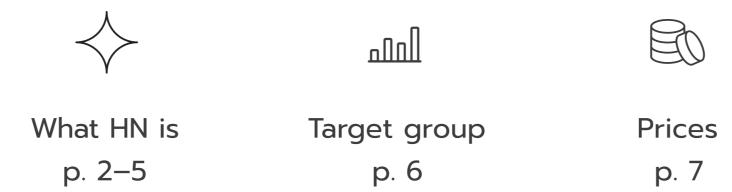
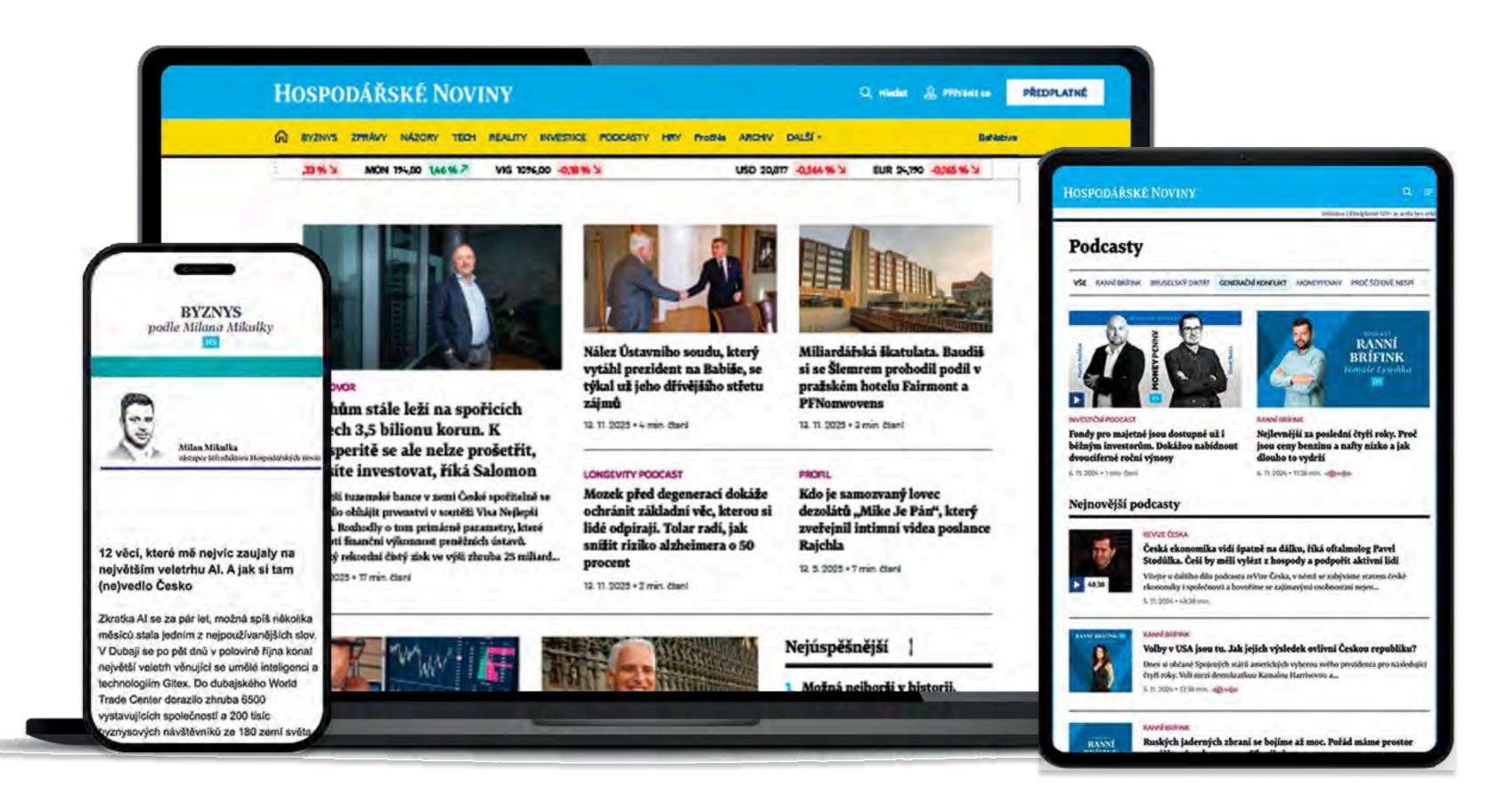
HOSPODÁŘSKÉ NOVINY

