

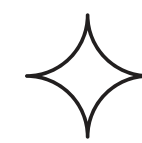
atlas.cz

centrum.cz

VOLNY.CZ

Mediakit 2025

Entrance gate and signpost to all services



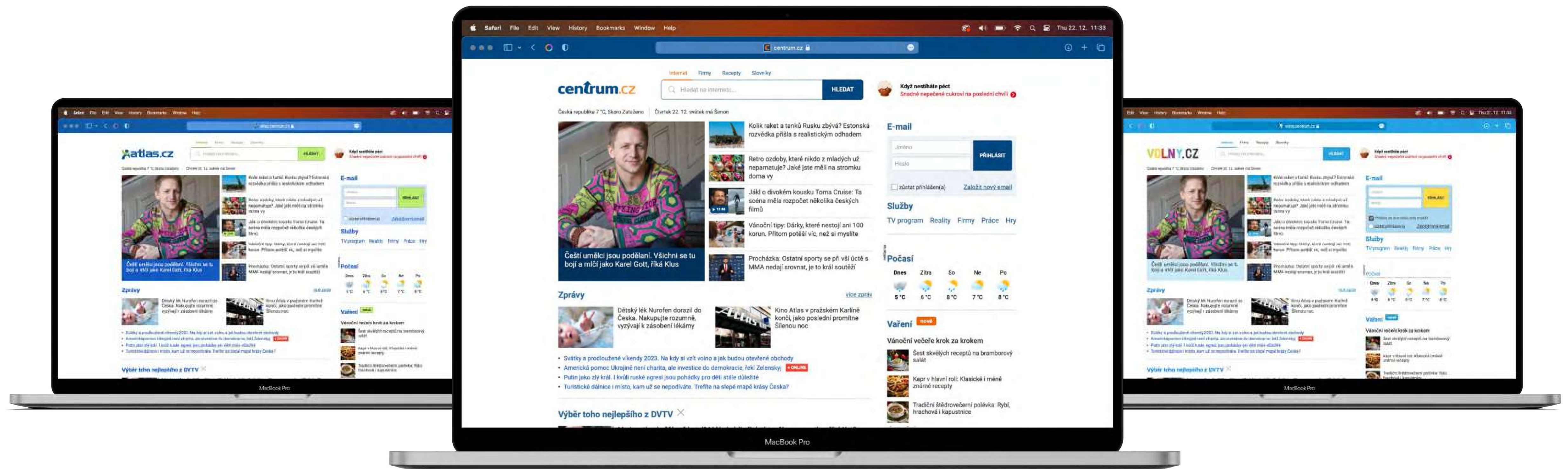
What are Centrum, Atlas and Volný
pgs. 2

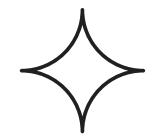


Target audience
pgs. 3



Price list
pgs. 4





Why Centrum, Atlas and Volný portals?

„The high level of user loyalty to the brand and the services offered.“

- The portals Centrum.cz, Atlas.cz and Volný.cz are the gateway and signpost to all services offered to users. **Almost 4,000,000 real users visit them monthly.**
- The stable and time-unchanging environment of our e-mail service is perceived by its users as a high added value, which deepens their trust in our brands. **The median age of e-mail accounts of active clients on our platforms is 15 years.**
- In addition to quality news from home and from the world, sports, society or culture we also bring practical information and services to our users.
- The home page also offers a varied palette of content and an overview of the latest articles not only from the editorial office of the Economia.cz publishing house, but also from selected partners. Users thus have a unique opportunity to gain access to their services and current articles across the Czech Internet in one place. More than 1,000 new articles appear on the Center every day.
- Thanks to the joint synergy with e-mail, an average of **400,000 visitors** a day spend about nine minutes of their time on our homepage and remain in their e-mail inbox for more than 20 minutes.
- People in the **50+ age group consider e-mail to be the most trusted source of information.** It is also the most frequently used tool for online communication in a given age group.
- Almost **59% access** the Center **via mobile phone or tablet**, about 40% of users remain loyal to desktop.

