Advertising Price List

Valid from 2027-01-01

Hospodářské noviny ▪ Ekonom
PročNe ▪ Logistika ▪ Business Tariff



e.conomia

HOSPODÁŘSKÉ NOVINY

From Monday to Friday, Hospodářské noviny brings general news with strong analytical elements and commentaries. It provides the largest amount of information on Czech and world economics of all the Czech daily newspapers.

Hospodářské noviny – formats (in mm) and prices for colour advertising (in CZK)

Advertisement per mirror	Panorama 554 x 380	1/1 263 x 380	1/2A 263 x 185	1/2B 123 x 380	1/3A 263 x 120	1/3B 98 x 380	1/4A 263 x 90	1/4B 98 x 185	1/8A 98 x 110	1/8B 60 x 185
Ad prices	548,900	438,900	251,900	251,900	195,085	195,085	146,650	145,977	73,325	73,325

Advertisement per mirror	Superpanorama	Junior page A 187 x 270	Junior page B 149 x 220
Ad prices	price on the demand	328,900	229,900

- Prices marked in red (panorama, 1/1, JP, 1/2) are contractual and are advantageous compared to the standard rate per mm column.
- Other optional advertisement formats may be negotiated.
- We will prepare a combined offer for advertising in both the printed and digital versions of Hospodářské noviny on request.



Prices, extra fees

Ear on the cover page (63 x 43 mm or 126 x 43 mm)	CZK 78,885
Bottom banner on the cover page (263 x 50 mm)	CZK 201,960
Panoramic bottom banner (554 x 90 mm)	CZK 339,966
Additional charge for placement on page 3	50%
Additional charge for placement on pages 5, 7	25%
Additional charge for special operation	50%



Sponsorship of the topic

Text „Topic brought to you by“ + logo	CZK 329,000

*Note: The front cover of the title and other special formats on request are solved individually.

General Meetings – advertising prices

Up to the 1/4 page format including the basic advertising prices for HN with a 65% discount will apply. For formats larger than 1/4 page the basic advertising prices for HN with a 50% discount will apply.

1/4 page – 263 x 90 mm	CZK 48,538
1/8 page – 98 x 110 mm	CZK 23,797

- The prices apply to ordinary and extraordinary general meetings. In addition, we will produce an ad for direct clients from the supplied documents in our prepress studio. The announcement of the holding of the extraordinary general meetings is published only in advance of payment.

Polygraphic and typographic specifications

Type setting pattern HN	263 x 380 mm
Color space	CMYK
Print	rotary offset
Paper	42.5 g/m^2

- Inserted advertisement in Hospodářské noviny see p. 13.
- The deadline for orders and base materials is 5 business days prior to the publication date.

HN Víkend

An insert of Hospodářské noviny

Friday's newspaper supplement Hospodářské noviny Víkend offers readers interviews, reports, and profiles of interesting personalities from business, sports, cultural and social environments in the Czech Republic and around the world. There are also interesting articles from the field of science and the world of technology, as well as interesting cultural and film tips.
The aim of this supplement is to provide readers with a deeper insight into socio-economic trends in longer interviews, reports and analytical texts, while at the same time offering light reading. To introduce various personalities differently than we know them from their professional lives. A crossword and Sudoku are available for mental exercises. Last but not least, the reader will also find the weekend TV programme here.

Hospodářské noviny – formats (in mm) and prices for colour advertising (in CZK)

Advertisement per mirror	**Panorama** 554 x 380	**1/1** 263 x 380	**1/2A** 263 x 185	**1/2B** 123 x 380	**1/3** 263 x 120	**1/4** 263 x 90
Ad prices	548,900	438,900	251,900	251,900	195,085	146,650

- Advertisements can be located on both odd and even pages. Other advertisement formats are possible after prior discussion.
- **The deadline for orders and base materials is 10 working days before the day of publication.**

Advertisement prices, additional charges

Format	
Additional charge for special operations	50%





PročNe

Lifestyle monthly Hospodářské noviny, annually awarded the International **European newspaper award.**

Lifestyle magazine PročNe in Hospodářské noviny – formats (in mm) and prices for colour advertising (in CZK)

	2/1	1/1	1/2A	1/2B	1/3
Advertisement per mirror and full-bleed	444 x 279 464 x 297	212 x 279 232 x 297	212 x 127 232 x 147	103 x 279 113 x 297	67 x 279 77 x 297
Ad prices	328,900	233,310	135,135	135,135	101,640

- Other formats are possible after prior discussion. The dimensions of the »FULL-BLEED« are listed in net format after trimming. For trimming, it is necessary to provide an overlap of an additional 5 mm beyond the net format around the edge of the advertisement! Advertisements can be located on both odd and even pages.

