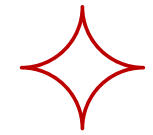


Mediakit 2024

# ekonom

**THE WEEKLY FOR PRODUCTIVE CZECHS**





# Ekonom

Ekonom is published every Thursday.  
web: [www.ekonom.cz](http://www.ekonom.cz)

Ekonom is the most widely-read economic weekly journal on the Czech market. It provides you with the information you need to navigate today's complex world.

Ekonom provides the most important information from the world of capital markets, technology articles bringing news from the world of science and technology, and also covers legal topics that animate the Czech market and fundamentally affect conditions for business. In its articles, the magazine also focuses on logistics, something that literally moves the world, self-development and self-education, as well as people management in companies.

At the end of each year, the weekly Ekonom publishes a special issue, in which its editorial office together with other leading authors of the media house Economia present what is most important the following year in the world of politics, economics, business, law and technology.



# Readers of Ekonom

Readership: **50 000**

Print run (average): **11 817\***

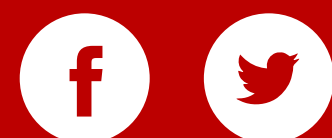
**65 %**

Men

**35 %**

Women

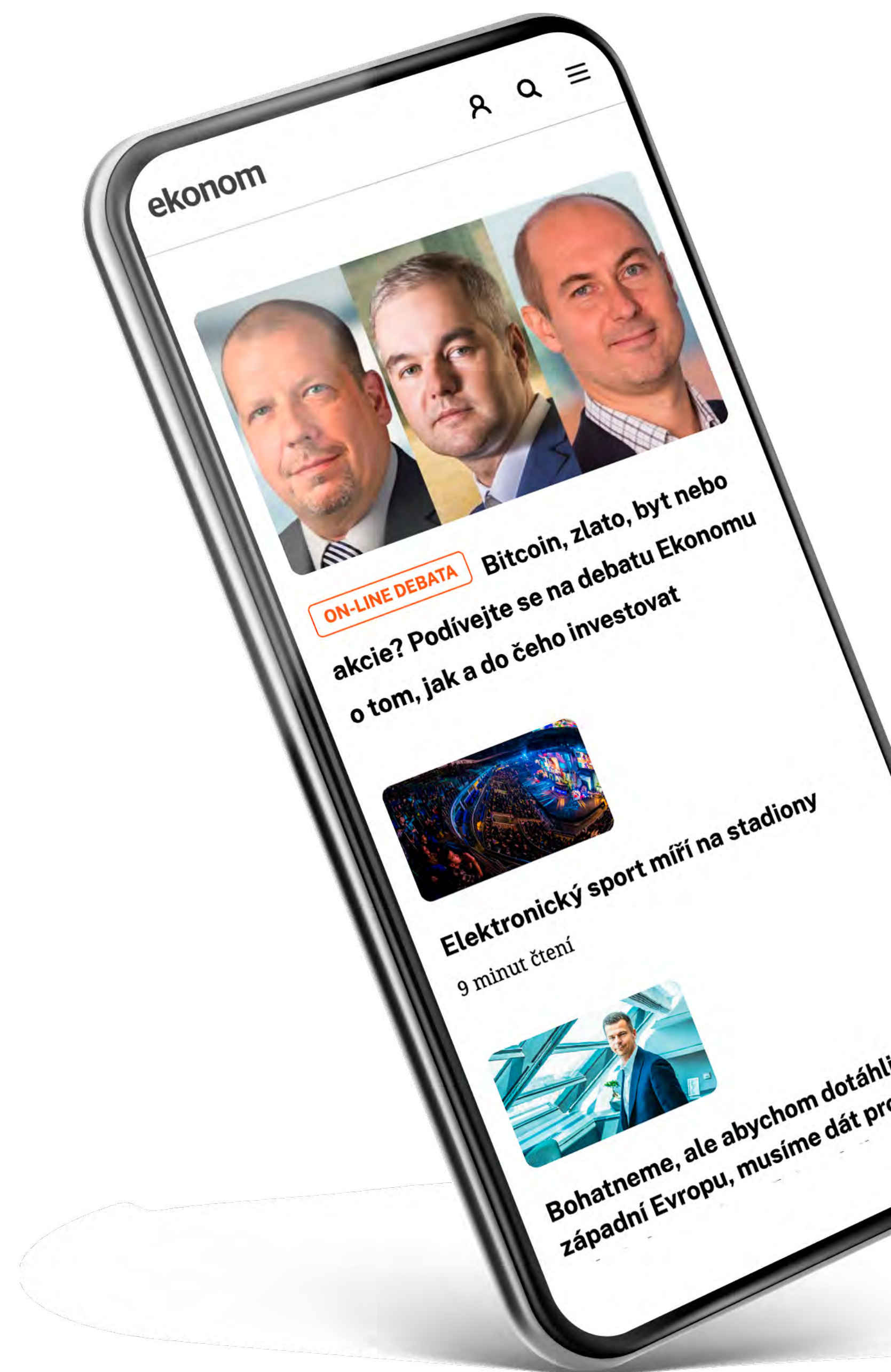
Over a longer time period, the Ekonom weekly is read by 161,000 people (at least 1 from the last 12 issues).



