

Mediakit 2025

Profit from our information



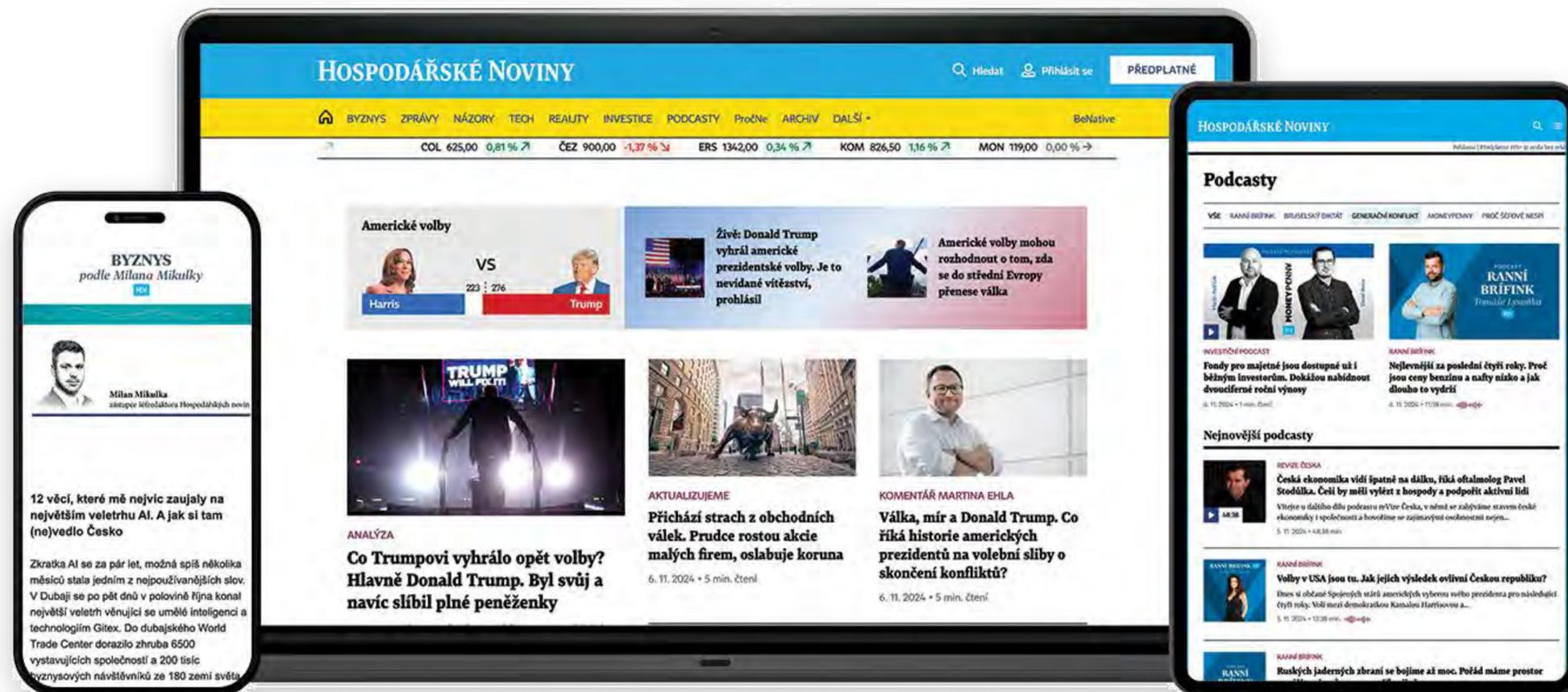
What HN is
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Target group
p. 6



