



Aktuálně.cz

Mediakit 2026



We provide key and verified news daily.  
„Quickly and clearly“



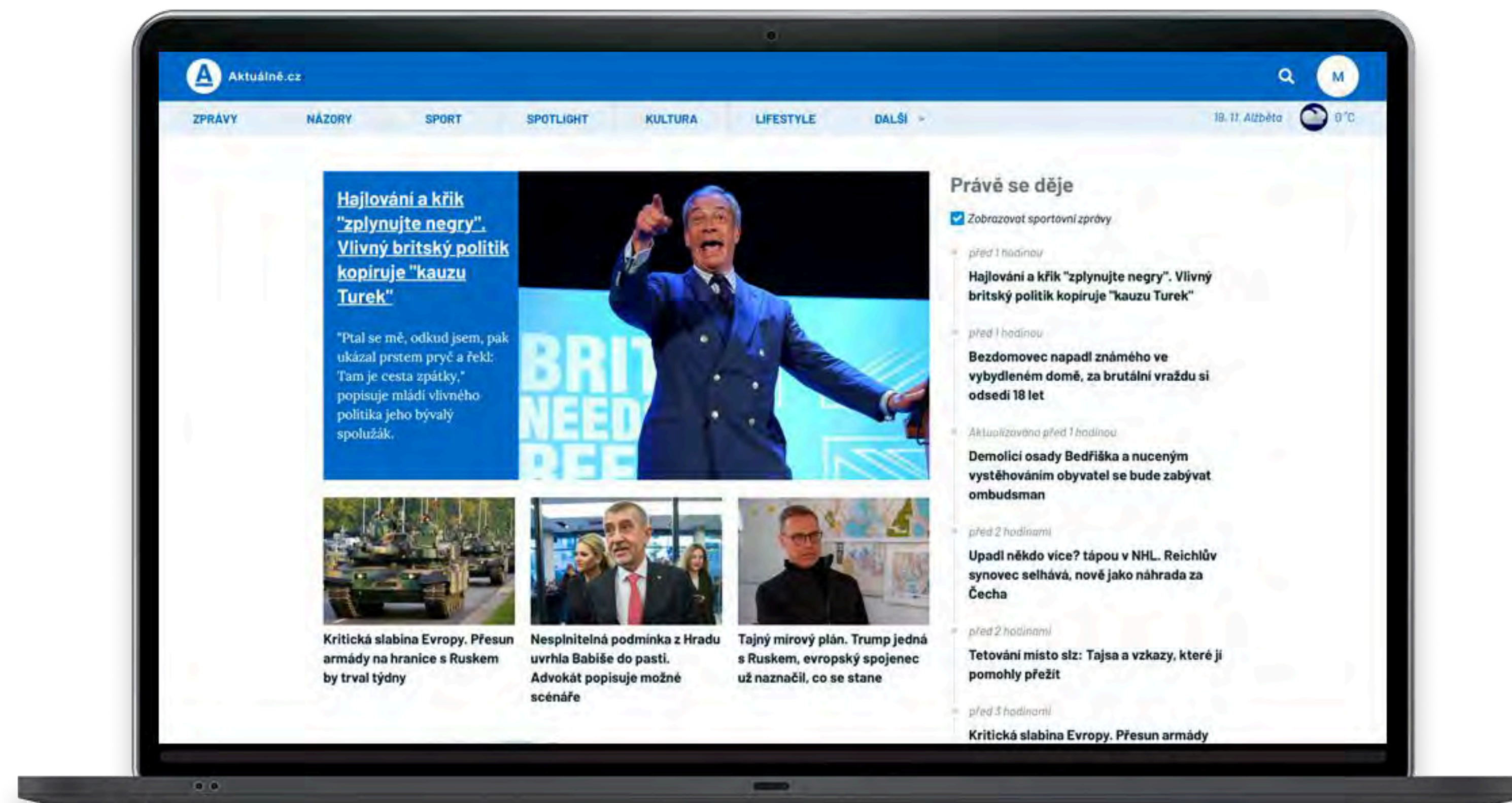
What Aktuálně.cz is  
pgs. 2-5

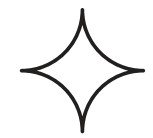


Target audience  
pgs. 6



Price list  
pgs. 7





# Why Aktuálně.cz?

- Aktuálně.cz is **a respected news website**, in fact one of the most followed Czech news sites, thanks to its unique view of events from the scene at home and abroad.
- It differs from other news and magazine portals in the Czech Republic through **its strong emphasis on the seriousness and non-tabloid nature of the published material**. By carefully selecting topics, headlines and photographs, it ensures **brand safety** for its advertisers, advertising clients and collaborators. International surveys by the Reuters Institute regularly rank Aktuálně.cz among the most trusted Czech media.
- Almost three and half million real users a month currently visit Aktuálně.cz (NetMonitor statistics), and it is cited as a website with a public agenda when it comes to news, original stories, and special projects.

