

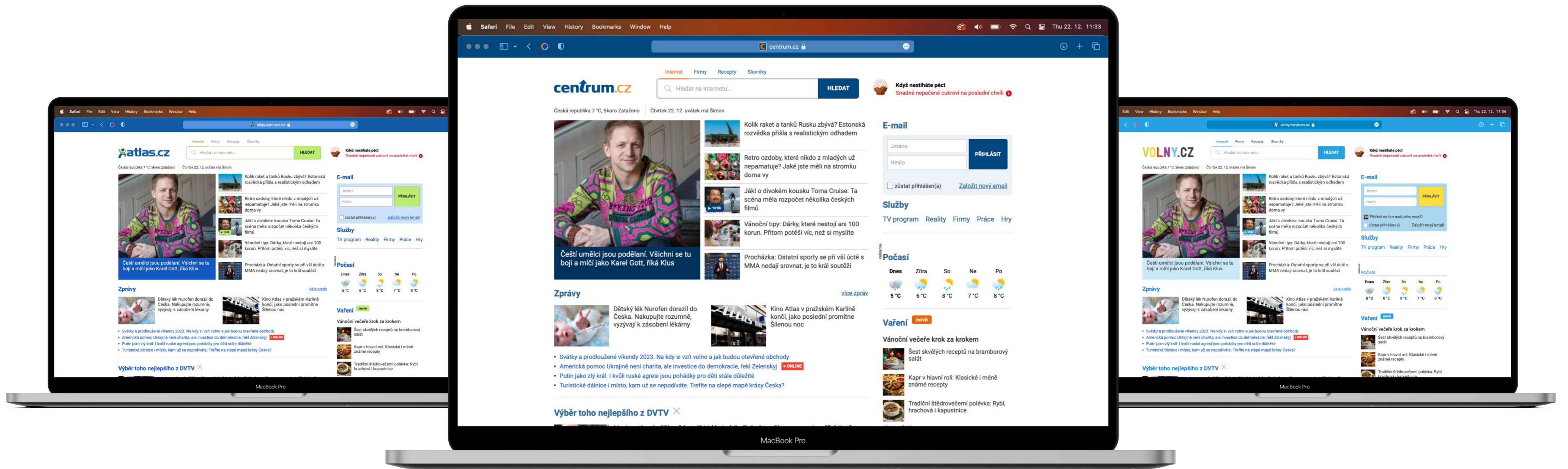
Entrance gate and signpost to all services



What are Centrum, Atlas and Volný pgs. 2

Target audience pgs. 3

Price list pgs. 4





Why Centrum, Atlas and Volný portals?

„The high level of user loyalty to the brand and the services offered.“

- The portals Centrum.cz, Atlas.cz and Volný.cz are the gateway and signpost to all services offered to users. **Visited by 1 000 000 real users monthly.**
- The stable and time-unchanging environment of our e-mail service is perceived by its users as a high added value, which deepens their trust in our brands. **The median age of e-mail accounts of active clients on our platforms is 15 years.**
- In addition to quality news from home and from around the world, sports, society or culture, we also bring our users a wide portfolio of practical information and services.
- Thanks to the joint synergy with e-mail, an average of **400,000 visitors** a day spend about nine minutes of their time on our homepage and remain in their e-mail inbox for more than 20 minutes.
- People in the **50+ age group consider e-mail to be the most trusted source of information.** It is also the most frequently used tool for online communication in a given age group.
- Users 50+ **primarily prefer a desktop PC or laptop** when they visit, in a ratio of 64 to 36 percent in comparison to mobile devices. This fact **gives you more options to display your advertising message.**

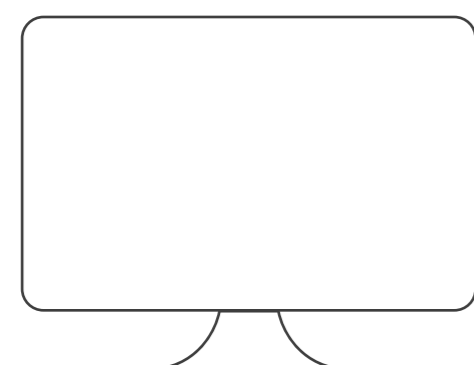
→ A significant share of users in the economically very active target group 50+