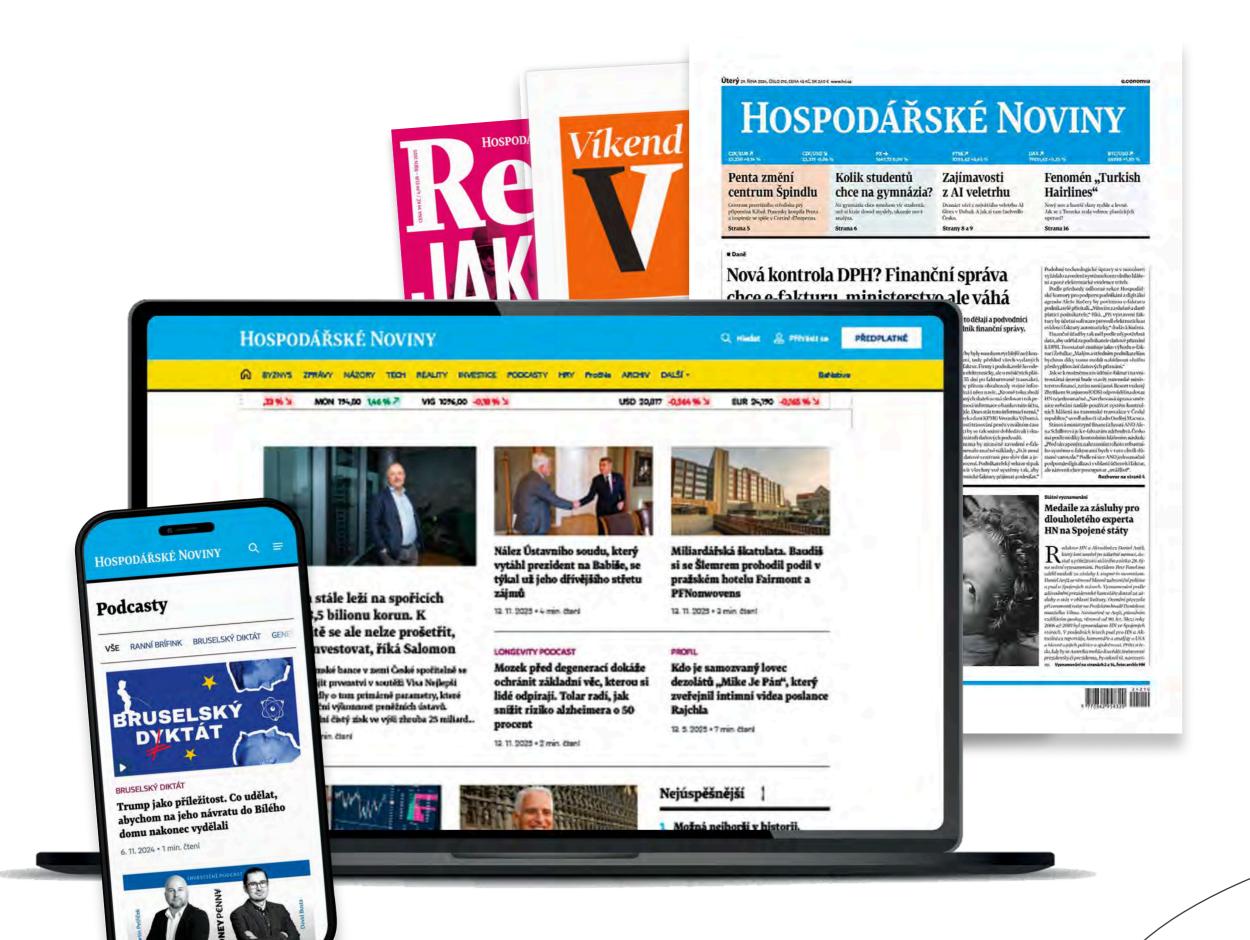


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The HN family

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.



