Mediakit 2027

ekonom

THE WEEKLY MAGAZINE OF THE HOSPODÁŘSKÉ NOVINY

Readers of Ekonom

Readership: **61 000**
Average paid circulation: **7 350**

71%
Men

29%
Women

All for Q4 2025 – Q2 2026
Source: ABC ČR and MEDIA PROJEKT for Q4 2025 – Q2 2026









ON THE WAVE OF ENTERPRISE PODCAST (NA VLNĚ PODNIKÁNÍ)

A podcast by The Economist weekly focusing on business, enterprise and inspirational stories. Listen each week to interesting stories and experiences of entrepreneurs that will enlighten, stimulate and entertain you. Personalities from the world of Czech business are interviewed by **Petr Kain** and **Martin Petříček**.



On the Wave of Enterprise – Business podcast (Na vlně podnikání Business)	A separate podcast with a special guest available on **Týdeník Ekonom** + Soundcloud, Spotify, Apple and Google Podcasts. Feature in The Economist weekly 1/1, a selection of highlights from the online interview prepared for print labelled as a Special Project	**90 000 CZK**
Sponsoring of the On the Wave of Enterprise podcast	Weekly podcast, price for sponsorship per month	**80 000 CZK**

Price and ad size

Special formats

2nd page of the cover	**284 900 CZK**
3rd page of the cover	**253 000 CZK**
4th page of the cover	**328 900 CZK**
exclusive section	**293 900 CZK**
First right advertisement page	**262 900 CZK**

