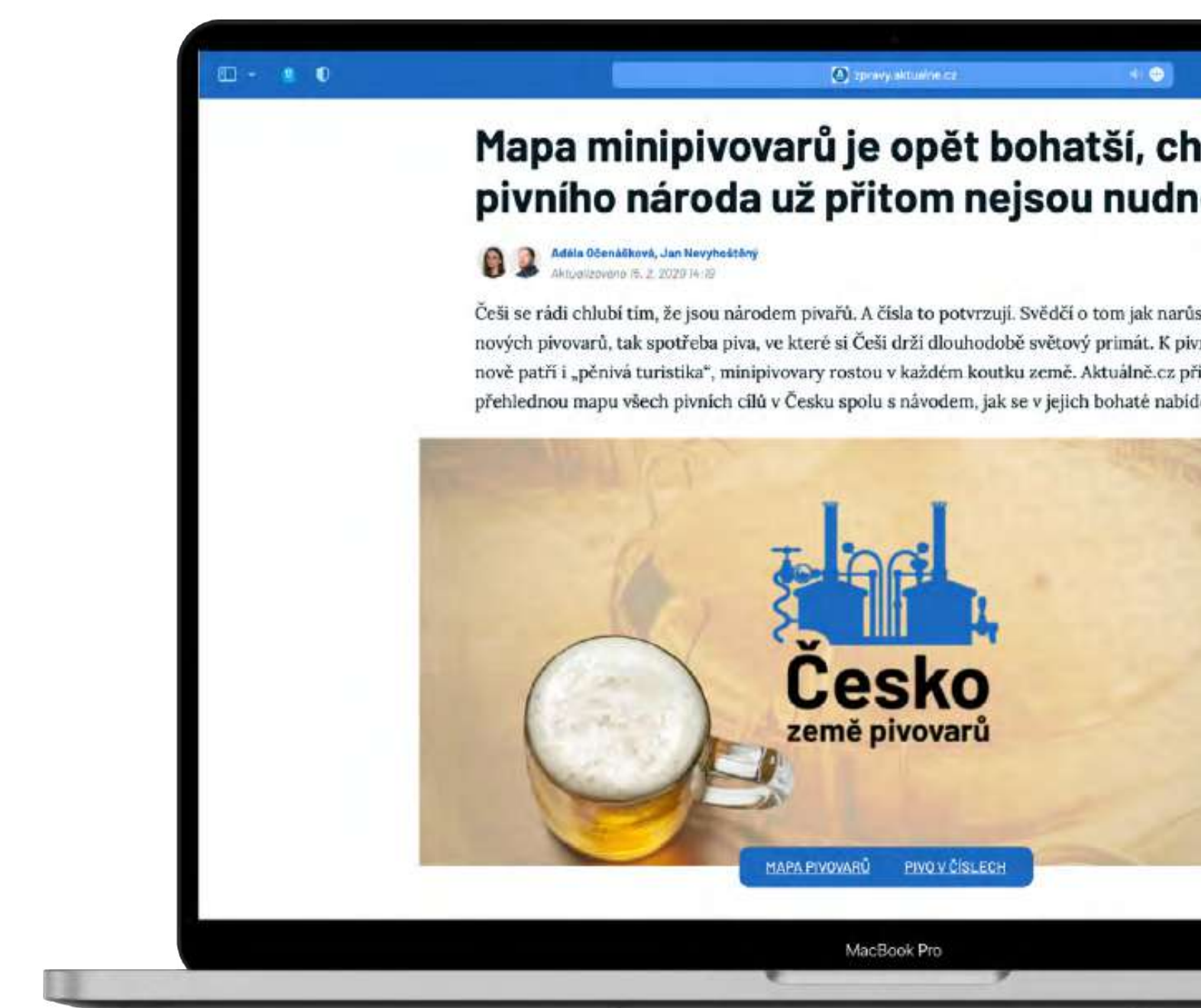
Through a clearly defined partnership, we help with the design and implementation of a joint project. Attractively, clearly and employing current trends. From individual articles, quizzes and photo galleries, through text/image combinations, online advice and podcasts, to interactive infographics and standalone microsites. Experience with us content tailored to the goals and needs of your clients and our readers.



"In cooperation" specials

We create special content projects in cooperation with our clients. These may involve social topics, practical instructions and travel guides, but are always characterised by a high quality standard guaranteed by the editorial team, interactive graphics and reader appeal. Associate your name with Aktuálně.cz and a topic that is important to you and your clients.

