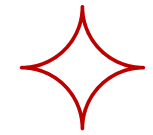


Mediakit 2024

ekonom

THE WEEKLY FOR PRODUCTIVE CZECHS



Ekonom

Ekonom is published every Thursday.
web: 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

Real monthly users: 127 787
Monthly page views: **220 483**

72%

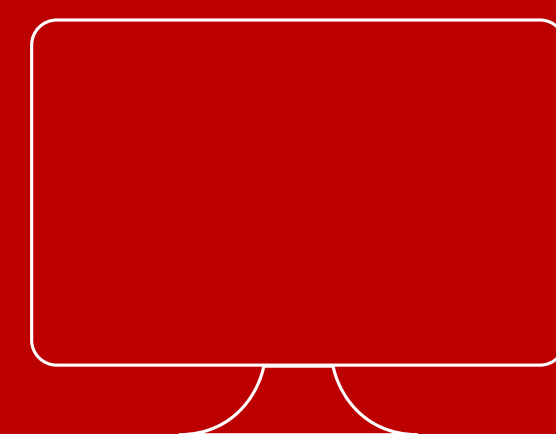
Men

28%

Women

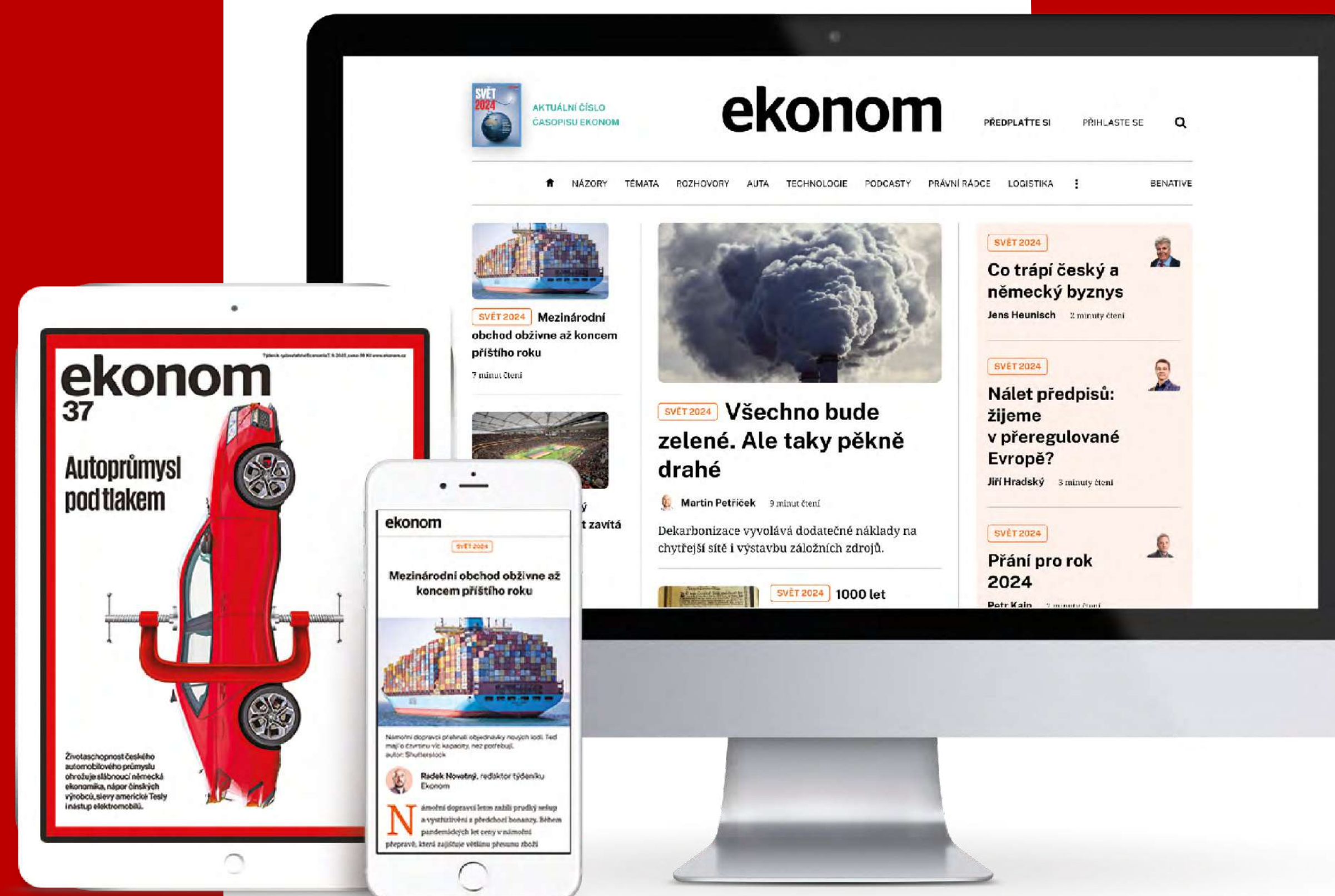
