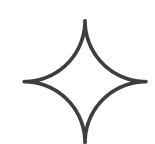


PročNe

Mediakit 2024

Lifestyle magazine of Hospodářské noviny



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e.conomia



Regular sections

Curator

A section that guides you through the world of the best and most interesting things happening right now and what not to miss

Golden Grail

Tips for investing in arts, crafts, experiences and traditional brands that pay off

(In)essentials

Welcome to the world of people from all walks of life who enjoy sampling the world, searching for and finding inspiration in it, looking around themselves, collecting the old and discovering the new, and enjoying every moment of their colourful lives

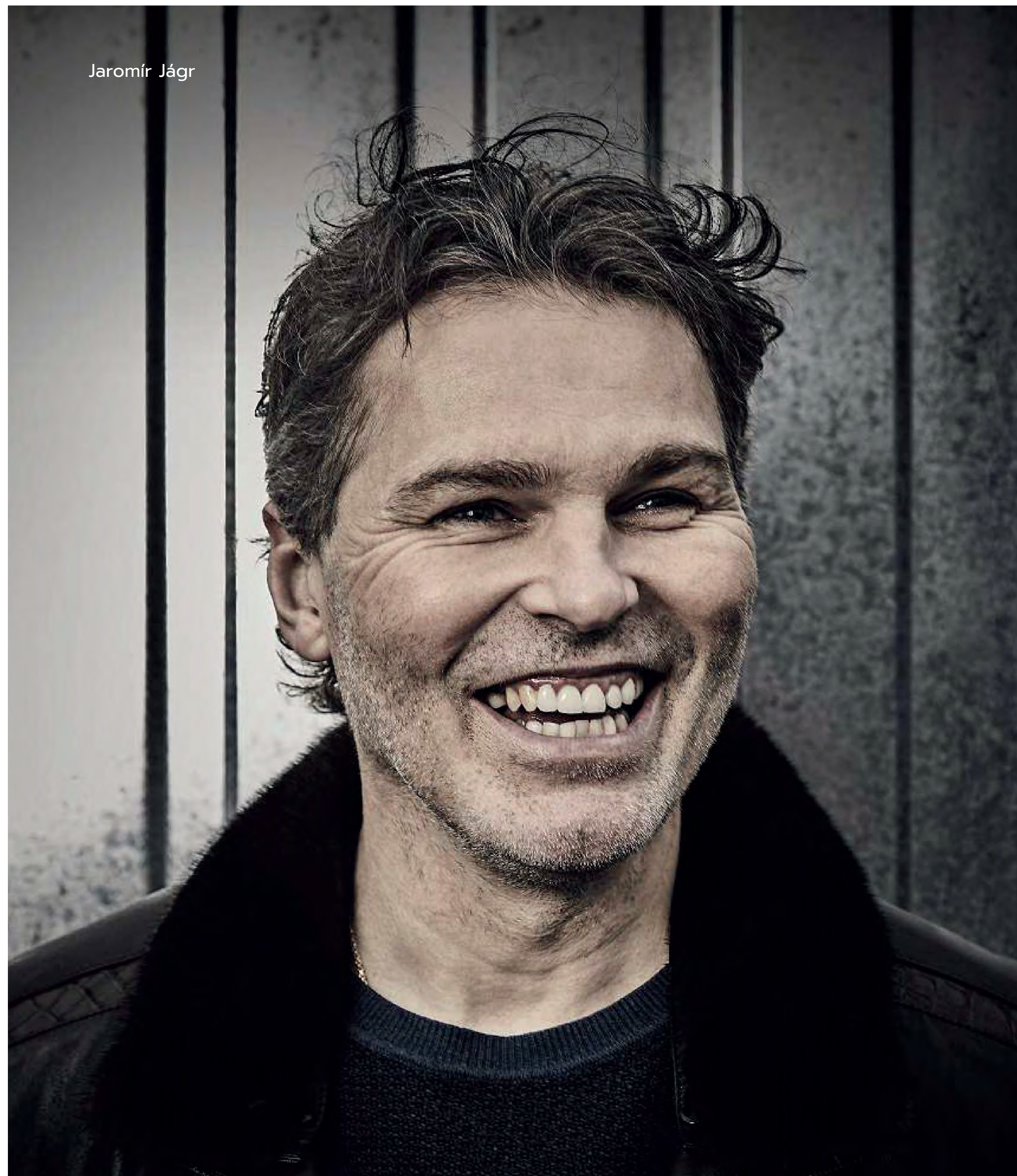
#jídlove

Go for great food and drink with Lukáš Hejlík

PročNe Interview

Great interviews with inspiring personalities

Jaromír Jágr



Regular sections

Architecture and Design

The best architects, perfect buildings, unique design

Studio

We invite you to visit the studios and workshops where talented designers, jewellers and artists create and tell us about their work and dreams