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







# Comparison with the competition

Ekonom is the most suitable title for addressing a target group with the highest standard of living, students and university graduates.

Target group A + B

Ekonom

195

Forbes

166,5

Afinita k CS

University students

Ekonom

270

Forbes

200

Afinita k CS

# Special formats

The weekly Ekonom is offering new opportunities for partners to make their topics more visible. The special formats of the BeNative platform offer a link between partner topics and the weekly Ekonom and an exclusive opportunity to reach its readers.

Text output + flip to print	Text (1/1 page) written in collaboration with the editors (online + print edition 1:1)	80 000 CZK
Text output + flip to print	Text ( 2/1 pages) written in collaboration with the editorial team (online + print edition 1:1)	140 000 CZK
Podcast On the Wave of Entrepreneurship Business	Separate podcast with a guest on www.ekonom.cz + Soundcloud, Spotify, Apple and Google Podcasts Output in Ekonom 1/1 selection of the most interesting from the online interview prepared for print with Special Project	90 000 CZK
Microsite - BeNative	Editorial content and a graphically treated theme to a separate landing page, usually including text, interview, report, photo gallery, quiz, etc.	150 000 CZK
Editorial Special - BeNative	A long-term editorial special on a single topic combining different forms and frequencies of output for a period of at least 2 months. These are formats for articles, podcasts, infographics, etc.	250 000 CZK
Ekonom debate	Expert debate for 3-4 partners. The output includes text, video and podcast. Placement of the output on ekonom.cz, HN.cz and Aktuálně.cz + printed version in the weekly Ekonom 2/1 pages.	200 000 CZK
Sponsorship of the podcast On the Wave of Entrepreneurship	Weekly podcast , sponsorship price per month	80 000 CZK