Advertising prices, additional charges

Format (full-bleed printing and net format)	
First panorama	CZK 438,900
2nd page of the cover	CZK 279,400
3rd page of the cover	CZK 253,000
4th page of the cover	CZK 306,075
Left side opposite the content or editorial	CZK 268,400
First right advertisement page	CZK 279,400

Additional charges	
For the requested position	20%
Additional charge for special operations	50%

Polygraphic and typographic data

Gross format (full-bleed before trimming)	242 x 307 mm
Clear format (after trimming)	232 x 297 mm
Chromaticity	CMYK
Paper	80 g/m² MWC
Paper envelope	70 g coated matte + 1/1 DL matte
Print	rotary offset
Binding	V1

Dates of issue of the magazine PročNe

Edition	Ad. materials	Topic
2027-02-12	2027-01-29	Trends
2027-03-19	2027-03-05	Women
2027-04-16	2027-04-02	Inovators
2027-05-21	2027-05-07	Architecture and Art
2027-06-18	2027-06-04	Gourmet (Summer double issiue)
2027-09-03	2027-08-20	Design
2027-10-15	2027-10-01	Watches & Jewellery
2027-11-12	2027-10-27	Gentleman´s club
2027-12-10	2027-11-26	Christmas special





ekonom

Ekonom is a prestigious independent economic weekly. It provides objective and undistorted information for decision makers, managers, investors, and public administration representatives. It regularly delves into current affairs in the world of business. Published every Thursday.

Ekonom – formats (in mm) and advertising prices (in CZK)

Advertisement per mirror and full-bleed	2/1 – 406 x 267	1/1 179 x 240 203 x 267	2/3 118 x 240 132 x 267	Junior page 118 x 175	1/2A 179 x 120 203 x 132	1/2B 87 x 240 101 x 267	1/3A 179 x 76 203 x 88	1/3B 57 x 240 71 x 267	1/4A 179 x 60 203 x 72
Ad prices	328,900	240,900	184,338	171,171	144,837	144,837	100,069	100,069	89,536

- Other optional advertisement formats may be negotiated. Advertisements of 1/4 and smaller sizes will be accumulated on advertisement pages.
- The dimensions of the »FULL-BLEED« are listed in net format after trimming. For trimming, it is necessary to provide an overlap of an additional 5 mm beyond the net format around the edge of the advertisement! Advertisements can be located on both odd and even pages.
- **Deadline for orders and base materials is 10 business days prior to publication date.**

Advertising prices, additional charges

Exclusive sectional	CZK 273,900
The first right advertising	CZK 262,900
2nd page of the cover	CZK 284,900
3rd page of the cover	CZK 253,000
4th page of the cover	CZK 328,900
Basic price per mm of column	CZK 605
Price per mm of column of floating advertisement	CZK 1,815

Additional charges

For placing against the first page of the main section	20%
Additional charge for special operations	50%





Real Estate + Personnel/Education – formats (in mm) and advertising prices (in CZK)

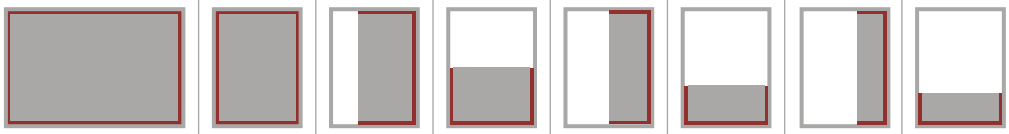
Advertisement per mirror	1/1 179 x 240	1/2 179 x 120	1/3A 179 x 76	1/3B 57 x 240	1/4A 179 x 60	1/4B 118 x 91	1/6 57 x 125	1/8 57 x 94
Real estate	86,873	42,934	27,503	21,718	21,131	21,467	13,752	10,566

- Other optional advertisement formats may be negotiated. Advertisements of 1/4 and smaller sizes will be accumulated on advertisement pages.

Logistika

formats (in mm) and advertising prices (in CZK)

Advertisement	2/1	1/1	2/3	1/2A	1/2B	1/3A	1/3B	1/4A
full-bleed	402 x 267	201 x 267	132 x 267	201 x 132	101 x 267	201 x 88	71 x 267	201 x 72
Ad prices	155,760	85,800	61,380	45,936	45,936	31,416	31,416	26,268



- The dimensions of the »FULL-BLEED« are listed in net format after trimming. For trimming, it is necessary to provide an overlap of an additional 5 mm beyond the net format around the edge of the advertisement!

Ad prices

Format (full-bleed and net format)	
1st page of the cover + 1/3 for editorial	CZK 96,360
2nd page of the cover	CZK 89,760
3rd page of the cover	CZK 89,760
4th page of the cover	CZK 92,400

Additional charges for the Logistika magazine

Additional charges for placement	5%
Exact location	20%

Repeat discounts for the Logistika magazine

2x	5%
3–5x	10%
6–9x	15%
10x and more	20%



Business Tariff

The advertising combination of Hospodářské noviny and the weekly Ekonom makes it possible to address a creditworthy target group of products of wider consumption. The purchasing potential of combined reading groups is one of the highest on the market.

Business Tariff – formats (in mm) and prices for colour advertising (in CZK)

Ad	2/1	1/1	1/2A	1/2B	1/3	1/4A
HN	554 x 380	263 x 380	263 x 185	123 x 380	263 x 120	263 x 90
Ekonom	406 x 267	203 x 267	203 x 132	101 x 267	203 x 88	203 x 72
Ad prices	614,460	475,860	277,716	277,716	206,608	165,330

Other optional advertisement formats may be negotiated. The dimensions of the »FULL-BLEED« are listed in net format after trimming. For trimming, it is necessaryto provide an overlap of an additional 5 mm beyond the net format around the edge of the advertisement! Advertisements can be located on both odd and even pages. Advertisements with texts covering an area of more than 50% must be visually distinct from the editorial content (the advertisements may not use a similar font, graphics, colour range, etc.). In this case, the advertisement in the mirror format must be framed. The final appearance is subject to editorial approval.