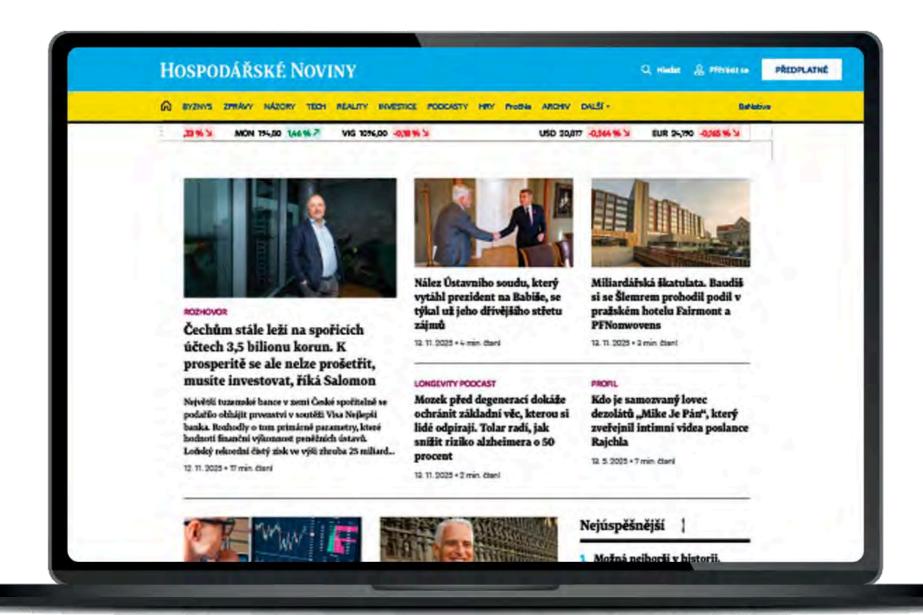
Apart from current news, trends and important events, the Hospodářské noviny website on the HN.cz internet domain offers readers the complete content of the print edition of the newspaper, including all of its magazines and special supplements. Readers of digital content can also pay for access to the 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 comm Business Expert analysis of business events, stories of successful star News Domestic and international political and social life Opinions Opinions Opinions and commentary from the editorial board and ext Tech Information technology, consumer electronics, reviews and and ext Auto Automotive news, tests, rankings and ratings			
News Domestic and international political and social life Opinions Opinions and commentary from the editorial board and ext Tech Information technology, consumer electronics, reviews and the social life	entary on current event		
Opinions Opinions and commentary from the editorial board and ext Tech Information technology, consumer electronics, reviews and the second s	t-ups		
Tech Information technology, consumer electronics, reviews and			
	ernal experts		
Auto Automotive news, tests, rankings and ratings	Information technology, consumer electronics, reviews and tests		
	Automotive news, tests, rankings and ratings		
Longevity We monitor new trends in longevity and prevention, explored topics from the perspective of readers, and concentrate on and a healthy lifestyle.			



HN Podcasts



Morning Briefing (Ranní brífink)

Every weekday morning

The Morning Briefing podcast is a great way to keep up-todate 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: 80 000/month



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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: 55 000/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: 20 000/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 Honzejk and Veronika Capáková discus why the different generations don't see eye-to-eye and how we can change this.

Listenership: 32 000/month



Longevity

Every Thursday

Longevity is becoming a new global phenomenon and Hospodářské noviny are on board. LongevityPodcast goes beyond the edge of everyday knowledge, looks for the latest research, and asks recognized experts. You will learn what you can do yourself for a healthy life, as well as how medicine can help you. It may not guarantee immortality, but LongevityPodcast can offer a longer life!