Prices
p. 7





The HN family

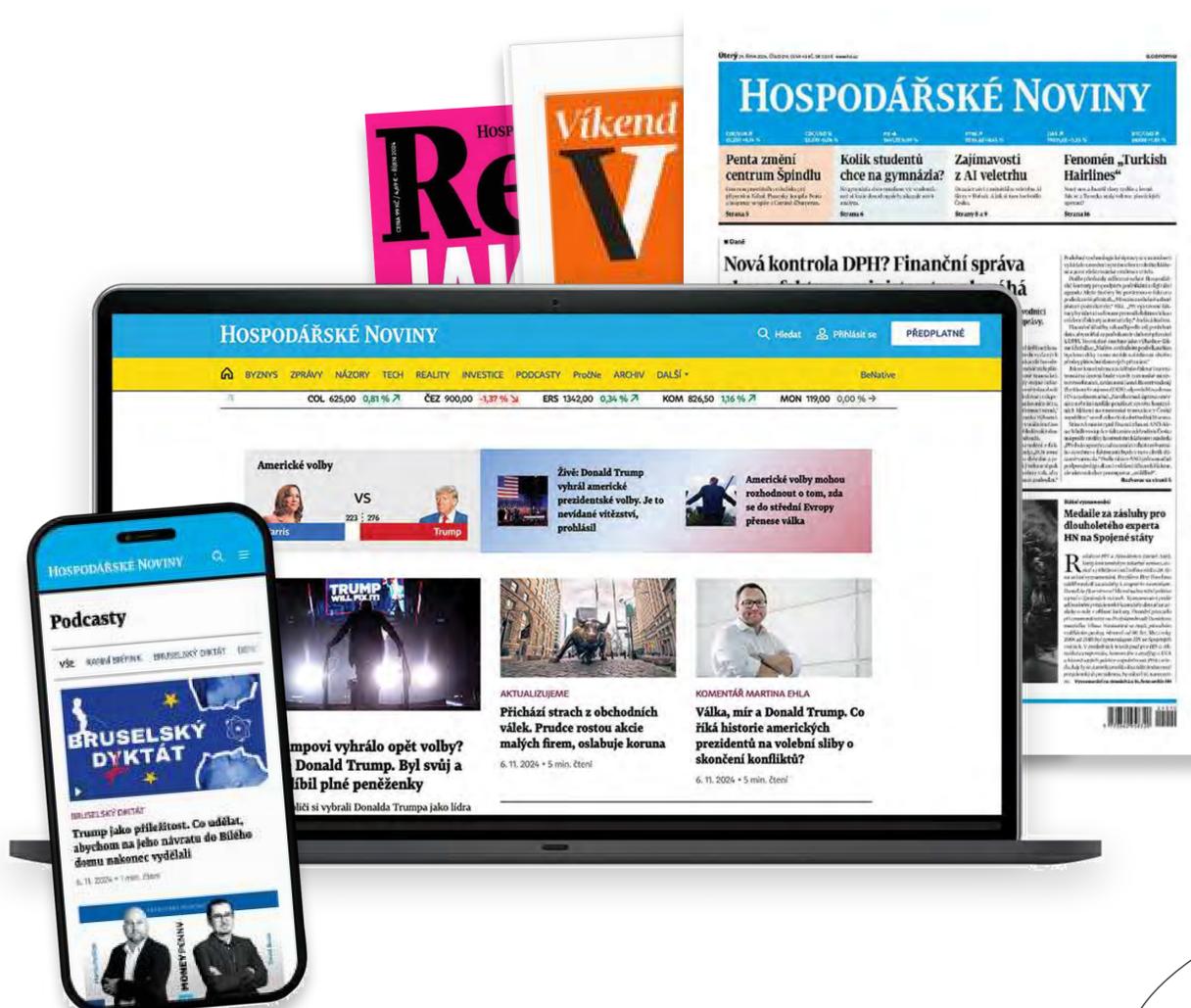
web: www.HN.cz



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.



Apart from current news, trends and important events, the Hospodářské noviny website on the **HN.cz** internet domain offers readers the complete content of the print edition of the newspaper, including all of its magazines and special supplements. Readers of digital content can also pay for access to the entire newspaper archive all the way back to 1995.