Hospodářské Noviny

From Monday to Friday, Hospodářské noviny brings general news with strong analytical elements and commentaries. It provides the largest amount of information on Czech and world economics of all the Czech daily newspapers.





ekonom

The most read economic weekly
Published every Thursday

- a prestigious independent title
- introduces outstanding entrepreneurial personalities, news of managerial practice and financial tools for personal and corporate life
- offers professional consulting services, expert discussions, and exclusive interviews







How to get Business Tariff?

- order the same ad for both titles
- the same motive must be published in the same week in both titles
- it applies to all standard priced formats of space advertising of a minimum size of ¼ page
- A client discount is added to the figures with Business Tariff (repeat, volume)

Inserted, stitched, pasted advertising

HOSPODÁŘSKÉ NOVINY

Individual pages: format 130 x 148 mm – without control, **min. paper weight 170 g/m²**
A5 format and larger - with control, **min. paper weight 120 g/m²**
larger formats with lower weight **(min. 80 g/m²)** must be folded on A4
For supplements it is not advisable to use glossy paper (it sticks). Matte paper is more suitable.

MULTI-PAGE INSERTS WITH A FIRM SPINE, E.G. FOLDED NEWSPAPERS, BROCHURES GLUED OR SEWN:
Multi-page inserts must be joined by a firm spine. In case of a smaller extent (four and six pages), the paper weight is min. 120 g/m2. Multi-page inserts with formats larger than A6 (105 x 148 mm) should have a spine on the longer side. For an insert weighing more than 50 g, a sample for production is required. Supplement production and transport to the printing works are provided by the client at their own expense. Supplements must be delivered on Europallets in bulk. Individual packages on pallets must not be strapped or packed in paper or plastic and must not have a twisted spine within one layer. The height of one package should be 8–10 cm. The pallet must be properly secured against slide-down, destruction of contents and external influences. The pallets must be clearly labelled **»HN– insertion date - name of the supplement - number of pieces on the pallet«**. Supplements for the entire HN print run need to be shipped not later than seven days before insertion, and no later than three days before the date of inserting at the address of the printing works. Inserts must be distributed in two places: the PRAGUE printing works (the sum of inserted leaflets for the regions of BOHEMIA) and the OSTRAVA printing works (the sum of inserted leaflets for the regions of MORAVIA). **You can only deliver supplements to the printing works after the supplement samples are approved by a worker in the advertising department who handles the order. Therefore, samples must be submitted for approval not later than 7 days before the transfer to the printing works making the insert. The sample and final product supplied must not be different.**

IF THESE CONDITIONS ARE NOT MET, THE INSERTION CAN ONLY BE MADE WITHOUT WARRANTY AND WITHOUT CLAIM TO COMPLAINT.

Prices of inserted advertising in HN

WEIGHT	PRICE/PER PC.
5 to 10 g	CZK 2.10
Up to 20 g	CZK 2.40
Up to 30 g	CZK 2.60
Up to 40 g	CZK 2.90
Up to 50 g	CZK 3.20

- Price of supplements for weights over 50 g are based on mutual agreement. Ad inserts of up to 5 g are to be consulted in advance. The maximum insert weight is 220 g.

Indicative print run

Possible breakdown of the insert
Bohemia / Moravia / Prague + Central Bohemia

The price is set as **the price per insert based on weight x print run** according to current printed copies.

No volume or repeat discounts apply to ad inserts.
The exclusive insert additional charge is 50%.

PročNe

PročNe – can be inserted
1. 1/1 or double-sheet format 222 x 287 mm
2. Brochures – based on an individual assessment of the samples sent by the printing works.

Inserted, stitched, pasted advertising

ekonom

Inserting or stitching-into can be:

Supplements from A6 format to Ekonom format: 200 x 264 mm. minimum weight for insertion and stitching-into is 80 g/m². The inserted product should be regardless of the extent and binding by 4 mm in height and 3 mm in width less than the magazine format to avoid protruding. For inserts it is not advisable to use glossy paper– it sticks. Matte paper is more suitable.

Stitching-into of single-sheet supplements of the same size as the magazine format ▸

The double sheet must have a fold of 80 mm on the spine. On the sides of the supplement that will form the outer edges of the title after trimming, 5 mm overlap must be left over the net title format for trimming.

Stitching-into of single-sheet supplements smaller than the magazine format ▸

The double-sheet must be trimmed to a net format, only in the head (top margin), a 5 mm overlap for trimming is required. When stitching-into only 1 sheet it is necessary to produce it with a flap of 80 mm width. This flap will be the first sheet of the two-sheet stitching-into.

Stitching-into of multi-sheet products (catalogues) smaller than the magazine format ▸

Supplements must not be stitched and must be delivered uncut in the head (with 6 mm fold on the right side).

Stitching-into of multi-sheet products (catalogues) of the size of a magazine format ▸

Supplements must not be stitched and must be delivered uncut on the entire external edge (with 6 mm fold on the right side). For stitching-into, it is recommended to deliver the so-called „full-bleed“ supplements due to trimming.