→ A significant share of users in the economically very active target group 50+

→ Our users prefer using the desktop computer to visit the website

PRODUCTS AND SERVICES

Email

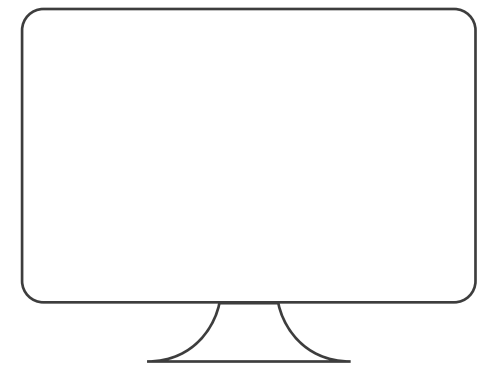
Catalogue of companies

Weather

TV Program

Holidays

Readership of Centrum.cz, Atlas.cz, Volný.cz



46 %

PV on the computer



54 %

PV on the mobile

187 798 211 PV

Page views

3 888 850 RU

The number of real users

Gender

47 %

Men

53 %

Women

Age

28%

25-44 years old

67%

45+ years old
(36 % 45–55 years old
and 24 % 55 years old+)

Education

60%

University
and vocational
education

29%

High school
education

11%

Other education

Standard of living

30%

above average
standard of living

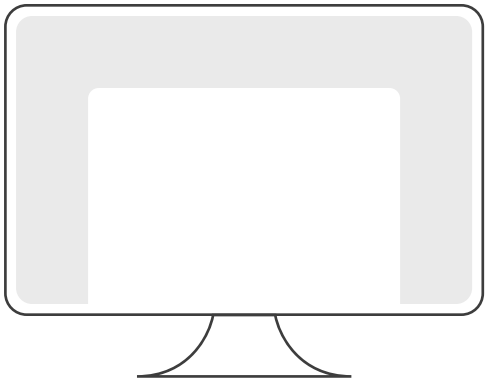
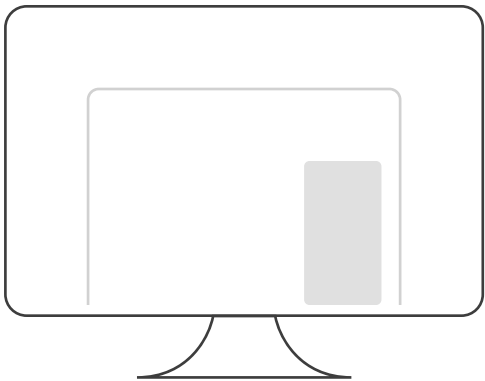
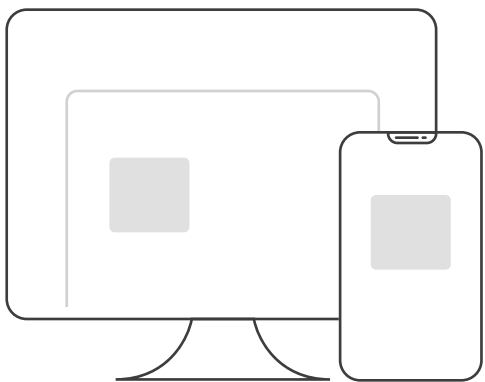
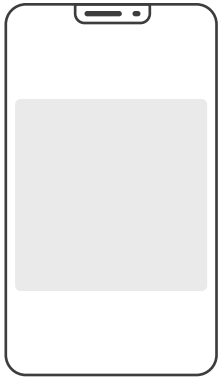
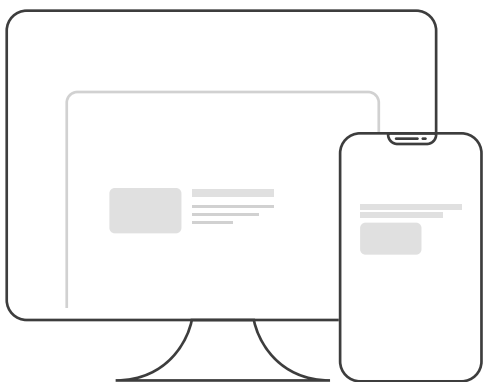
39%

average
standard of living

www.economia.cz/ceniky-inzerce/

Source: *NetMonitor, March 2023

Price and size of Floating Ads

 Branding Desktop 1980 x 600 px 540 Kč / CPT	 Mobile branding Mobile 480 x 820 px 480 Kč / CPT
 Halfpage / Skyscraper* Desktop 300 x 600 px 120 x 600 px 260 Kč / CPT	 Mobile Interscroller Mobil 480 x 820 px 540 Kč / CPT
 Medium rectangle Desktop, mobile 300 x 250 px 220 Kč / CPT	 Mobile premium square Mobile 480 x 480 px 480 Kč / CPT
 Native advertising Desktop, mobil Size according to TP 240 Kč / CPT	You can find special offers at: www.economia.cz/ceniky-inzerce/ Economia, a.s. Commercial Terms and Conditions www.economia.cz/obchodni-podminky/

* Both formats must be provided.

Note: Targeted at HP + 30%.

Have you got a question? Just contact us

We'd be happy to answer any questions you may have about advertising

 **+420 233 073 169**
(Every work day from 7:30 to 17:00)

 **inzerce@economia.cz**