- With traffic of almost 3,500,000 real users a month, we are one of the most followed online dailies in the Czech Republic.
- The high standard of journalistic work ensures an attractive, functional and - above all - **safe environment for your advertising messages**

## Main website sections

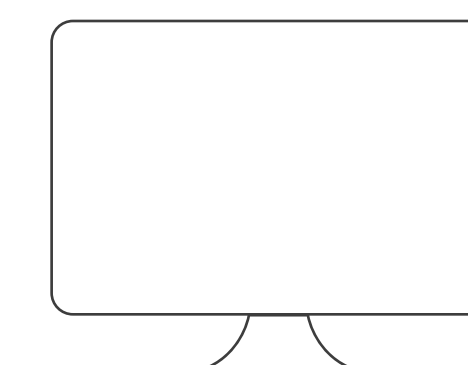
<b>Home</b>	Quick and clear, but also original investigative information from the Czech Republic.	<b>Podcasts</b>	Fascinating stories and interviews. Aktuálně.cz podcasts provide a look behind the scenes of politics, history, philosophy, crime - and photographs.
<b>Economics</b>	News, trends and tips from business, finance, transport and shopping, supplemented with calculators and summaries prepared in cooperation with the editorial team of the Ekonom weekly.	<b>Cars</b>	Tips, overviews, tests and news from the world of automobiles.
<b>Foreign news</b>	International events as they happen, objectively and in context.	<b>Culture</b>	News about music, film, literature and the visual arts. Reviews, commentaries and podcasts.
<b>Sport</b>	Current sports news and results, with commentaries and analyses.	<b>Magazine</b>	Interesting facts, interviews and photo galleries from the world of culture, architecture and lifestyle.
<b>Video</b>	Exclusive video interviews from the Spotlight project, as well as your own favourite programmes, reports and video news.	<b>Žena.cz</b>	A lifestyle magazine that responds to current social issues from a woman's point of view.





# Spotlight: Inspiring interviews and topics that resonate

- **Spotlight** is the main video show on **Aktuálně.cz**. In their strongest months, they are viewed or listened to more than three million times and have built up almost 50 million plays since the beginning. The strongest interviews reach something approaching a million plays, ranking them among the leaders on the Czech Internet.
- The interviews with presenters Zuzana Tvarůžková, Tereza Engelová and editor-in-chief of Aktuálně.cz Matyáš Zrno focus on important and inspiring people, events, and social phenomena. And on those who do not receive enough attention in the media world, even though they might deserve it. We offer Spotlight as a video on **Aktuálně.cz** and as audio content in all podcast applications
- There are three special formats of the video show - **Spotlight News**, **Spotlight Generace**, **Spotlight Voices from the front line a Spotlight+**. In **Spotlight News** we mostly provide experts with space to guide you through the significant events of the day. And what they mean in the long run. **Spotlight Generace** is a show that mainly focuses on millennials and Generation Z, their successes, and their problems. We open up on topics that, in our opinion, still don't get the space they deserve in the public arena. **Spotlight+** is created in collaboration with partners. We open up on important issues through the eyes of experts and business representatives.
- **Spotlight Public - From monitor and headphones right among the viewers**  
We now also conduct interviews before a live audience as part of the **Spotlight Public** format. The first edition was staged at the Center for Architecture and Metropolitan Planning, where the presenters and their inspiring guests searched for an answer to the question of what the perfect city looks like. This format too makes various forms of partnership cooperation possible.