Gluing supplements ▸

1. You can stick both on the envelope and the title inside up to the size of the title format, reduced by 4 mm in height and 3 mm in width, to avoid protruding. A prerequisite is to order an ad area with the size of the minimally stuck-on supplement to which it will stick.
2. Sticking on the outside of the envelope is done with a removable adhesive and the title has to be wrapped in foil. Sticking into the title is done by removable adhesive.

The product in packages on pallets marked with the name, quantity, insertion or stitching term and the name of the periodical will be delivered by the client at his/her own expense seven working days before the date of printing to the respective printing works. You can only deliver supplements to the printing works after the supplement samples are approved by a worker in the advertising department who handles the order. Therefore, samples need to be submitted for approval according to the instructions of the worker receiving the advertisements.

Special or atypical commercial projects outside price list conditions, including the insertion of external periodicals, leaflets, etc., are always realized by agreement and at the contractual price.

Possibility of inserts in a limited number of copies

Possible breakdown of the insert

Subscriptions / Prague + Central Bohemia

The price is set as **the price per insert based on weight x print run** according to the current printed copies – see the latest published audit results at www.uvdt.cz/ABC audit (information about print run is per request) or contact reception desk.

Prices of inserted / stitched-into ads in Ekonom

WEIGHT	PRICE/PER PC.
5 to 10 g	CZK 2.60
Up to 20 g	CZK 2.90
Up to 30 g	CZK 3.20

- Price of supplements for weights over 30 g are based on mutual agreement. Inserted advertisement up to 5 g are to be consulted in advance.

Price of stuck-on ads

It will be calculated according to the specified assignment.

Prices of other atypical ads

It will be calculated according to the specified assignment.

Publisher is not responsible for failure due to technological error up to 1% of the total amount inserted.

No volume or repeat discounts apply to ad inserts.

The exclusive insert additional charge is 50%.

IF THESE CONDITIONS ARE NOT MET, THE INSERTION/SEWING CAN ONLY BE PERFORMED WITHOUT WARRANTY AND WITHOUT CLAIM TO COMPLAINT.

Advertisement base material parameters

HOSPODARSKE NOVINY

Color space	CMYK
ICC profile	ISOnewspaper26v4
Total area coverage	240 %
Optimal file format	.pdf
PDF version	PDF/Xa-1
Optimal image resolution	300 dpi
Minimal image resolution	150 dpi
Minimal vector resolution	600 dpi
Optimal image and vector compression	ZIP
Minimal size of black text	8 points
Minimal size of text in negative	11 points
Minimal size of lines in negativ	0.5 points

BLOCK – EKONOM AND SUPPLEMENTS

Color space	CMYK
ICC profile	PSO Uncoated ISO12647 (eci)
Total area coverage	280 %
Optimal file format	.pdf
PDF version	PDF/Xa-1
Optimal image resolution	300 dpi
Minimal image resolution	265 dpi
Minimal vector resolution	600 dpi
Optimal image and vector compression	ZIP
Minimal spacing between objects and edges of format	5 mm
Optimal bleed	5 mm
Minimal size of black text	8 points
Minimal size of text in negative	9 points
Minimal size of lines in negative	0.25 points

COVER – EKONOM AND SUPPLEMENTS

Color space	CMYK
ICC profile	PSO coated v3
Total area coverage	280 %
Optimal file format	.pdf
PDF version	PDF/Xa-1
Optimal image resolution	300 dpi
Minimal image resolution	265 dpi
Minimal vector resolution	600 dpi
Optimal image and vector compression	ZIP
Minimal spacing between objects and edges of format	5 mm
Optimal bleed	5 mm
Minimal size of black text	8 points
Minimal size of text in negative	9 points
Minimal size of lines in negative	0.25 points

PROC NE

Color space	CMYK
ICC profile	PSO coated v3
Total area coverage	300 %
Optimal file format	.pdf
PDF version	PDF/Xa-1
Optimal image resolution	300 dpi
Minimal image resolution	290 dpi
Minimal vector resolution	600 dpi
Optimal image and vector compression	ZIP
Minimal spacing between objects and edges of format	5 mm
Optimal bleed	5 mm
Minimal size of black text	8 points
Minimal size of text in negative	9 points
Minimal size of lines in negative	0.25 points

If parameters aren't met, files may be optimised or returned back for fixing. We aren't responsible for text readability when provided in bad quality.

QR CODES

We don't take responsibility for readibility of client's provided QR code.

Here You can find recomended guidelines for creating QR code.

MATERIALS FOR INTERNAL PRODUCTION

Images	.jpg, .png, .tiff	300 dpi when placed into advert
Vectors	.ai, .pdf, .eps	
Texts	docx., .rtf	information about neumber of characters here

Size of images, graphics and infographics will be always adjusted by their number and number of characters in text.

We aren't responsible for readability of client provided infographics and digarams.

Economia, a.s. Commercial Terms and Conditions

Economia, a.s. Commercial Terms and Conditions (hereinafter referred to as the "Commercial Terms and Conditions")

1. SCOPE OF VALIDITY

a) The Commercial Terms and Conditions govern the publication of advertisements, flyer inserts and electronic forms of advertising (hereinafter jointly referred to as the "Advertising") in both periodical and non-periodical titles, as well as electronic forms of Advertising on websites or in applications (hereinafter jointly referred to as the "Titles") published or operated by Economia, a.s. (hereinafter referred to as the "Publisher").
b) The Commercial Terms and Conditions also include the currently valid price lists of Advertising, published on the website of Economia, a.s., www.economia.cz.
c) The Publisher reserves the right to change the content of the Commercial Terms and Conditions. Any updated version of the Commercial Terms and Conditions shall always be published on www.economia.cz. In the event of conflict in the wording of the Commercial Terms and Conditions, the Commercial Terms and Conditions published on www.economica.cz shall be considered valid and binding.