# Price and ad size

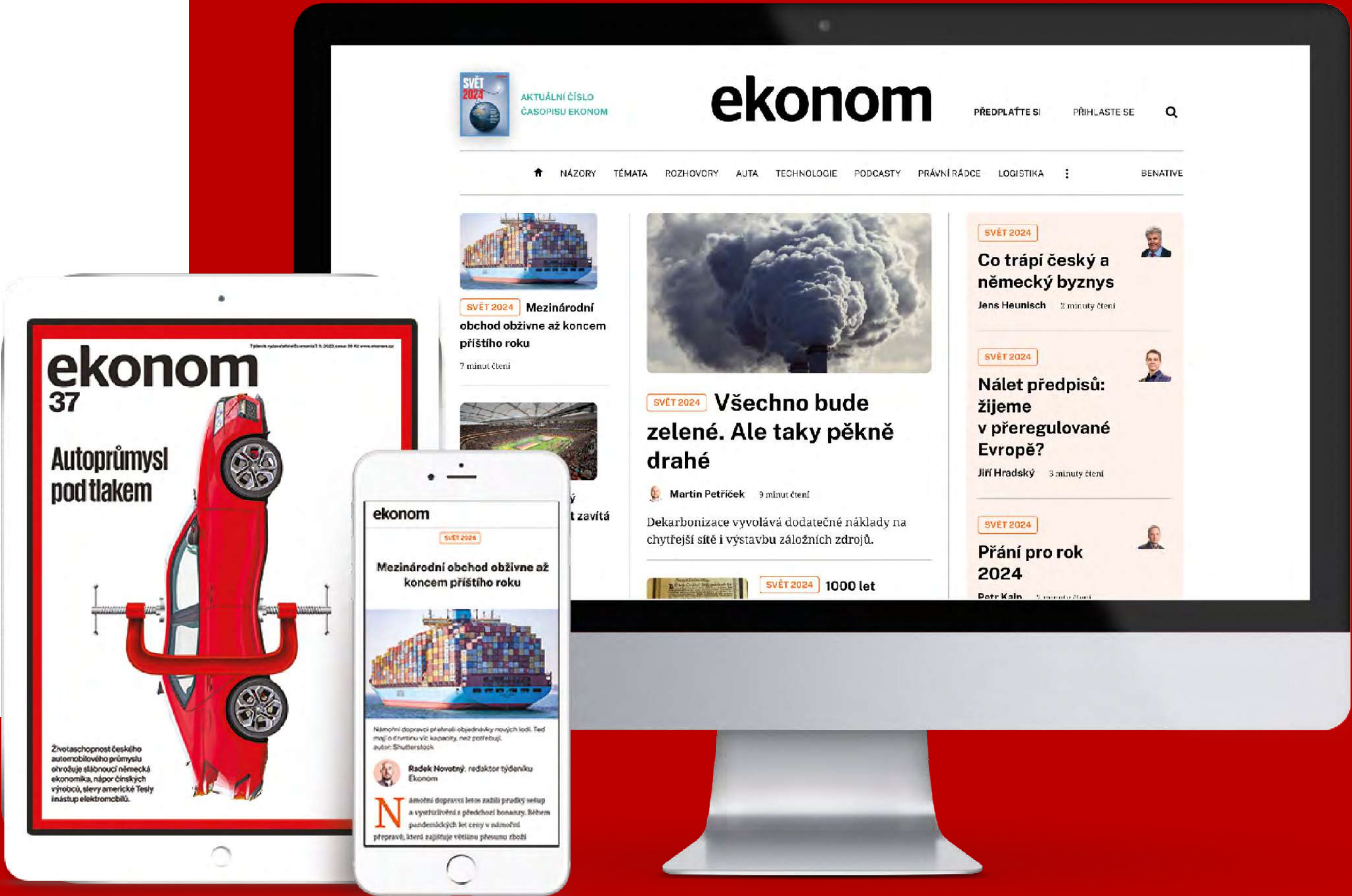
<div></div> <div><div>2/1</div><div>margins 406 x 267 mm</div><div>328 900 Kč</div></div>	<div></div> <div><div>1/2 B</div><div>mirror 87 x 240 mm</div><div>margins 101 x 267 mm</div><div>144 837 Kč</div></div>
<div></div> <div><div>1/1</div><div>mirror 179 x 240 mm</div><div>margins 203 x 267 mm</div><div>240 900 Kč</div></div>	<div></div> <div><div>1/3 A</div><div>mirror 179 x 76 mm</div><div>margins 203 x 88 mm</div><div>100 069 Kč</div></div>
<div></div> <div><div>2/3</div><div>mirror 118 x 240 mm</div><div>margins 132 x 267 mm</div><div>184 338 Kč</div></div>	<div></div> <div><div>1/3 A</div><div>mirror 57 x 240 mm</div><div>margins 71 x 267 mm</div><div>100 069 Kč</div></div>
<div></div> <div><div>Junior page</div><div>mirror 118 x 175 mm</div><div>171 171 Kč</div></div>	<div></div> <div><div>1/4</div><div>mirror 179 x 60 mm</div><div>margins 203 x 72 mm</div><div>89 536 Kč</div></div>
<div></div> <div><div>1/2 A</div><div>mirror 179 x 120 mm</div><div>margins 203 x 132 mm</div><div>144 837 Kč</div></div>	<div></div> <div><div>1/4</div><div>mirror 87 x 120 mm</div><div>89 536 Kč</div></div>