**43,72%**

PV on the computer



**56,28%**

PV on the mobile

**296 170 PV**

Page views

**171 774 RU**

The number of real users

**65,78%**

Men

**4,22%**

Women

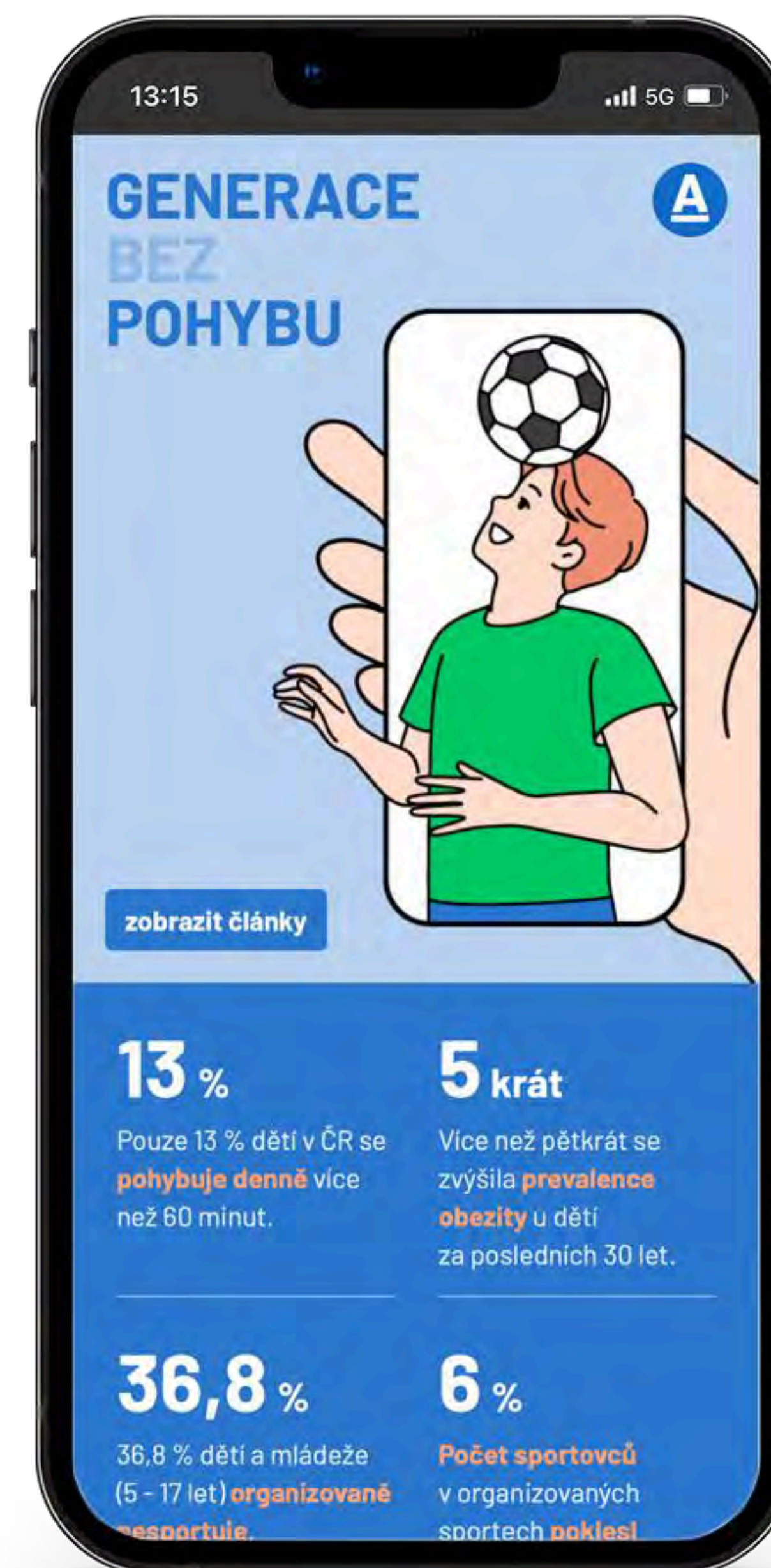
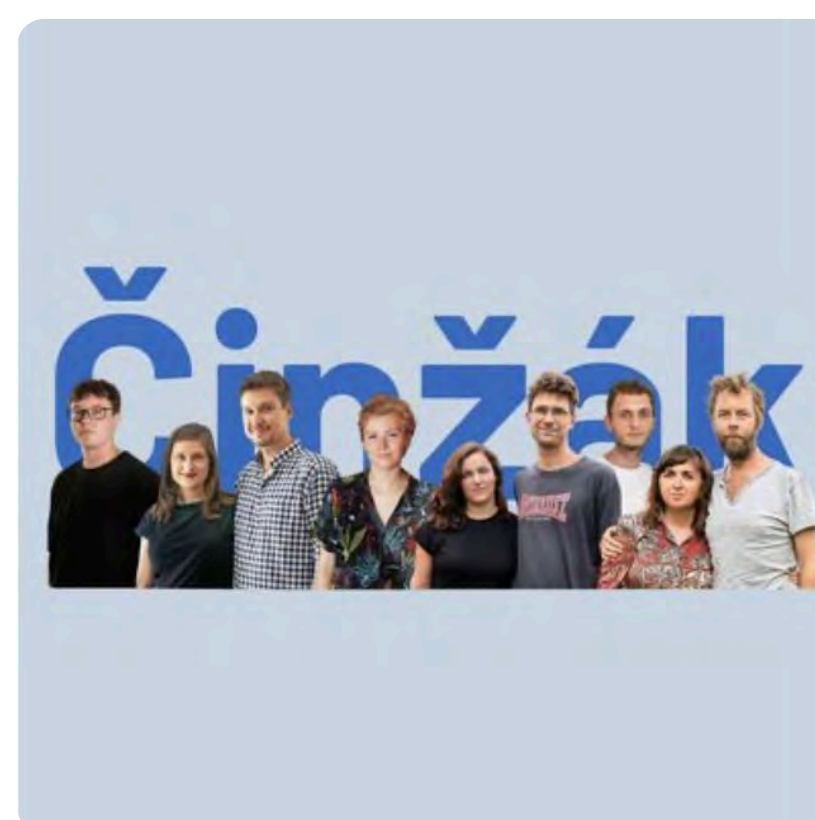