2. CONCLUSION OF AN ADVERTISING AGREEMENT

a) Any Advertising shall be accepted based on a written order or an order with an electronic signature. An order sent by e-mail or fax is also considered a written order if it contains a scanned signature of a person authorized to act on behalf of the Client.
b) The order must contain all essential elements, in particular the identification data of the Client, i.e., the business name, designation or name and surname of the Client, its registered office, place of business or residence, or a contact address for sending a confirmation of the order and invoices, company ID number or birth certificate number, TAX ID number, bank details, name of the responsible contact person, Client's stamp, legible name and signature of the Client, statutory body or authorised representative thereof, as well as an exact description of the ordered service. If the Client is a person arranging publication of Advertising for a third party, such an order must contain identification data of the third party as well as information whether the payment shall be made by the Client or the third party. If the order is made on account of a third party, the Client shall provide an appropriate authorisation from the third party.
c) The Publisher shall issue, present or deliver confirmation of the order, containing the date of publication of the Advertising as well as the price calculation, as a proof of receipt of the order.
d) Confirming the order shall mean that an Advertising Contract has been entered into between the Publisher and the Client.
e) Confirmed orders of special forms of Advertising, such as embedded, stitched or inserted supplements or items, shall become binding for the Publisher upon delivery of sample products and approval thereof by an office responsible for accepting Advertising.

3. ADVERTISING MATERIALS

a) The Client shall be responsible for the timely and flawless delivery of the advertising base materials to the advertising office of Economia, a.s. Timely delivery is understood in the dates given for each product in this price list, or on the website www.economia.cz. If no deadline is provided for a specific product, the following shall apply:
– Daily format of the product
Orders: 3 business days before publishing
Advertising base materials: 3 business days before publishing
– Magazine format of the product with weekly periodicity and non-periodic projects
Orders: 10 business days before publishing
Advertising base materials: 10 business days before publishing
– Magazine format of the product with monthly periodicity
Orders: 20 business days before publishing
Advertising base materials: 14 business days before publishing
b) The Client shall also bear the responsibility for the content and lawfulness of the text and image patterns for Advertising. The Publisher is not obliged to review whether any third parties' rights are violated. Should any third party claim its rights regarding the publication of demonstrably untrue or illegal Advertising, the Client is obliged to assume all obligations resulting from such justified claims or is obliged to reimburse any and all damage incurred by the Publisher due to the aforementioned inadequate actions of the Client.
c) The base materials for Advertising shall only be returned to the Client upon request. The Advertising Department shall keep them for three months after publishing unless agreed otherwise.
d) Electronic media base materials shall be returned to the Client due to the smooth running of any claim proceedings on the 15th day after the Advertising publication at the earliest.
e) Should the Client be in default with the delivery of complete and correct base materials, the Publisher is entitled to claim compensation from the Client for damage resulting therefrom or is entitled to withdraw from the Advertising Contract.

4. FRAMEWORK AGREEMENT

a) Should the Client plan to publish an Advertising of a specific range or financial volume during a specific period, it can enter into the so-called Framework Agreement with the Publisher regarding the publication of the Advertising within a pre-agreed scope that entitles the Client to use an agreed discount immediately. The Framework Agreement may be concluded for up to 12 months and must be made in writing to be valid.
b) The Framework Agreement must contain a fixed period of time during which the Advertising of a specific range or financial volume will be published, the resulting discounts, Title (Titles) in which the Advertising should be published, and/or other arrangements.
c) Upon the Parties' agreement, the Framework Agreement may also include the Advertising made during the period of 12 months before the effectiveness of the Framework Agreement expires, provided that such Advertising has been paid for properly and timely. The prerequisite is that the price of the previous Advertising shall be less than 50% of the total volume of Advertising determined by the Framework Agreement. If, as a result of inclusion of the already implemented Advertising in the Framework Agreement under this paragraph, the Client becomes entitled to a discount from the price of this Advertising, such a discount shall be paid after the effectiveness of the Framework Agreement expires. It can only be paid earlier on condition that the Advertising volume planned by the Framework Agreement has already been exhausted.
d) The Advertising under the Framework Agreement shall also be published based on individual orders.
e) Discounts resulting from the Framework Agreement shall only be provided if the Advertising within the agreed scope is paid properly and timely within the set deadline in compliance with the current price list (or in another pre-agreement amount). Otherwise the entitlement to the agreed discount lapses.
f) Both the volume and the discount agreed in the framework agreement may be increased, on a contractual basis, even repeatedly.
g) If the Advertising within the agreed scope is not published during the determined time period for reasons not attributable to the Publisher, the Client undertakes to pay the Publisher the difference between the price for the agreed and the actual published scope of Advertising.