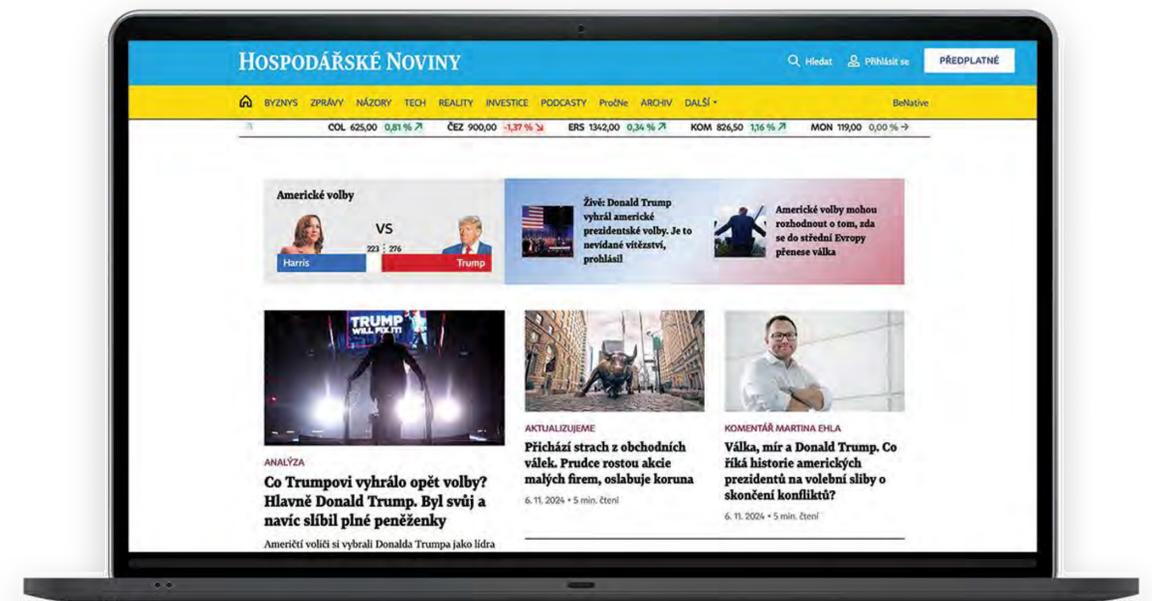


“Hospodářské noviny brand brings its greatest assets to the on-line world – objective news reporting, premium economic content, erudite analysis and commentary”



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.





HN Podcasts



Morning Briefing (Ranní brífink)

🎧 Every weekday morning

The Morning Briefing podcast is a great way to keep up-to-date with current events in the world of business, economics and politics. Every morning, it offers a concise overview of the most important things happening in the Czech Republic and the world. This makes it ideal for all those who want to get their daily dose of information quickly, for example on the way to work. It's like having your morning coffee, but for the brain!

Listenership:
63 000/month



The Brussels Dictate (Bruselský diktát)

🎧 Every Tuesday

Do you think that Prague and the Czech Republic in general are where the most important things are happening? Wrong! The events unfolding in Europe are much more important, even for us Czechs. And they certainly aren't boring, as Ondřej Houska and Michal Půr will tell you in the Brussels Dictate podcast. Listen in to get insider perspectives on all of the things happening around you.

Listenership:
59 000/month



Money Penny

🎧 Every Wednesday

The Money Penny podcast focuses on the world of finance, investments and personal financial planning with David Busta and Martin Petříček. It offers listeners useful tips and advice on how to manage their money, understand investments and plan their financial future. It's a great resource for those looking to improve their financial skills and gain a deeper insight into the world of money.

Listenership:
25 000/month



Generational Conflict (Generační konflikt)

🎧 Every Friday

Generational friction between the younger generation and boomers is obviously a major topic in the Czech Republic today. In the Generational Conflict podcast, Petr Honzejek and Veronika Capáková discuss why the different generations don't see eye-to-eye and how we can change this.

Listenership:
33 000/month



Green Deal

🎧 Special

The Green Deal podcast focuses on topics related to sustainability, environmental protection and the green economy. It discusses the various aspects, both political and economic, involved in the pursuit of sustainable development and reduction of greenhouse gas emissions. It also focuses on how these changes affect business, industry and everyday life.

Listenership:
2 100/episode

Podcast sponsoring

CZK 80,000 to CZK 100,000

Podcasts live on site in your company

price on request

Live podcast, several ad hoc performances during the year, mainly in Prague and Brno.