52,9 %

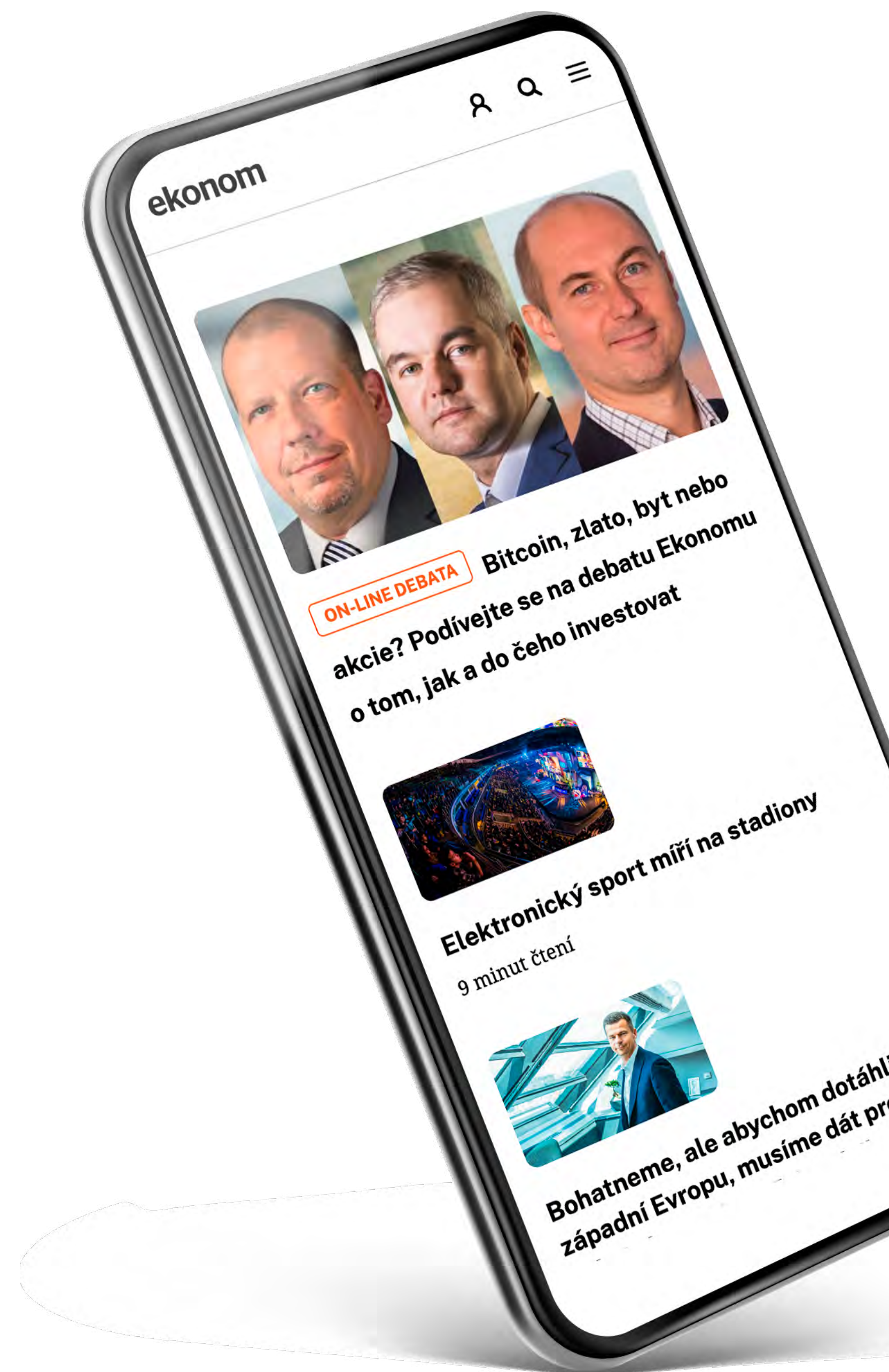
Mobile PV



47,1 %

Desktop/laptop PV





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

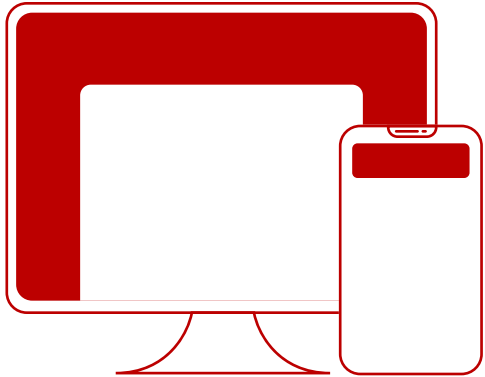
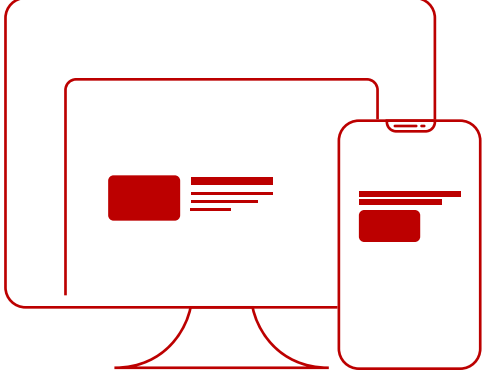
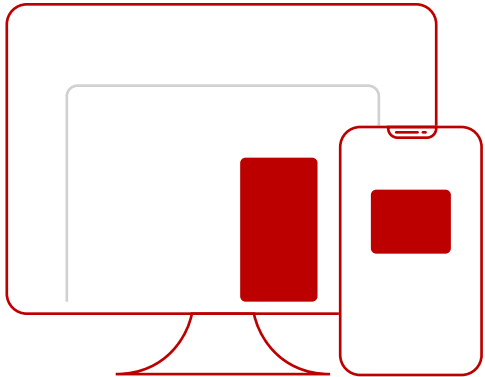

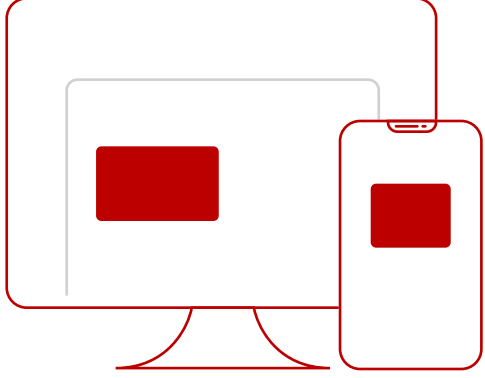
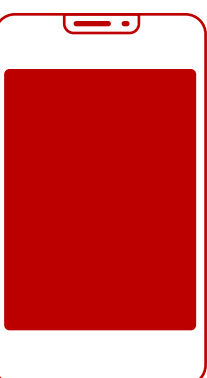
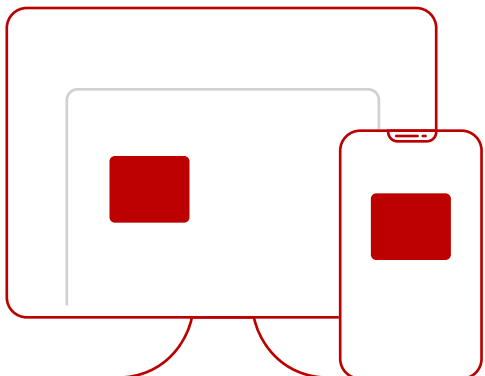

Afinita k CS

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 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/

Terms and conditions of Economia, a.s.

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



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.

PRÁVNÍ RÁDCE

web: 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