5. PUBLISHING CONDITIONS

a) The Publisher reserves the right to separate the Advertising from the editorial content by a line, or a frame, and by lettering the Advertising with "ADVERTISING", "COMMERCIAL PRESENTATION" or in any similar way together with the assigned advertising number. However, as for the Advertising of the 1/1 page full-bleed format, the Publisher reserves the right to place this designation directly into the Advertising space. The Client acknowledges that such an adjustment cannot be considered a reason for complaints.
b) As for periodicals, the Publisher shall publish the Advertising in all their editions in compliance with the order. Unless the Client confirms in its order that it requires the Advertising to be published in an electronic edition, the Advertising shall only be published in the printed edition, including any of its copies in PDF format. Unless the Client confirms in its order that it requires the Advertising to be published in a printed edition, the Advertising shall only be published in the electronic edition, except for any copy of the printed edition in PDF format.
c) Unless the Client orders a specific type, size, placement or date of the Advertising, it is understood that it delegates such a choice to the Publisher and shall pay the Advertising price in the amount of the Advertising actually made. In such a case, the Publisher shall publish the Advertising at its own discretion, taking into account the actual options of the respective periodical.
d) If the Client orders the Advertising in a size not corresponding to the standard size of the Title advertising, the Advertising shall be adjusted to the closest possible size within the technical options and shall be confirmed and calculated based on such adjustment.
e) The publisher also reserves the right to grammatically modify the advertisement text according to valid Czech spelling rules.
f) If the Client provides the Advertising not prepared graphically, the graphic design shall be made in a size corresponding to the original.
g) A preview of the prepared Advertising shall only be provided to the Client for author's proof upon request. If the Client fails to comment on the final design within the set deadline, even though it has been demonstrably delivered to the Client, it shall be considered that the Client agrees with it. The standard method of sending the author's proof shall be by email in a PDF or DOC format file.

Economia, a.s. Commercial Terms and Conditions

6. THE RIGHT TO REFUSE ADVERTISING

a) The Publisher reserves the right to refuse to publish the Advertising due to inappropriate content, origin or form, and if it violates laws, decrees, good manners and practices or is in conflict with interests or could harm the Publisher's reputation. The Publisher is obliged to notify the Client of such a fact, however, it is not obliged to justify its refusal.
b) Should the Client be in default in the payment of the Advertising price, the Publisher is entitled to suspend the receipt of the Client's other orders, i.e. conclusion of Advertising Contracts with the Client or publication of other Advertising ordered by the Client, until the Advertising price with which the Client is in default is fully paid.
c) The Publisher is entitled to refuse to publish Advertising the graphic design of which copies editorial elements of the Title in which the Advertising is to be published. The same elements shall mean, for example, font, font cut and size, text wrapping and unambiguous graphical characters of the Title. The Advertising refusal by the Publisher for the above reasons does not release the Client from the obligation to pay the Advertising in full provided that all the base materials have been delivered upon the deadline for receipt of the base materials.

7. FAILURE TO FULFIL THE ORDER

a) As for a force majeure event, the Publisher shall be relieved from liability for the fulfilment of its commitments and compensation for the damage incurred.
b) If any agreed contract with a pre-agreed discount to be provided to the Client fails to be performed due to the Client's fault, the Client is obliged to pay the Publisher the difference between the agreed discount and the price corresponding to the actual performance after clearing the contract.
c) The Publisher's obligation to keep the agreed and confirmed position of the Advertising shall only arise if an additional charge for a specific position applies. If the Publisher fails to meet such obligation, the additional charge for the specific position shall not be applied, however, the Client is not entitled to lodge a complaint.

8. ADVERTISING PRICE AND PAYMENT TERMS

a) The Client is obliged to pay the Advertising price based on a tax document – invoice issued by the Publisher.
b) The Advertising prices in the individual Titles, the method of their calculation and quantity discounts are determined in detail in the Publisher's currently valid price lists.
c) Advertising prices in the price list are provided without VAT.
d) The Publisher reserves the right to set contract prices.
e) As for lump-sum orders, the Publisher shall usually charge the Advertising implemented within 5 calendar days after its publishing. As for continuously provided Advertising, for the purposes of value added tax, the Advertising relating to individual billing periods, from which a tax document is issued by the Publisher, shall be considered implemented as of the last day of this period. The Publisher shall also send to the Client upon its request together with the invoice a checking copy of the Title in an electronic form. The invoice shall be due within 14 calendar days from its issue unless agreed otherwise. The invoice maturity for the Client with a registered office outside the Czech Republic shall be 30 calendar days.
f) If the Client does not specify the size of the Advertising and leaves the design up to the Publisher, the base materials for the Advertising price calculation shall be the format published.
g) The Publisher is entitled to require from the Client a deposit or an advance payment for the Advertising under a pro-forma invoice.
h) If the Publisher's claims are not paid by the Client within the due date, the Publisher shall proceed in accordance with Article 8 (k) of these Conditions and the Civil Code provisions.
i) Where the obligation to pay the Advertising price is fulfilled via a bank, such an obligation shall be considered fulfilled upon crediting the amount corresponding to the Advertising price to the Publisher's account.
j) In case the Client is in default with payment of the Advertising price, the Parties have agreed upon contractual interest on late payment in the amount of 0.1% (in words: onetenth of a per cent) of the outstanding amount for each day of delay.
k) The Client agrees to the pro-forma invoices and the invoices to be issued and sent in PDF format to the email address determined by the Client for this purpose and declares that such an email address is actively used. In this regard, the Client further declares that it has appropriate means to receive, verify and open electronic pro-forma invoices and invoices sent in PDF format.
l) As for the Publisher's claims that are overdue for more than 30 days, the Publisher is entitled to pass them to external companies for enforcement. In such a case the Publisher is obliged to pay not only the interest on late payment specified in Paragraph 8 (i) hereof but also any other costs associated with the external enforcement of the outstanding claims, including the costs of telephone, written and fax reminders.
m) The Client is entitled neither to offset its claims unilaterally against the Publisher's claims nor to pledge or otherwise encumber them with any third party's right.