→ Our users prefer using the desktop computer to visit the website

PRODUCTS AND SERVICES

Email	Weather
Catalogue of companies	Law
Work	TV Program
Dictionaries	Holidays

Readership of Centrum.cz, Atlas.cz, Volný.cz



64 %

PV on the computer



36 %

PV on the mobile

236 591 498 PV

Page views

1 121 249 RU

The number of real users

Gender

56,7 %

Men

43,3 %

Women

Age

32%

25-44 years old

60%

45+ years old
(36 % 45-55 years old
and 24 % 55 years old+)

Education

30%

University
and vocational
education

36%

High school
education

32%

Other education

Standard of living

35%

above average
standard of living

34%

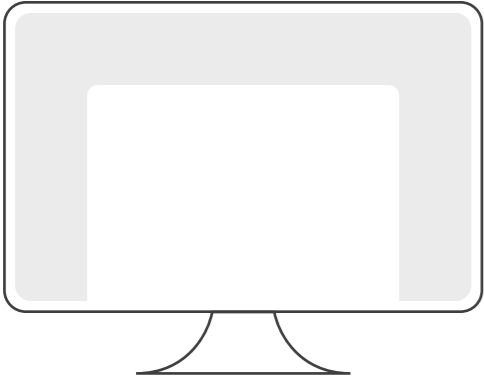

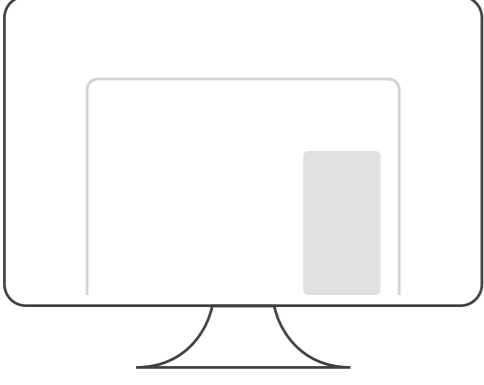

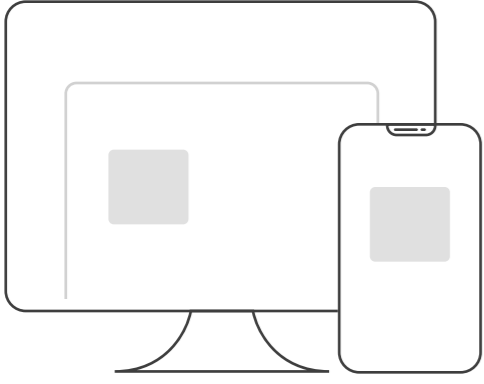

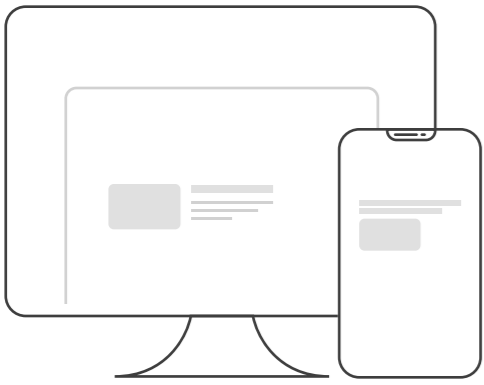
average
standard of living

www.economia.cz/ceniky-inzerce/

Source: *NetMonitor, March 2023



Price and size of Floating Ads


 <p>Branding Desktop</p> <p>1980 x 600 px</p> <p>540 Kč / CPT</p>	 <p>Mobile branding Mobile</p> <p>480 x 820 px</p> <p>480 Kč / CPT</p>
 <p>Halfpage / Skyscraper* Desktop</p> <p>300 x 600 px 120 x 600 px</p> <p>260 Kč / CPT</p>	 <p>Mobile Interscroller Mobil</p> <p>480 x 820 px</p> <p>540 Kč / CPT</p>
 <p>Medium rectangle Desktop, mobile</p> <p>300 x 250 px</p> <p>220 Kč / CPT</p>	 <p>Mobile premium square Mobile</p> <p>480 x 480 px</p> <p>480 Kč / CPT</p>
 <p>Native advertising Desktop, mobil</p> <p>Size according to TP</p> <p>240 Kč / CPT</p>	<p>You can find special offers at: www.economia.cz/ceniky-inzerce/ Economia, a.s. Commercial Terms and Conditions www.economia.cz/obchodni-podminky/</p>

* Both formats must be provided.

Note: Targeted at HP + 30%.

Have you got a question? Just contact us

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

 **+420 233 073 169**
 (Every work day from 7:30 to 17:00)

 **inzerce@economia.cz**