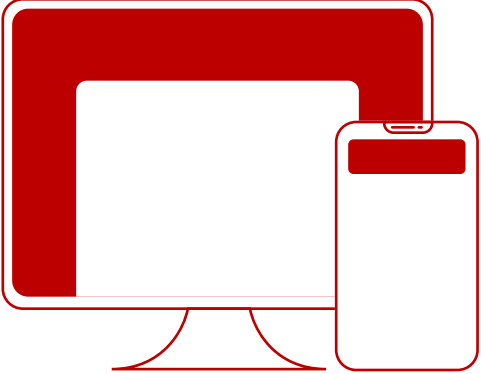
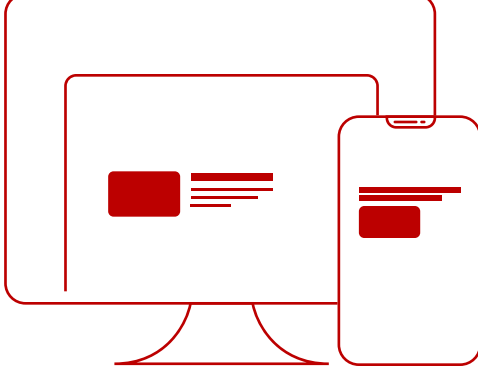
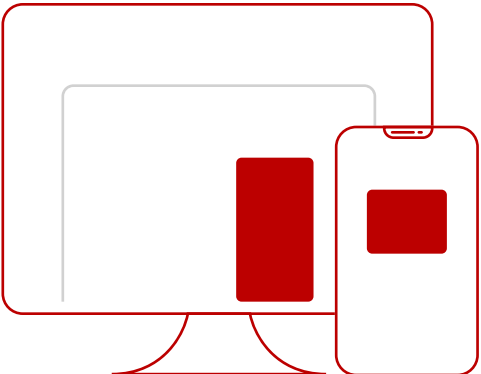

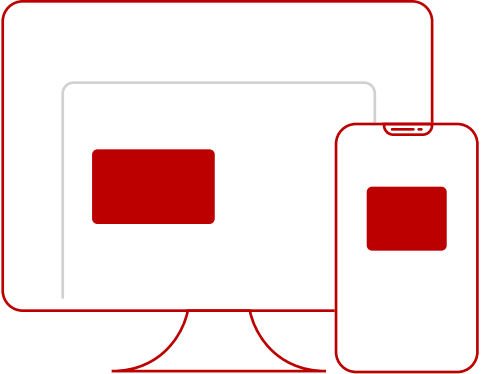
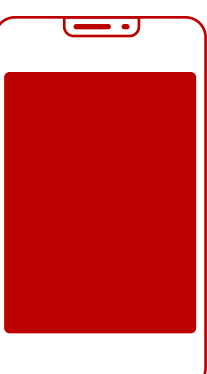
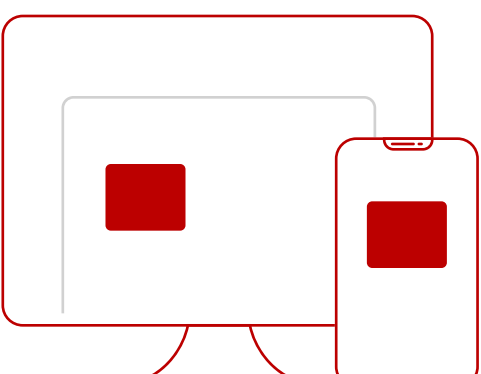