## Editorial specials

Infographics, serials, and special projects prepared by the editorial team. The unique nature of Aktuálně.cz's position on the news market is underlined by editorial specials that deal with important social issues, an integral supplement to uninterrupted twenty-four-hour news.





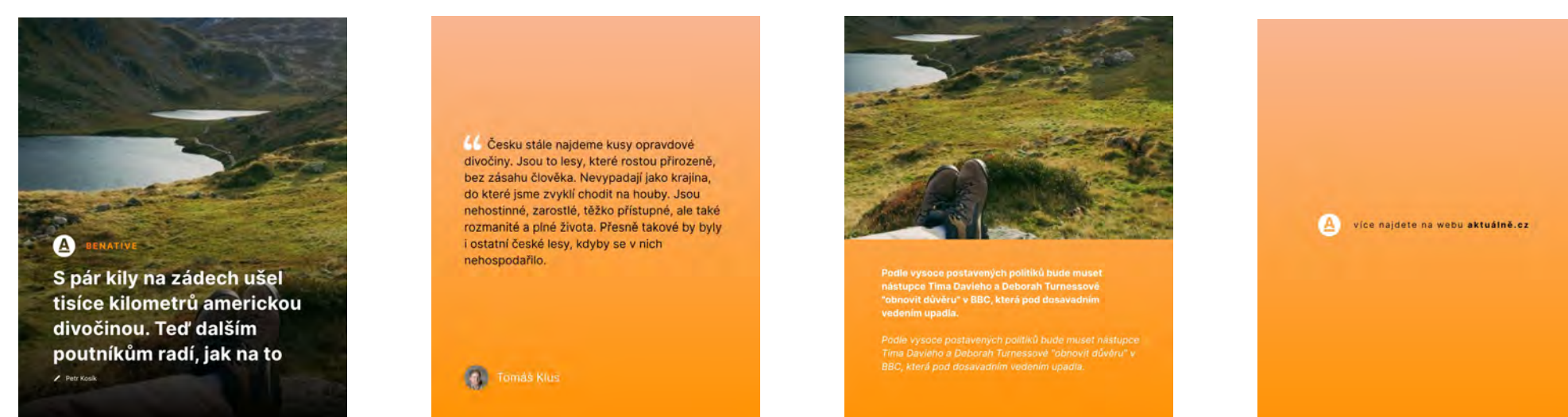


## Partnership opportunities

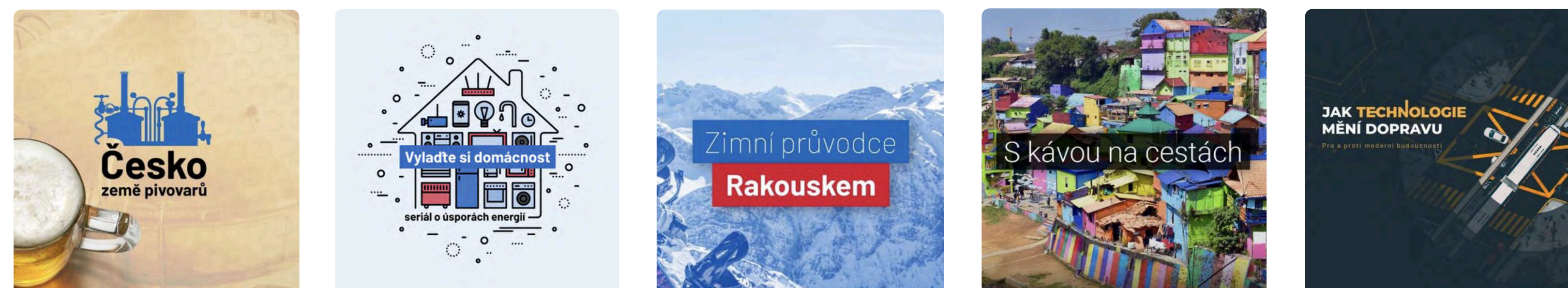
### BeNative partner projects

We create special content projects in cooperation with our clients: from individual articles, quizzes and photo galleries, Coda Graphics, online advice centres, and podcasts to interactive infographics and separate microsites.

„All BeNative partner projects now have their own set of graphic assets for social networks, including their own color identity. The outputs can include not only classic static formats, but also carousel posts, photo galleries and short videos (reels). This significantly expands the possibilities of promoting projects on Aktuálně.cz social networks and on our partners' channels through collaboration. All this with a unified visual identity and high quality.“



Try content that is tailored to the goals and needs of your clients and our readers with us. Whether social topics, practical guides, or travel guides, they are always characterised by the high quality guaranteed by the editorial team, their attractiveness to readers, and their innovative treatment.



[www.aktualne.cz/benative](http://www.aktualne.cz/benative)