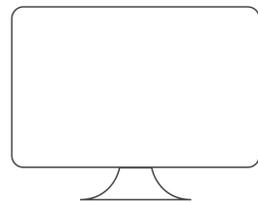


Newsletters

<p>Money (Peníze)</p>	<p>Stay on top of your finances with the latest information from the world of investments and personal finance.</p>	
<p>Business (Byznys)</p>	<p>Get a glimpse into the world of business with expert analyses and reports to prepare you for each and every working day.</p>	
<p>The Week in Comments (Týden v komentářích)</p>	<p>Catch up on the week's highlights with opinions and commentary from leading journalists and analysts.</p>	
<p>The Week with Technology (Týden s technologiemi)</p>	<p>Stay on top of technological trends and innovations with our weekly roundup.</p>	

<p>Banner</p>	<p>CZK 30,000/mailing</p>
<p>PR comment with click-through</p>	<p>CZK 24,000/mailing</p>
<p>Partnership with click-through</p>	<p>CZK 60,000/mailing</p>

HN.cz readers



36 %

PV on computers



61 %

PV on mobile phones



3 %

PV on tablets

6 580 343 PV

Pages displayed

1 089 057 RU

Number of actual users

65 %

Men

35 %

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 – October 2024

The best economic news on the Czech internet.

Education

27 %

University

36 %

High school graduate

Age

43 %

25–54 years old

39 %

over 55 years old

Income

36 %

Net household income over 40,000 CZK

Standard of living

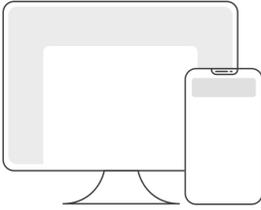
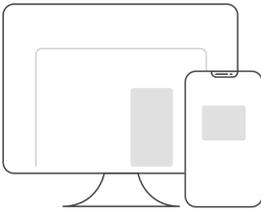
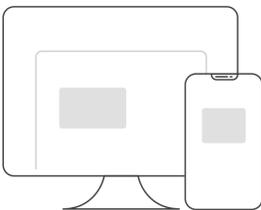
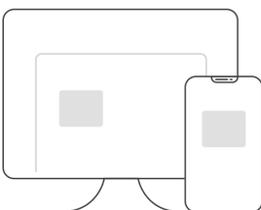
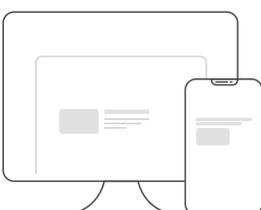
35 %

Above-average standard of living (A, B)



Price and size of floating advertisements

HN.cz

 <p>Branding*</p> <p>Desktop 1980 x 600 px</p> <p>Mobile 640 x 200 px</p> <p>1020 CZK / CPT</p>	 <p>Mobilní branding Mobil</p> <p>640 x 200 px</p> <p>540 CZK / CPT</p>
 <p>Halfpage*</p> <p>Desktop 300 x 600 px</p> <p>Mobile 300 x 250 px</p> <p>480 CZK / CPT</p>	 <p>Mobilní Interscroller Mobile</p> <p>480 x 820 px</p> <p>870 CZK / CPT</p>
 <p>Wallpaper*</p> <p>Desktop 480 x 300 px</p> <p>Mobile 300 x 250 px</p> <p>410 CZK / CPT</p>	 <p>Mobilní premium square Mobile</p> <p>480 x 480 px</p> <p>540 CZK / CPT</p>
 <p>Medium rectangle Desktop, mobile</p> <p>300 x 250 px</p> <p>260 CZK / CPT</p>	<p>* Cross device. Both formats must be added after campaign launch. To target just desktops there is a surcharge of 30 %.</p> <p>Note Any targeting for a surcharge of 30 %. Placement in a particular column + 30 %. Targeting for HP + 30 %.</p>
 <p>Native advertisement Desktop, mobile</p> <p>Size according to TP</p> <p>400 CZK / CPT</p>	<p>Special offers are available at: www.economia.cz/ceniky-inzerce/</p> <p>Terms and conditions of Economia, a.s. www.economia.cz/obchodni-podminky/</p>