# Price and ad size

Special advertisement prices

2nd page of the cove	284 900 Kč
3rd page of the cover	253 000 Kč
4th page of the cover	328 900 Kč
exclusive section	293 900 Kč
First right advertisement page	262 900 Kč



# Price and floating ad size

<div>  <div> <div>Branding*</div> <div> <div>Desktop</div> <div>1980 x 600 px</div> </div> <div> <div>Mobile</div> <div>640 x 200 px</div> </div> <div>1020 Kč / CPT</div> </div> </div>	<div>  <div> <div>Native advertising</div> <div>Desktop, mobile</div> <div>Size according TP</div> <div>400 Kč / CPT</div> </div> </div>
<div>  <div> <div>Halfpage*</div> <div> <div>Desktop</div> <div>300 x 600 px</div> </div> <div> <div>Mobile</div> <div>300 x 250 px</div> </div> <div>480 Kč / CPT</div> </div> </div>	<div>  <div> <div>Mobile branding</div> <div>Mobile</div> <div>640 x 200 px</div> <div>540 Kč / CPT</div> </div> </div>
<div>  <div> <div>Wallpaper*</div> <div> <div>Desktop</div> <div>480 x 300 px</div> </div> <div> <div>Mobile</div> <div>300 x 250 px</div> </div> <div>410 Kč / CPT</div> </div> </div>	<div>  <div> <div>Mobile interscroller</div> <div>Mobile</div> <div>480 x 820 px</div> <div>870 Kč / CPT</div> </div> </div>
<div>  <div> <div>Medium rectangle</div> <div>Desktop, Mobile</div> <div>300 x 250 px</div> <div>260 Kč / CPT</div> </div> </div>	<div>  <div> <div>Mobile premium square</div> <div>Mobile</div> <div>480 x 480 px</div> <div>540 Kč / CPT</div> </div> </div>

\* Both formats must be added after campaign launch. To target just desktops there is a surcharge of 30 %.

Any targeting for a surcharge of 30 %. is charged.

Special offers are available at:

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

Terms and conditions of Economia, a.s.

[www.economia.cz/obchodni-podminky/](http://www.economia.cz/obchodni-podminky/)



# Logistika

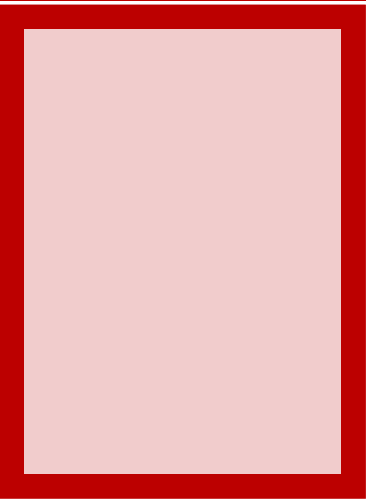
**Logistika** is a professional supplement of the weekly Ekonom, intended mainly for company management and experts who decide on systemic and supplementary solutions for the movement of materials and goods, especially in the transport, industrial, wholesale and other sectors. It provides a comprehensive overview of the state, news and trends in logistics. It covers current practices and developments in the areas of transport, warehousing, materials handling and distribution, and the use of information technology at home and abroad. It enables manufacturers and logistics service providers to present technical resources, information and control technologies and the offer of transport, forwarding and other logistics services. The magazine cooperates closely with the Czech Logistics Association and with authorities in the field from practice and universities.

web: [www.logistika.ekonom.cz](http://www.logistika.ekonom.cz)

## Editorial plan

Issue number	Topic	Publication date EK + HN (Thu)*	Part of Ekonom no.
1	Sustainable storage	25. 4. 2024	EK 17
2	Automation and robotics in logistics	27. 6. 2024	EK 26+27
3	Efficient storage	28. 11. 2024	EK 48