www.aktualne.cz/native



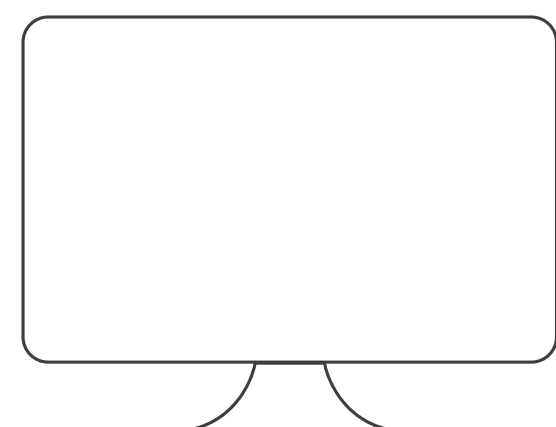
Our formats

We bring our readers news, current affairs and magazine reading through classic articles, overview graphics, interactive data specials, photo galleries and online interviews.

www.aktualne.cz/naseformaty

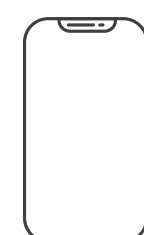
Aktuálně.cz Readership

*



62,2 %

PV on the computer



37,8 %

PV on the mobile

95 832 440 PV

Page views

3 188 118 RU RU

The number of real users

50,2 %

Men

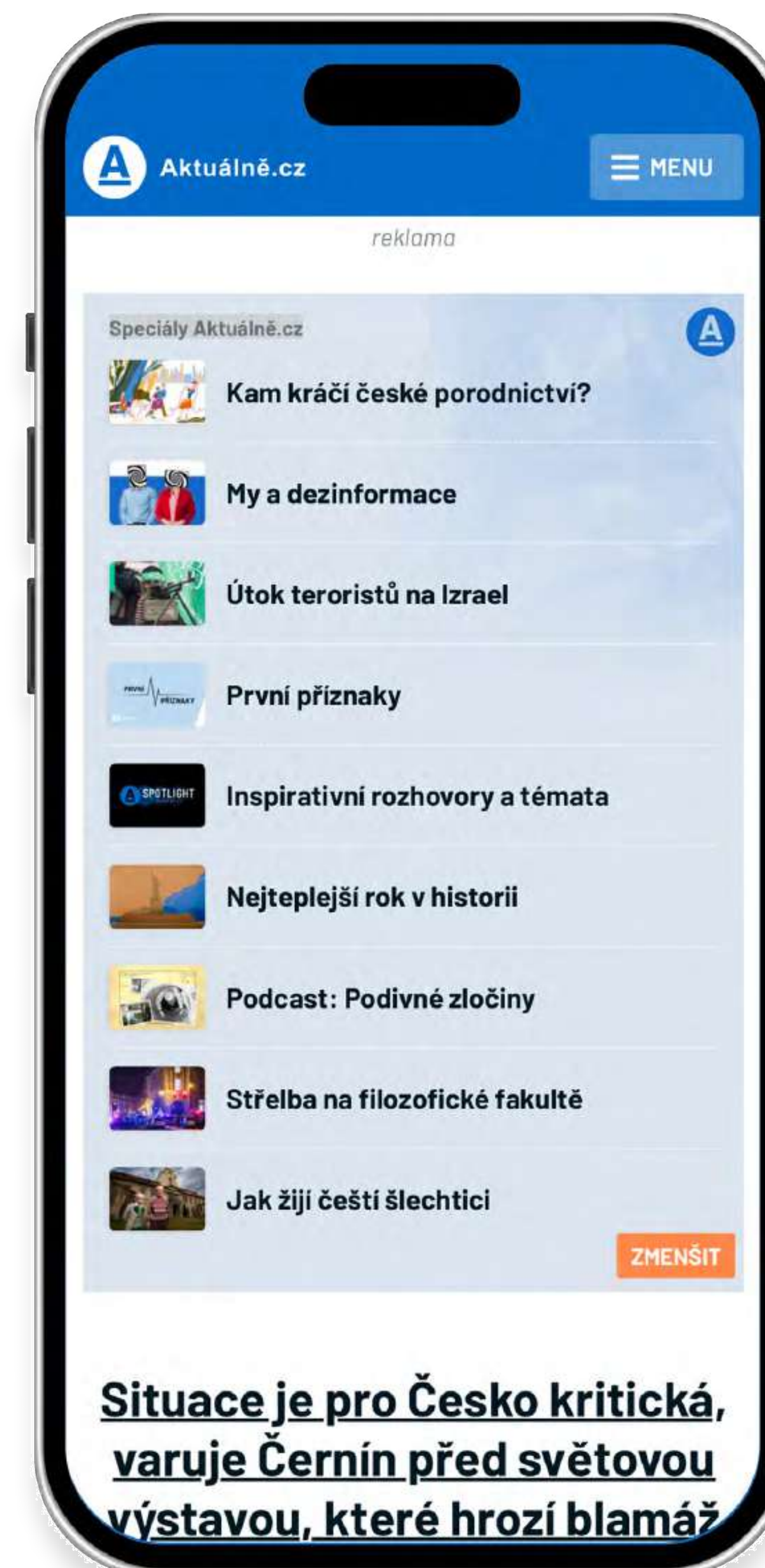
49,8 %

Women

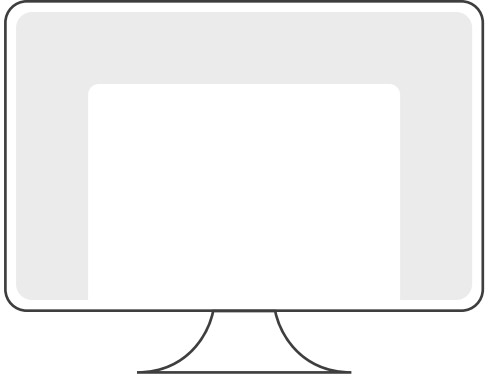

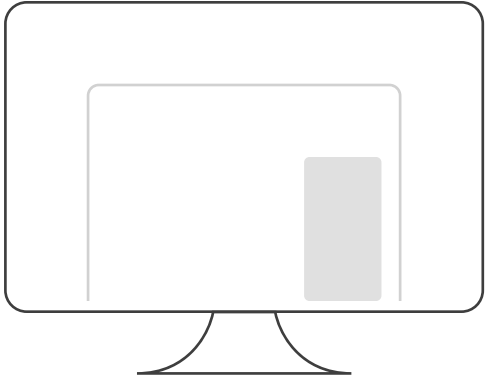

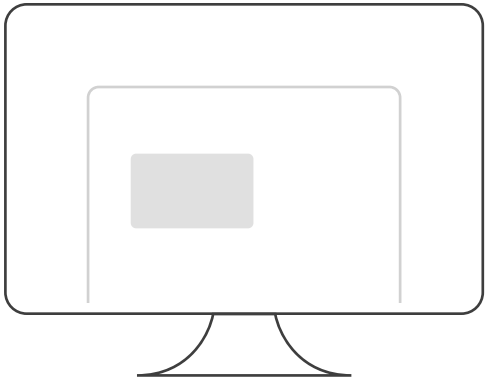
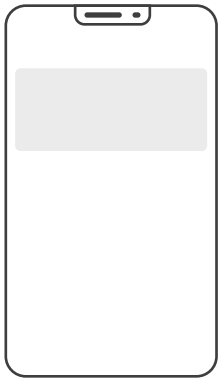
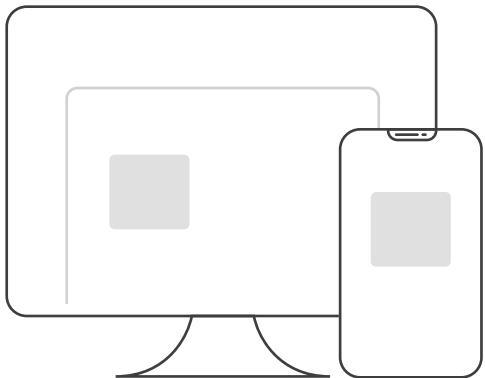
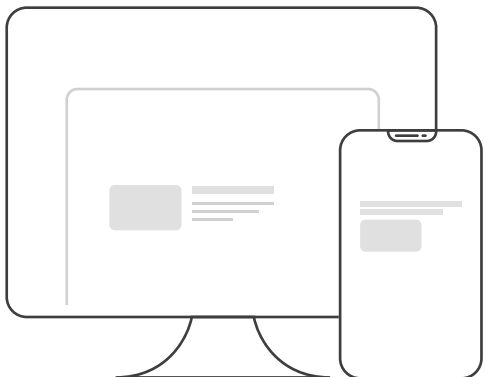
www.economia.cz/ceniky-inzerce/



Zdroj: *NetMonitor, November 2023



Price and size of Floating Ads

 <div>Branding Desktop</div> <div>1980 x 600 px</div> <div>720 Kč / CPT</div>	 <div>Mobile Interscroller Mobile</div> <div>480 x 820 px</div> <div>720 Kč / CPT</div>
 <div>Halfpage Desktop</div> <div>300 x 600 px</div> <div>400 Kč / CPT</div>	 <div>Mobile premium square Mobile</div> <div>480 x 480 px</div> <div>480 Kč / CPT</div>
 <div>Wallpaper Desktop</div> <div>480 x 300 px</div> <div>400 Kč / CPT</div>	 <div>Mobile branding Mobile</div> <div>640 x 200 px</div> <div>480 Kč / CPT</div>
 <div>Medium rectangle Desktop, mobile</div> <div>300 x 250 px</div> <div>260 Kč / CPT</div>	<div>Note: Any targeting at an additional cost of + 30%. Placement in a specific section + 30%. Targeted at HP + 30%.</div> <div>You can find special offers at: www.economia.cz/ceniky-inzerce/</div> <div>Economia, a.s. Commercial Terms and Conditions www.economia.cz/obchodni-podminky/</div>
 <div>Nativní reklama Desktop, mobile</div> <div>Size according to TP</div> <div>330 Kč / CPT</div>	

Have you got a question? Just contact us

We'd be happy to answer any questions
you may have about advertising

✉ inzerce@economia.cz