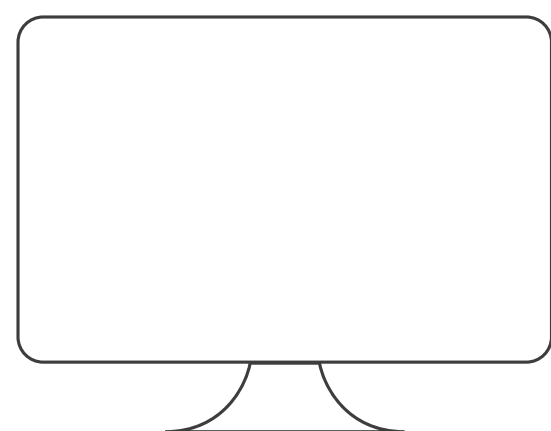


Více informací a ceny



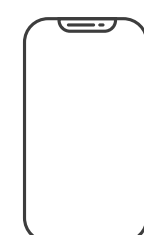
# Aktuálně.cz Readership

\*



**40,95 %**

PV on the computer



**59,05 %**

PV on the mobile

**87 237 807 PV**

Page views

**3 438 144 RU**

The number of real users

**54,61%**

Men

**45,39%**

Women

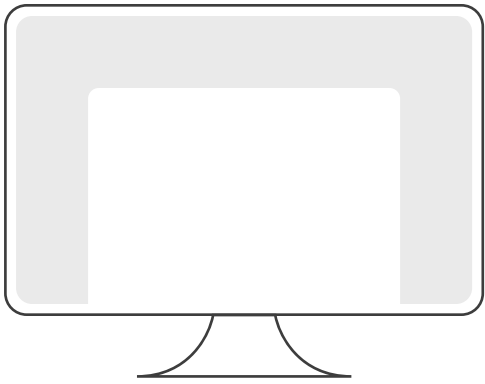

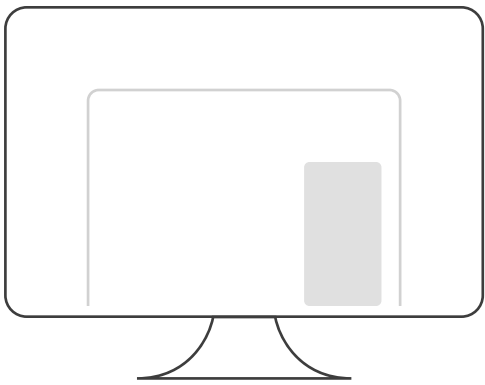

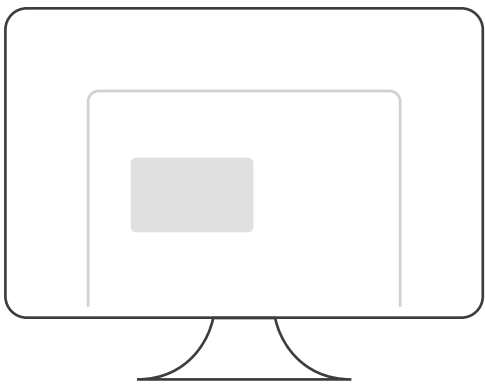
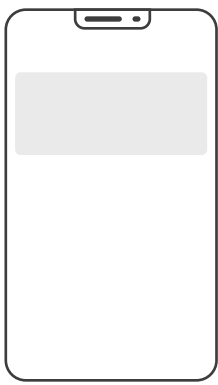
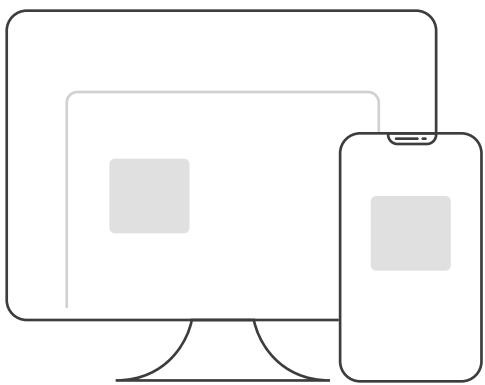
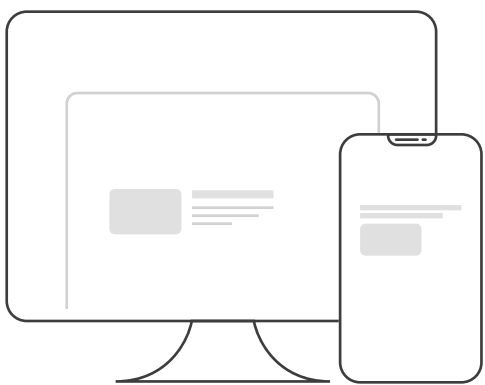
[www.economia.cz/ceniky-inzerce/](http://www.economia.cz/ceniky-inzerce/)




Source: \*NetMonitor, October 2025



# Price and size of Floating Ads

 <div><b>Branding</b> Desktop</div> <div>1980 x 600 px</div> <div>720 Kč / CPT</div>	 <div><b>Mobile Interscroller</b> Mobile</div> <div>480 x 820 px</div> <div>720 Kč / CPT</div>
 <div><b>Halfpage</b> Desktop</div> <div>300 x 600 px</div> <div>400 Kč / CPT</div>	 <div><b>Mobile premium square</b> Mobile</div> <div>480 x 480 px</div> <div>480 Kč / CPT</div>
 <div><b>Wallpaper</b> Desktop</div> <div>480 x 300 px</div> <div>400 Kč / CPT</div>	 <div><b>Mobile branding</b> Mobile</div> <div>640 x 200 px</div> <div>480 Kč / CPT</div>
 <div><b>Medium rectangle</b> Desktop, mobile</div> <div>300 x 250 px</div> <div>260 Kč / CPT</div>	<div>Note: Any targeting at an additional cost of + 30%. Placement in a specific section + 30%. Targeted at HP + 30%.</div> <div>You can find special offers at: <a href="http://www.economia.cz/ceniky-inzerce/">www.economia.cz/ceniky-inzerce/</a></div> <div>Economia, a.s. Commercial Terms and Conditions <a href="http://www.economia.cz/obchodni-podminky/">www.economia.cz/obchodni-podminky/</a></div>
 <div><b>Nativní reklama</b> Desktop, mobile</div> <div>Size according to TP</div> <div>330 Kč / CPT</div>	

**Have you got a question? Just contact us**  
We'd be happy to answer any questions  
you may have about advertising

 [inzerce@economia.cz](mailto:inzerce@economia.cz)