Deadline for orders and delivery of PR materials: 3 weeks before publication. Deadline for delivery of advertising materials: 2 weeks before publication.



zrcadlo  
177 x 240 mm

spad  
201 x 267 mm

1/1

85 800 Kč


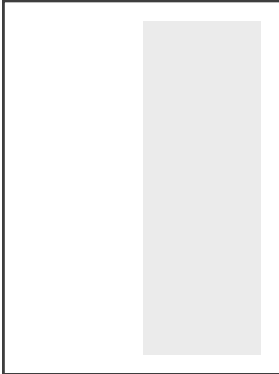
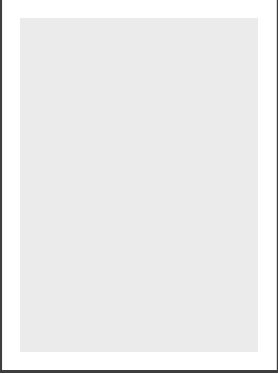
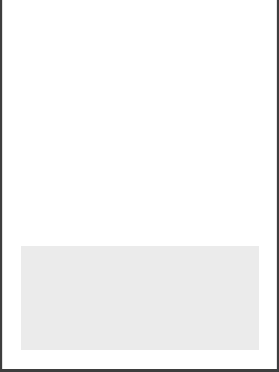
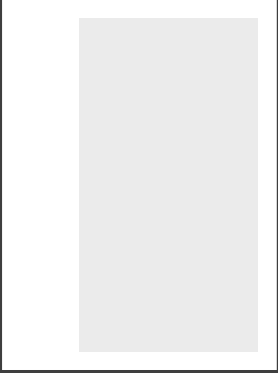
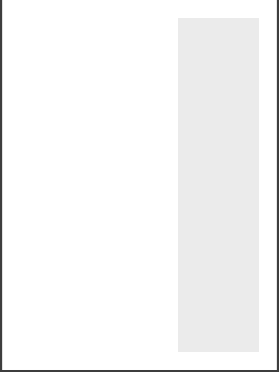
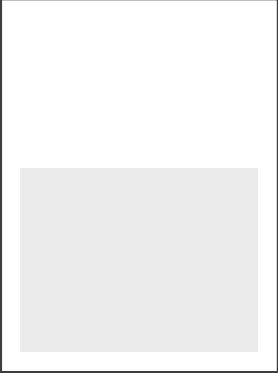
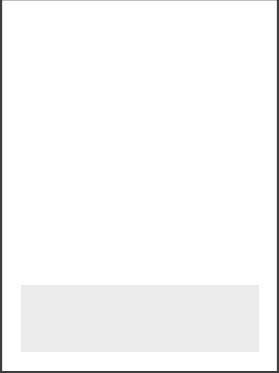
Print run: **2000 ks**  
Number of editions per year: **3**  
Average range: **52 str.**



# Advertising price list

Print

Sizes »margins« 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>2/1</div><div>margins 402 x 267 mm</div><div>CZK 155 760</div></div>	<div></div> <div><div>1/2 B</div><div>margins 101 x 267 mm</div><div>CZK 45 936</div></div>
<div></div> <div><div>1/1</div><div>margins 201 x 267 mm</div><div>CZK 85 800</div></div>	<div></div> <div><div>1/3 A</div><div>margins 201 x 88 mm</div><div>CZK 31 416</div></div>
<div></div> <div><div>2/3</div><div>margins 132 x 267 mm</div><div>CZK 61 380</div></div>	<div></div> <div><div>1/3 B</div><div>margins 71 x 267 mm</div><div>CZK 31 416</div></div>
<div></div> <div><div>1/2 A</div><div>margins 201 x 132 mm</div><div>CZK 45 936</div></div>	<div></div> <div><div>1/4</div><div>margins 201 x 72 mm</div><div>CZK 26 268</div></div>



