

PročNe

Mediakit 2025

Lifestyle magazine of Hospodářské noviny



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economia



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



Bosco Sodi

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



Publishing plan

Month	Topic	Release date	Orders	Advertising materials
February	Trends	14. 2. 2025	24. 1. 2025	31. 1. 2025
March	Women	14. 3. 2025	21. 2. 2025	28. 2. 2025
April	Innovators	11. 4. 2025	21. 3. 2025	28. 3. 2025
May	Architecture & Art	16. 5. 2025	25. 4. 2025	2. 5. 2025
June	Gourmet (Summer double issue)	13. 6. 2025	23. 5. 2025	30. 5. 2025
September	Design	5. 9. 2025	15. 8. 2025	22. 8. 2025
October	Watches & Jewellery	17. 10. 2025	26. 9. 2025	3. 10. 2025
November	Gentleman's club	14. 11. 2025	24. 10. 2025	31. 10. 2025
December	Christmas Special	5. 12. 2025	15. 11. 2025	21. 11. 2025

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: **26 158 copies**

65 %

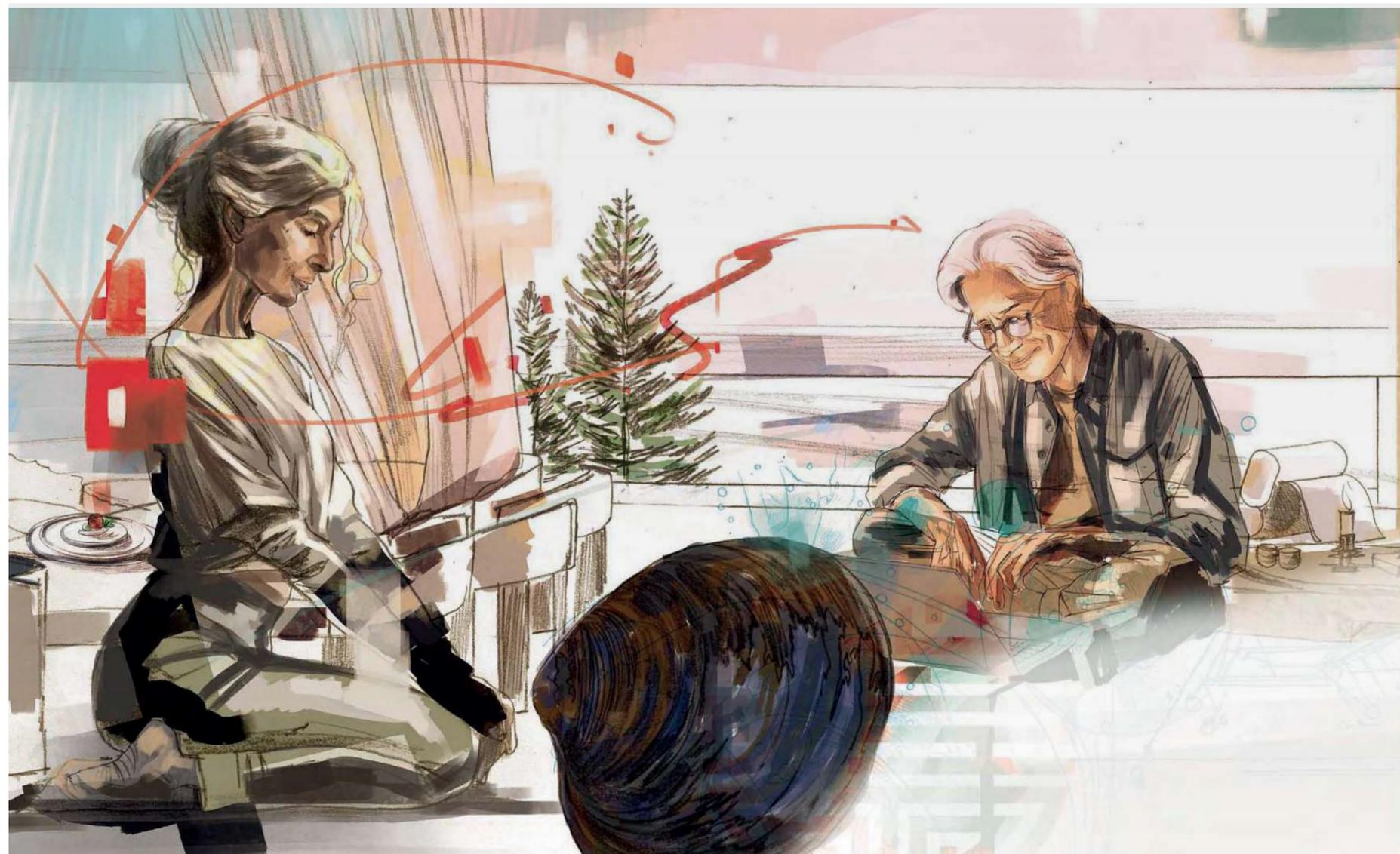
Men

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. We also deal with a topic that moves the whole world, that each of us deals with, and that has been described from all sides - longevity. Or how to live longer, better, healthier and happier!



European Newspaper Awards

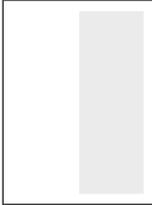
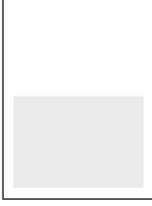
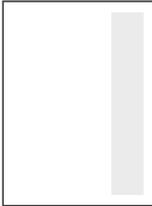
PročNe magazine regularly wins prestigious journalism awards. Last year, it succeeded in the competition entered by 136 media from 22 European countries and won a total of 6 awards, the most in the entire time it has been participating in the show. The international jury awarded it two cover stories: 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.



Price and ad size

Standard offer

Special advertisement prices

 <p>Panorama</p> <p>margins 464 x 297 mm</p> <p>CZK 328 900</p>	<p>First panorama CZK 438 900</p>
 <p>1/1</p> <p>margins 232 x 297 mm</p> <p>CZK 233 310</p>	<p>2nd page of the cover CZK 279 400</p> <p>3rd page of the cover CZK 253 000</p>
 <p>1/2 A</p> <p>margins 232 x 147 mm</p> <p>CZK 135 135</p>	<p>4th page of the cover CZK 306 075</p> <p>Left side opposite the content or editorial CZK 268 400</p>
 <p>1/2 B</p> <p>margins 113 x 297 mm</p> <p>CZK 135 135</p>	<p>first right advertisement page CZK 279 400</p>
 <p>1/3</p> <p>margins 77 x 297 mm</p> <p>CZK 101 640</p>	

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.

Hockey player Ondřej Palát in fashion story in collaboration with Louis Vuitton and the NHL

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