Listenership: 50 000/month

Podcast sponsoring

CZK 80,000 to CZK 100,000

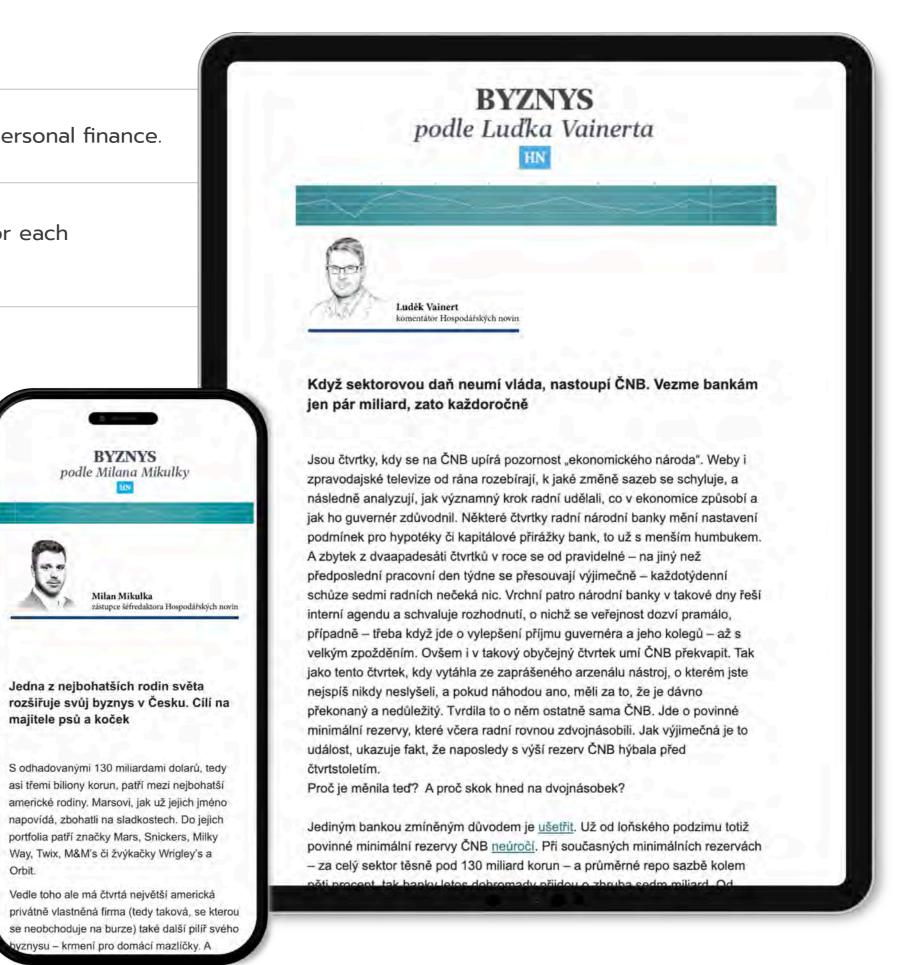
Podcasts live on site in your company

price on request

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

Newsletters

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



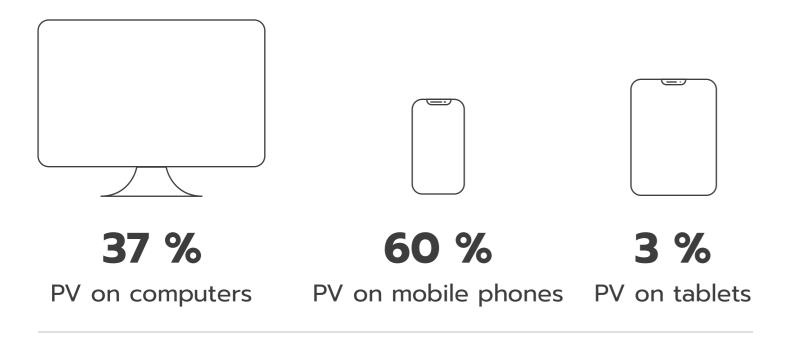
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www.economia.cz/ceniky-inzerce/





Netmonitor, January – October 2025

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	Desktop Mobile 300 x 600 px 300 x 250 px	480 CZK / CPT	480 x 820 px	870 CZK / CPT
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