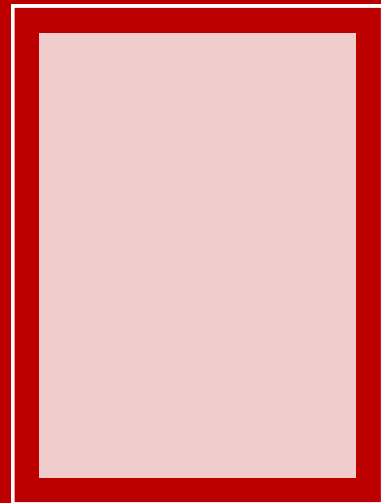
# PRÁVNÍ RÁDCE

web: [www.pravniradce.ekonom.cz](http://www.pravniradce.ekonom.cz)

Právní rádce is a professional supplement of the weekly Ekonom providing information in all fields of law. Each issue delivers strong and unique editorial content. The focus is mainly on commercial, financial and labour law or regulated industries. It also covers topics such as public procurement, data protection and corporate criminal liability.

## Editorial plan

Issue number	Topic	Edition
1-2	ESG, Investing for the Rich, Cybersecurity and NIS 2	8. 2. 2024
3	New Energy, Public Procurement, Legal Identity of Artificial Intelligence	14. 3. 2024
4	How to Tame Czech Bureaucracy	11. 4. 2024
5	Building Act	9. 5. 2024
6-7	Sustainability	13 6. 2024
8-9	Cybersecurity, Czech Republic in the Insolvency Era	12. 9. 2024
10	Regulation of Artificial Intelligence	10. 10. 2024
11	Laws in the Real Estate Sector	14. 11. 2024
12	Digitalization of Industry and Back Office, Legislative Assessment 2024	12. 12. 2024



zrcadlo  
179 x 240 mm

spad  
203 x 267 mm

1/1

119 166 Kč

Readership: **55,000** (increase in readership compared to 3Q and 4Q 2020)\* Average print run: **11,817\***

\* Source: MEDIA PROJECT: 2Q 2021 - 1Q 2023 Implementers: MEDIAN and STEM/MARK


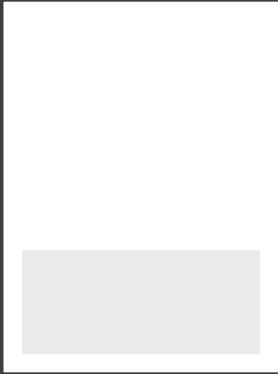
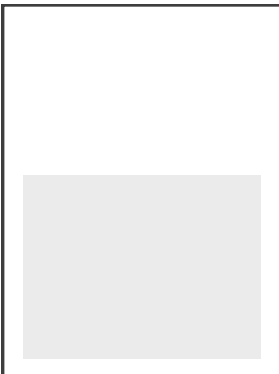
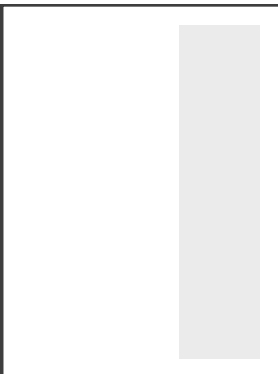
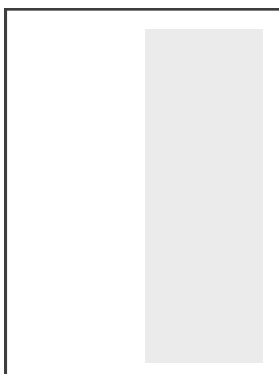
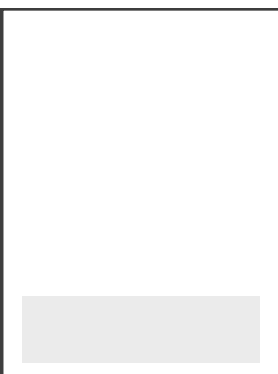


# PRÁVNÍ RÁDCE

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

2nd page of the cover127,050 CZK

3rd page of the cover127,050 CZK

4th page of the cover141,900 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%.