9. WITHDRAWAL FROM THE CONTRACT ON ADVERTISING, CANCELLATION FEES

a) The Client is entitled to withdraw from the Advertising Contract.
b) Such a withdrawal from the Advertising Contract must be made in the form of a written notice of withdrawal, which must be delivered to the Publisher in the manner determined for placing an order. The withdrawal from the contract shall only be valid upon the Publisher's written confirmation of receipt.
c) In case of the Client's withdrawal from the advertising contract upon receipt of the order by the Publisher, the Publisher is entitled to apply cancellation fees.
d) In the event of the Client's withdrawal from the Advertising Contract, the Publisher is entitled to claim the refund of the quantity discounts from prices for recurring Advertising or the quantity discounts for the ordered volume of Advertising to which the Client would not be entitled by this withdrawal from the Advertising Contract. The Publisher is also entitled to require the Client pay the costs incurred in connection with the Client's withdrawal from the Advertising Contract.
e) Cancellation fees:

Hospodářské noviny

– 10 to 5 business days prior to publishing – 50% of the Advertising price
– 4 and less business days prior to publishing – 100% of the Advertising price

Advertising can only be cancelled in less than 5 business days prior to publishing considering the actual conditions and the Publisher's possibilities. In such a case, the Client shall be charged the full Advertising price as if the Advertising has been published. The full Advertising price shall also be invoiced if the ordered Advertising is eliminated from the press or is not published due to the Client's failure to provide flawless advertising base materials within the deadline under the valid price list for Advertising, or within an alternative date determined in writing by an employee from an office responsible for accepting Advertising.

Ekonom, PročNe

– 15 to 11 calendar days prior to publishing – 50% of the Advertising price
– 10 and less calendar days prior to publishing – 100% of the Advertising price

VAdvertising can only be cancelled in less than 11 calendar days prior to publishing considering the actual conditions and the Publisher's possibilities. In such a case, the Client shall be charged the full Advertising price as if the Advertising has been published. The full Advertising price shall also be invoiced if the ordered Advertising is eliminated from the press due to the Client's failure to provide flawless advertising base materials within the deadline under the valid price list for Advertising, or within an alternative date determined in writing by an employee from an office responsible for accepting Advertising. The decisive factor for assessing the date of the cancellation receipt shall be in all cases the day of delivery of the cancellation to the department of Economia, a.s. responsible for accepting Advertising, and the time limited by the working hours in the respective department, i.e. from 8 am to 5 pm during business days. This provision shall also apply to cancellation sent by fax or email. As for orders of advertising position on the 4th sheet (last page) of the PročNe magazine, the cancellation fee for 100 and fewer calendar days shall amount to the full Advertising price.

Commercial and special thematic inserts and all professional magazines

– 30 to 25 calendar days prior to publishing – 50% of the Advertising price
– 24 and less calendar days prior to publishing – 100% of the Advertising price

Online Advertising (iHNed.cz, aktuálně.cz, centrum.cz, zena.cz and other content sites operated by the Publisher)

Unless the Publisher provides for otherwise in the confirmation of the order, the following cancellation terms shall apply to the order cancellation:

– Where the order is cancelled within 20 business days from the required campaign start – 50% of the price stated in the order.
– Where the order is cancelled within 15 business days from the required campaign start – 70% of the price stated in the order;
– Where the order is cancelled within 10 business days from the required campaign start – 80% of the price stated in the order;
– Where the order is cancelled in less than 10 days from the required campaign start or later – 100% of the price stated in the order;
– For long–term campaigns (at least within 3 and more months), the difference between the price from the price list and the discount provided shall be charged.

Economia, a.s. Commercial Terms and Conditions

The Publisher is entitled to provide in the confirmation of an order cancellation terms that vary from the terms stipulated in the previous provision of these Business Conditions.

10. WARRANTY CLAIMS

a) Advertising can be claimed in writing within 14 days of its publication.
b) In the case of partial or completely illegible, incorrect or incomplete advertising, the Client is entitled to a substitute publication or discount. The method of substitution is at the discretion of the Publisher. In the event that the Publisher provides a discount, it shall always be to the extent to which the Advertising purpose has been limited.
c) The Client is not entitled to claim a different colour of its Advertising unless it has provided a colour check copy of the printed Advertising on a hardproof media together with the base materials for the publication of the Advertising.
d) Also, the fact that the Client does not receive any response for its Advertising properly published is not a reason for a claim.
e) When entering a repeat advertisement with the same motif, the Client is obliged to check the correctness and completeness after each publication. The Publisher shall not accept a claim if the same deficiency has occurred in the recurring Advertising without the Publisher being notified of it immediately after the previous publication.