Cars

We drive the roads in hot new cars and bikes, looking for progressive design and a return to old silhouettes, and testing the latest technologies that will give your driving experience a new dimension

Boutique

A selection of the most stylish new designs for women and men



Kloboucká lesní



Markéta Irglová



Karel Roden



Jan Plecháč

Publishing plan

Month	Topic	Edition	Orders	Advertising materials
February	Trends	9. 2. 2024	19. 1. 2024	26. 1. 2024
March	Women	8. 3. 2024	16. 2. 2024	23. 2. 2024
April	Innovators	12. 4. 2024	21. 3. 2024	28. 3. 2024
May	Architecture and Art	17. 5. 2024	26. 4. 2024	3. 5. 2024
June	Gourmet (Summer double issiue)	21. 6. 2024	31. 5. 2024	7. 6. 2024
September	Design	6. 9. 2024	16. 8. 2024	23. 8. 2024
October	Watches and Jewellery	18. 10. 2024	27. 9. 2024	4. 10. 2024
November	Men	15. 11. 2024	25. 10. 2024	1. 11. 2024
December	Christmas Special	6. 12. 2024	15. 11. 2024	22. 11. 2024

PročNe readers:

- They know quality and have no problem paying for it
- They decide
- They are interested in new trends

Source: ABC ČR and MEDIA PROJEKT

Readership: **145 000**

Average number of sold printed issues: **35 264 copies**

65 %

Men

35 %

Women

Special Edition

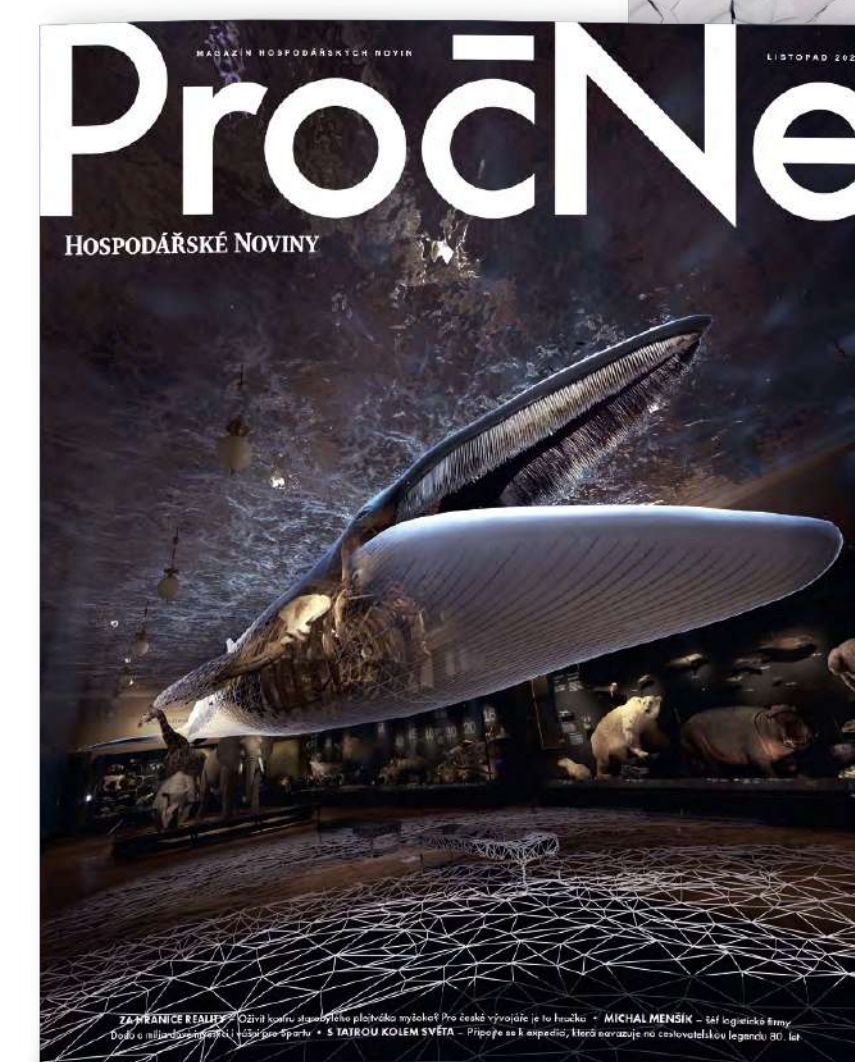
This Christmas special issue is dedicated to inspiring people who let readers have a look into their world. The role of the guest editor-in-chief has been taken by, for example, fashion designer Liběna Rochová, president of the Karlovy Vary Film Festival Jiří Bartoška and moderator Leoš Mareš. Last year, we devoted ourselves to an atypical topic that moves the whole world, that every one of us deals with, and described it from all sides – longevity. Or how to live longer, better, healthier and happier!



