

# PročNe

Mediakit 2026

## Lifestyle magazine of Hospodářské noviny



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European  
Newspaper  
Award  
NEWSPAPER DESIGN • CONCEPT

e.conomia



Jan Plecháč

## 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



# Regular sections

## Architecture and Design

The best architects, perfect buildings, unique design

## Studio

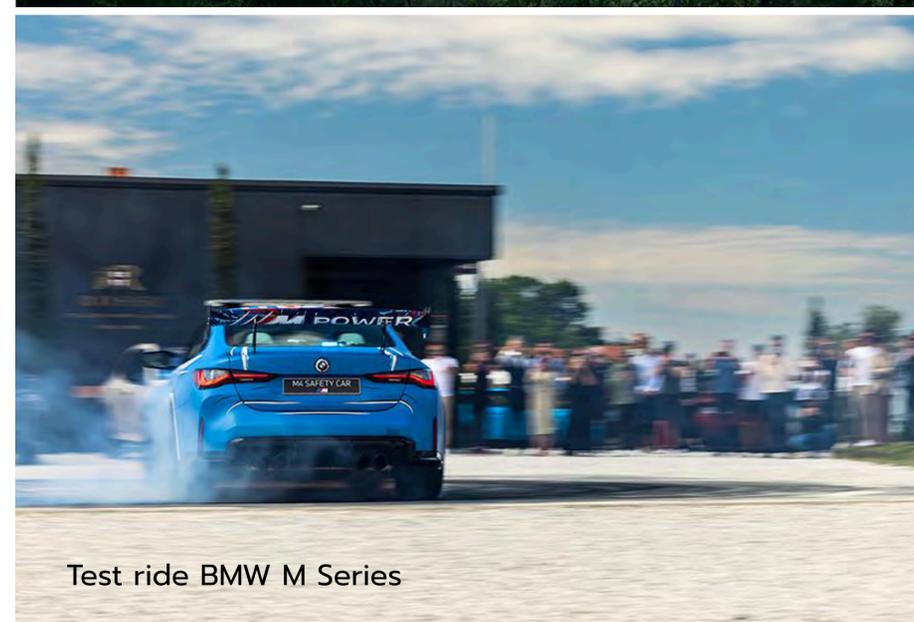
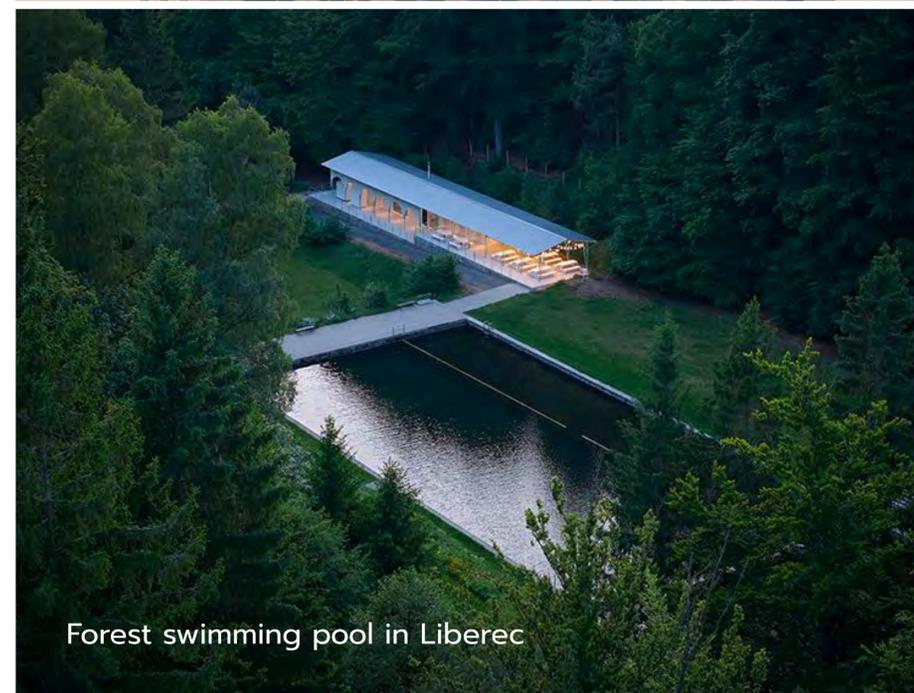
We invite you to visit the studios and workshops where talented designers, jewellers and artists create and tell us about their work and dreams