11. FINAL PROVISIONS

a) Advertising articles shall only be published by the Publisher in compliance with applicable law regulating advertisements and the Code for Advertising.
b) The Publisher guarantees for all its printed Titles the standard quality of the Advertising print limited by the quality of the provided advertising base materials, print input materials and printing standards.
c) The Publisher shall only be responsible for damage caused by violation of its legal obligations, or obligations arising from these Commercial Terms and Conditions or other arrangements relating to these Commercial Terms and Conditions. The Publisher and the Client have agreed that the total foreseeable damage so incurred may only be up to CZK 50,000.
d) It is only possible to deviate from the above provided Commercial Terms and Conditions upon a written agreement.

These Commercial Terms and Conditions shall become effective as of 13 4/ 2020/ The previous version of these Terms and Conditions is available under this link:
https://www.economia.cz/wp-content/uploads/2020/04/OP_Economia_platnost-do-12.4.2020.pdf

Amendment No. 1 to the Economia, a.s. Commercial Terms and Conditions (hereinafter referred to as the "Amendment" and "Commercial Terms and Conditions")

I. INTRODUCTORY PROVISIONS

a) This Amendment regulates or supplements the Commercial Terms and Conditions for the purpose of publication of the Internet Advertising on websites, tablets and other mobile devices (hereinafter referred to as the "Servers") operated by Economia, a.s. (hereinafter referred to as the "Operator").
b) This Amendment includes the currently valid price lists for Internet Advertising, published on www.economia.cz.

II . MONITORING ADVERTISEMENTS

a) Information regarding the traffic on the Server on which an advert is sold is audited by an independent NetMonitor audit.
b) Upon a written request, the Operator shall enable the Client ordering the Internet Advertising free access to the online advertising system showing the statistics on the number of display, clicks and the effectiveness of its advertising campaigns based on the Advertising ordered.

III. MATERIALS FOR THE PUBLICATION OF ADVERTISEMENTS

a) The Client undertakes to send an order to the Publisher at least 5 working days before the required publishing of the advertisement, and to provide the Publisher with the materials for the advertisement of the standard advertising formats in electronic form in GIF, HTML5, JPG format, at least 3 working days prior to the required publishing of the advertisement, so that no further adjustment by the operator is necessary. Base materials for non-standard formats must be provided for testing at least 5 business days prior to the required publishing. If the base materials exceed the data size indicated in the technical specification stated in the price list of the Advertising, the Client shall be charged this data oversize up to the amount of 20% of the price for the advertising position.
b) The Operator can notify the Client of the erroneous processing of the base materials provided and determine a reasonable time limit for correction.
c) In the event of late delivery of the base materials or delivery of erroneous base materials, the Operator shall not bear responsibility for any damage caused to the Client or third parties hereby.

IV. PAYMENT TERMS

a) The day of taxable supply shall mean the last day of publication of the Advertising or the day of termination of the advertising campaign. If the Advertising (advertising campaign) is published for two and more calendar months, the Operator is entitled to invoice partially as follows: for each calendar month in which the campaign has been implemented, the actually implemented part of the Advertising shall be invoiced, in which case the day of taxable supply of such a part of the Advertising shall always mean the last day in the continuous calendar month in which the Advertising has been published, and the last day of publication of the Advertising in the final calendar month.
b) The Operator is entitled to require the payment to be paid in advance. In such a case, the Operator is not obliged to start the campaign earlier than on the 1st business day after the respective amount has been credited to its account.
c) Should the Client be in default in the payment of the price of the Advertising (advertising campaign), the Operator is entitled to suspend the campaign, and such a campaign shall be considered terminated for reasons attributable to the Client. In such a case, the Client is entitled to claim the payment of a contractual penalty equal to the value of the Advertising campaign not implemented for reasons attributable to the Client, however, properly ordered. The Client undertakes to pay the contractual penalty within 7 days from the Operator's request. After the invoice or the pro-forma invoice are properly paid, the campaign can continue if it is still possible given the occupancy of the Operator's advertising space. In such a case, the entitlement to a contractual penalty shall not apply.

V. COMPLAINTS

a) If the Operator fails to meet the number of impressions guaranteed by the order, the Client is entitled to require a discount or compensation. The entitlement to a discount or compensation must be exercised by the Client in writing within 3 business days from the end of the campaign at the latest.
b) The decisive factor for determining the entitlement to a discount or compensation shall be the records of the Operator's online advertising system.
c) If the Client exercises its justified entitlement to compensation from the Operator, the Operator shall pay it in the amount of the unused number of impressions.
d) Unless the Parties have agreed otherwise, the compensation shall be made without undue delay after receipt and approval of the written entitlement, until the volume determined in paragraph V (c) of this Amendment is fulfilled.
e) If the Client exercises its justified entitlement to a discount from the campaign price from the Operator, such a discount shall be determined based on the ratio of the actually implemented and ordered number of impressions. The sum equal to this discount shall be paid by the Operator to the Client in the form of a credit note.

VI. FINAL PROVISIONS

a) It is only possible to deviate from the provisions hereof upon a written agreement.
b) Matters not regulated by an order or hereby shall be governed by the Commercial Terms and Conditions in the valid version published on www.economia.cz.

RECEIVING ADVERTISEMENTS

Economia, a.s.	Pod dráhou 1637/2	170 00 Prague 7
BACK OFFICE ADVERTISEMENTS	**Telephone**	**E -mail**
	233 073 169	inzerce@economia.cz