European Newspaper Awards

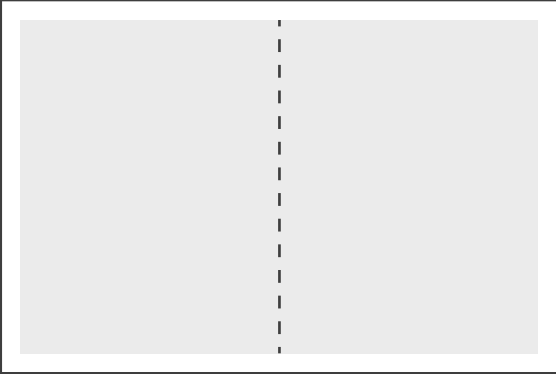
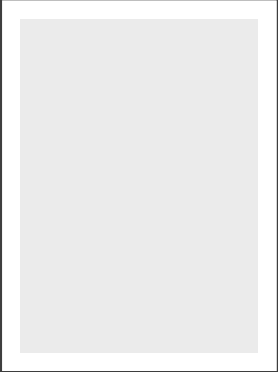
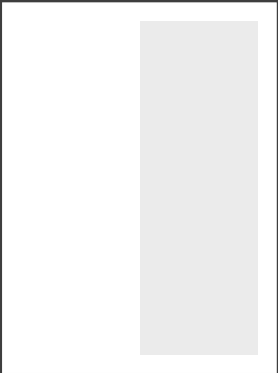
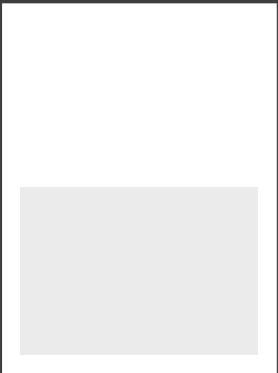
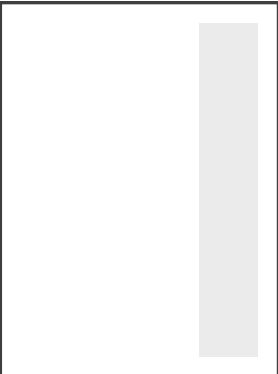
PročNe magazine regularly wins prestigious journalism awards. Last year, it succeeded in the competition entered by 136 media from 22 European countries and won a total of 6 awards, the most in the entire time it has been participating in the show. The international jury awarded it two cover stories: a technology special with a reanimated fin whale that, thanks to augmented reality, "floats" through the National Museum in Prague, and a large profile interview with Designblok director Jana Zielinski. Other awards went to photojournalism from Greenland, searching for the secret of oysters in Aquitaine, France, photostories full of porcelain, glass, design and art prepared by decor stylist Klára Tománková and a report from a visit to the studio of artist Martin Janecký, who shapes his glass sculptures using a unique technique from the inside.

European
Newspaper
Award
NEWSPAPER DESIGN · CONCEPT



Price and ad size

Standard offer

	Panorama margins 464 x 297 mm	CZK 328 900
	1/1 margins 232 x 297 mm	CZK 233 310
	1/2 A margins 232 x 147 mm	CZK 135 135
	1/2 B margins 113 x 297 mm	CZK 135 135
	1/3 margins 77 x 297 mm	CZK 101 640

Special advertisement prices

First panorama	CZK438 900
2nd page of the cover	CZK 279 400
3rd page of the cover	CZK 253 000
4th page of the cover	CZK 306 075
Left side opposite the content or editorial	CZK 268 400
first right advertisement page	CZK 279 400

Note:

Additional charge for requested position + 20%.
Additional charge for special operations + 50%.

Dimensions are listed in net format after trimming.
For trimming, it is necessary to provide an overlap of an additional 5 mm over the net format around the edge of the advert!
Advertisements can be located on both the left and right pages.

Special advertising projects

Together with our clients, we realise top-quality advertising projects and advertorials. We will be happy to prepare a creative design for you.

Aperitivo? PročNe!

PročNe magazine returned to the party scene after a few years away. The concept "Aperitivo? PročNe!" is that it is an after-work meeting with top leaders of business and public life. The guest line-up is always carefully curated to spark new and interesting conversations across disciplines. Celebrate with us the beauty of life in its full breadth from architecture to jewellery and art to craftsmanship and family traditions

Inzerce

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Aperitivo in a functionalist gem,
the Volman Villa

