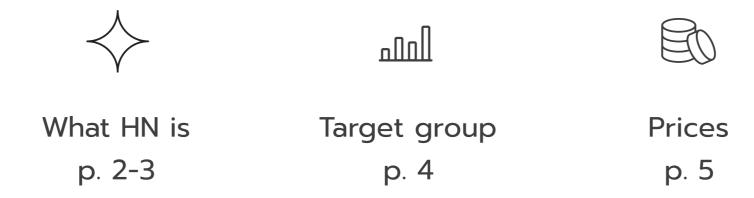
# HOSPODÁŘSKÉ NOVINY



Mediakit 2024

### Profit from our information







Mediakit 2024

## The HN family

web: www.HN.cz



**Hospodářské noviny** means the economic news. From Monday to Friday HN provides general news coverage with in-depth analysis and commentary. Of all the Czech dailies, HN dedicates the greatest space to economic and business news, the financial markets and services for entrepreneurs. It features interviews with leading Czech and international businessmen and analysis of the most important economic events.

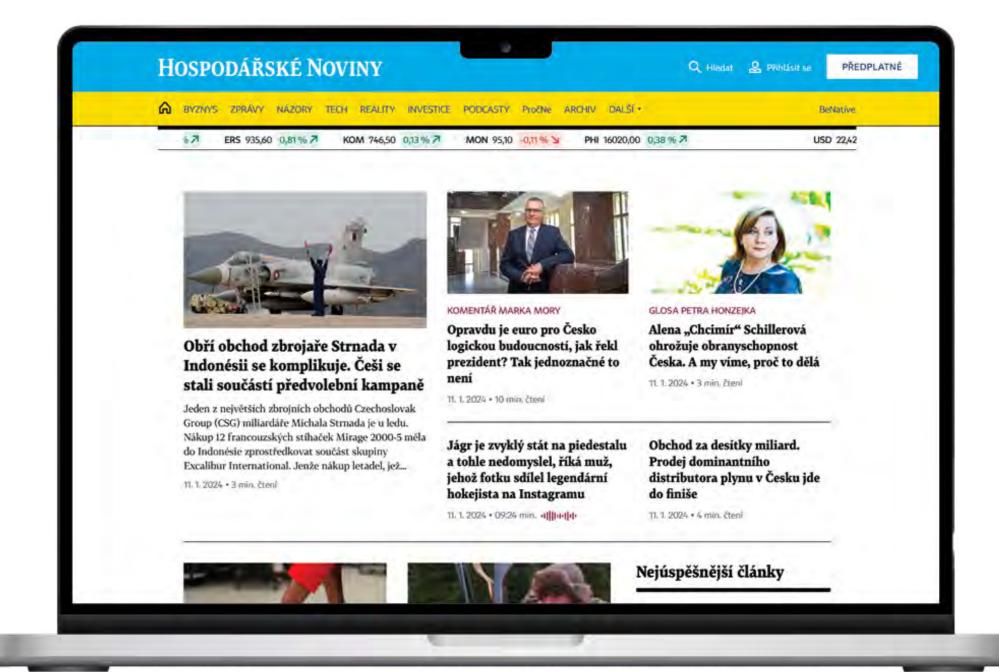


In addition to the latest news, the HN website at **HN.cz** offers readers the entire content of the printed daily, including all of its magazines and special supplements. Online readers also have the opportunity of paying to access our entire archive of newspapers dating back to 1995. All **HN.cz** articles come with audio version as well.

"Hospodářské noviny brand brings its greatest assets to the on-line world – objective news reporting, premium economic content, erudite analysis and commentary"

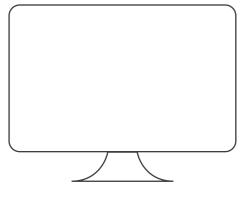
### Main sections on the website

Home Page	Overview of major news stories, the latest affairs and commentary on current events					
Business	Expert analysis of business events, stories of successful start-ups					
News	Domestic and international political and social life					
Opinions	Opinions and commentary from the editorial board and external experts					
Tech	Information technology, consumer electronics, reviews and tests					
Auto	Automotive news, tests, rankings and ratings					
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.					

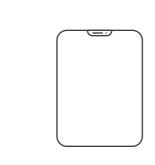


Age

### HN.cz readers









PV on computers

63 %

3%

PV on mobile phones

PV on tablets

6 580 343 PV

Pages displayed

**1 200 806** RU

Number of actual users

54 % 46 %

Women

You will reach highly educated readers with good jobs and a high standard of living. Readers include a high concentration of company owners, managers and executives, specialists and business representatives.

www.economia.cz/ceniky-inzerce/





Netmonitor, January – December 2023

The best economic news on the Czech internet.

#### Internet behavior

70%

Of visitors regularly watch videos and demonstrations on the internet

70%

Of visitors make online

purchases

#### Education

26%

University

38%

High school graduate

53%

25-45 years old

37%

Over 46 years old

#### Income

47%

Net household income over 40,000 CZK

#### Standard of living

54%

Above-average standard of living (A, B)

# Price and size of floating advertisements

HN.cz

	Branding*			Mobilní branding Mobil		
	Desktop 1980 x 600 px	Mobile 640 x 200 px	1020 CZK / CPT		640 x 200 px	<b>540 CZK</b> / CPT
	Halfpage*			Mobile Mobile		
	Desktop 300 x 600 px	Mobile 300 x 250 px	480 CZK / CPT		480 x 820 px	870 CZK / CPT
	Wallpaper*				Mobile Mobile	
	Desktop 480 x 300 px	Mobile 300 x 250 px	410 CZK / CPT		480 x 480 px	<b>540 CZK</b> / CPT
	<b>Medium rectangl</b> Desktop, mobile	e			evice. Both formats must be added after campaign launch just desktops there is a surcharge of 30 %.	٦.
	300 x 250 px		260 CZK / CPT	Placement in	ng for a surcharge of 30 %. n a particular column + 30 %. or HP + 30 %.	
	Native advertisement Desktop, mobile		Special	offers are available at:  omia.cz/ceniky-inzerce/		
	Size according to	TP	400 CZK / CPT	Terms a	nd conditions of Economia, a.s. omia.cz/obchodni-podminky/	