## 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	<b>Trends</b>	13. 2. 2026	23. 1. 2026	30. 1. 2026
March	<b>Women</b>	27. 3. 2026	6. 3. 2026	13. 3. 2026
April	<b>Innovators</b>	17. 4. 2026	27. 3. 2026	3. 4. 2026
May	<b>Architecture &amp; Art</b>	22. 5. 2026	1. 5. 2026	8. 5. 2026
June	<b>Gourmet (Summer double issue)</b>	19. 6. 2026	29. 5. 2026	5. 6. 2026
September	<b>Design</b>	4. 9. 2026	14. 8. 2026	21. 8. 2026
October	<b>Watches &amp; Jewellery</b>	16. 10. 2026	25. 9. 2026	2. 10. 2026
November	<b>Gentleman's club</b>	13. 11. 2026	23. 10. 2026	30. 10. 2026
December	<b>Christmas Special</b>	4. 12. 2026	13. 11. 2026	20. 11. 2026

## 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: **105 000**

Average number of sold printed issues: **23 500 copies**

**60 %**

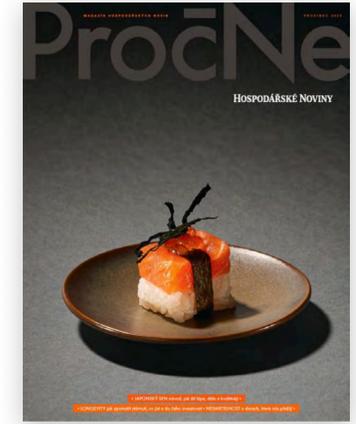
Men

**40 %**

Women

## Special Edition

The role of guest editors-in-chief was taken on by fashion designer Liběna Rochová, the president of the Karlovy Vary Film Festival Jiří Bartoška, and presenter Leoš Mareš. An important place among special topics also holds the longest-running poll, which recognizes exceptionally inspiring and successful women and which celebrated its 20th year in 2025: TOP Women of the Czech Republic. We also focus on a topic that moves the world, that each of us deals with, and we describe it from all sides – longevity. Or how to live longer, better, healthier and happier!



## European Newspaper Awards

**PročNe magazine** regularly wins prestigious journalistic awards. Last year, it succeeded in a competition of 3,000 projects from 22 European countries and won a total of four awards. The international jury awarded two cover stories: The first with the most sought-after young Czech actors Josef Trojan, Oskar Hes and Vojtěch Vodochodský in the premises of a unique concrete villa by architect Rudolf Netík. The second with Czech hockey player Ondřej Palát, photographed in the bowels of the O2 arena. Another award was won by an interview with world-renowned architect Daniel Libeskind, and the latest success goes to the series of photographs Saab is Love, which immortalizes the passion of owners for their Saab cars - among them are, for example, actor Karel Roden, director Ivan Zachariáš or writer Jaroslav Rudiš.

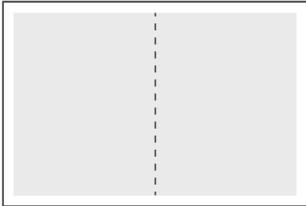
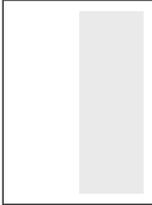
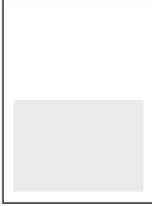
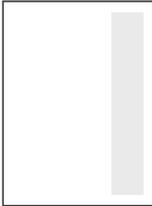
European  
**Newspaper**  
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# Price and ad size

## Standard offer

## Special advertisement prices

 <p><b>Panorama</b></p> <p>margins 464 x 297 mm</p> <p><b>CZK 328 900</b></p>	<p><b>First panorama</b> <b>CZK 438 900</b></p>
 <p><b>1/1</b></p> <p>margins 232 x 297 mm</p> <p><b>CZK 233 310</b></p>	<p><b>2nd page of the cover</b> <b>CZK 279 400</b></p> <p><b>3rd page of the cover</b> <b>CZK 253 000</b></p>
 <p><b>1/2 A</b></p> <p>margins 232 x 147 mm</p> <p><b>CZK 135 135</b></p>	<p><b>4th page of the cover</b> <b>CZK 306 075</b></p> <p><b>Left side opposite the content or editorial</b> <b>CZK 268 400</b></p> <p><b>first right advertisement page</b> <b>CZK 279 400</b></p>
 <p><b>1/2 B</b></p> <p>margins 113 x 297 mm</p> <p><b>CZK 135 135</b></p>	<p>Note:</p> <p>Additional charge for requested position + 20%. Additional charge for special operations + 50%.</p>
 <p><b>1/3</b></p> <p>margins 77 x 297 mm</p> <p><b>CZK 101 640</b></p>	<p>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.</p>

## 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 is preparing for another party season. The concept of "Aperitivo? PročNe!" is an after-work meeting with the top business and public figures. The line-up of guests 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 jewelry and art to crafts and family traditions.

### Inzerce

+420 233 073 169

inzerce@economia.cz



Aperitivo in a functionalist gem,  
the Volman Villa

Speciální focení ve spolupráci se značkou Bulgari