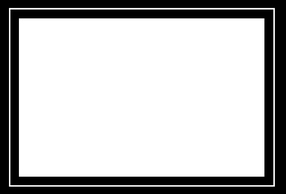








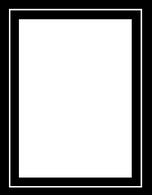
Price and ad size



2/1

margins
406 x 267 mm

328 900 CZK

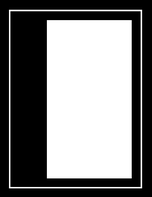


1/1

mirror
179 x 240 mm

margins
203 x 267 mm

240 900 CZK

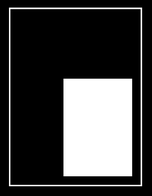


2/3

mirror
118 x 240 mm

margins
132 x 267 mm

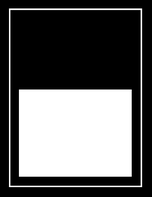
184 338 CZK



Junior page

mirror
118 x 175 mm

171 171 CZK

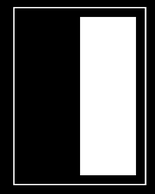


1/2 A

mirror
179 x 120 mm

margins
203 x 132 mm

144 837 CZK

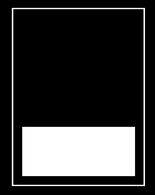


1/2 B

mirror
87 x 240 mm

margins
101 x 267 mm

144 837 CZK

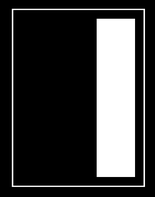


1/3 A

mirror
179 x 76 mm

margins
203 x 88 mm

100 069 CZK

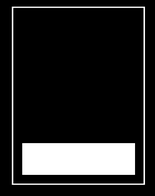


1/3 A

mirror
57 x 240 mm

margins
71 x 267 mm

100 069 CZK

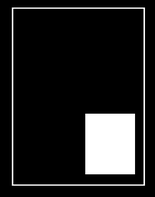


1/4

mirror
179 x 60 mm

margins
203 x 72 mm

89 536 CZK

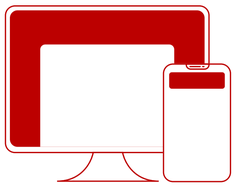


1/4

mirror
87 x 120 mm

89 536 CZK

Price and floating ad size

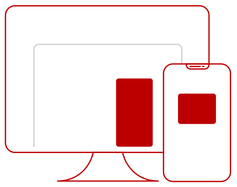


Branding*

Desktop
1980 x 600 px

Mobile
640 x 200 px

1020 CZK/CPT

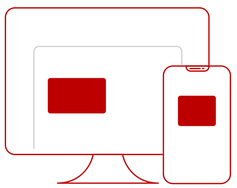


Halfpage*

Desktop
300 x 600 px

Mobile
300 x 250 px

480 CZK/CPT

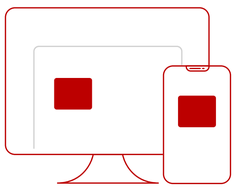


Wallpaper*

Desktop
480 x 300 px

Mobile
300 x 250 px

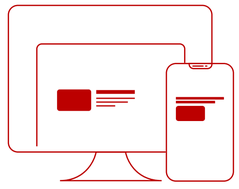
410 CZK/CPT



Medium rectangle

Desktop, Mobile
300 x 250 px

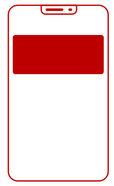
260 CZK/CPT



Native advertising
Desktop, mobile

Size according TP

400 CZK/CPT



Mobile branding
Mobile

640 x 200 px

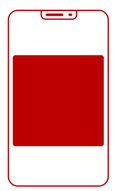
540 CZK/CPT



Mobile interscroller

Mobile
480 x 820 px

870 CZK/CPT



Mobile premium square

Mobile
480 x 480 px

540 CZK/CPT

* Both formats must be added after campaign launch. To target just desktops there is a surcharge of 30 %.

Any targeting for a surcharge of 30 %. is charged.

Special offers are available at:
www.economia.cz/ceniky-inzerce/

Terms and conditions of Economia, a.s.
www.economia.cz/obchodni-podminky/

Logistika

Logistika is a professional supplement of the weekly Ekonom, intended mainly for company management and experts who decide on systemic and supplementary solutions for the movement of materials and goods, especially in the transport, industrial, wholesale and other sectors. It provides a comprehensive overview of the state, news and trends in logistics. It covers current practices and developments in the areas of transport, warehousing, materials handling and distribution, and the use of information technology at home and abroad. It enables manufacturers and logistics service providers to present technical resources, information and control technologies and the offer of transport, forwarding and other logistics services. The magazine cooperates closely with the Czech Logistics Association and with authorities in the field from practice and universities.

The Logistics (Logistika) supplement is also part of Hospodářské noviny.

web: www.logistika.ekonom.cz



Editorial plan

Issue number	Topic	Release date EK + HN (Thu)*	Part of The Economist no.
1	Automation and robotics in logistics	3. 6. 2027	EK 22
2	Efficient storage.	18. 11. 2027	EK 46

* Deadline for orders and delivery of PR materials: 3 weeks before publication. Deadline for delivery of advertising materials: 2 weeks before publication. Issue topics are preliminary and subject to change.

ekonom

Logistika

Advertising price list

Print

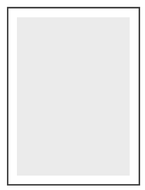
Sizes »margins« are listed in net format after trimming. For trimming, it is necessary to provide an overlap of an additional 5 mm beyond the net format around the edge of the advertisement.



2/1

margins
402 x 267 mm

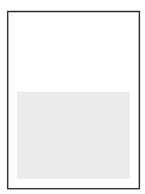
155 760 CZK



1/1

margins
201 x 267 mm

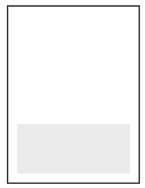
85 800 CZK



1/2 A

margins
201 x 132 mm

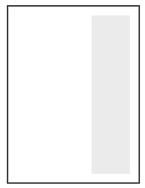
45 936 CZK



1/3 A

margins
201 x 88 mm

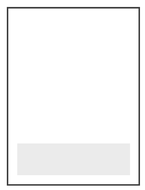
31 416 CZK



1/3 B

margins
71 x 267 mm

31 416 CZK



1/4

margins
201 x 72 mm

26 268 CZK

ekonom

PRÁVNÍ RÁDCE

web: www.pravniradce.ekonom.cz

Právní rádce is a professional supplement of the weekly Ekonom providing information in all fields of law. Each issue delivers strong and unique editorial content. The focus is mainly on commercial, financial and labour law or regulated industries. It also covers topics such as public procurement, data protection and corporate criminal liability.

Právní rádce supplement is also part of Hospodářské noviny.





Editorial plan

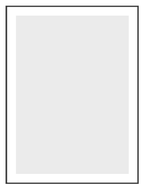
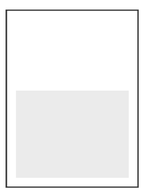
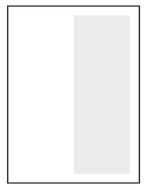
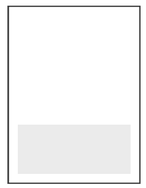
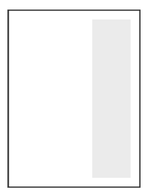
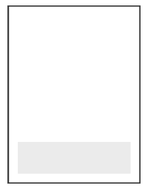
Issue number	Topic	Release date
1	Where is the funding coming from? – Strict new regulations and tighter controls on foreign direct investments will take effect in January 2028.	29. 4. 2027
2	Protecting Corporate Know-How – New trade secret regulations taking effect in January 2027 aim to provide better protection. But are Czech businesses even utilizing the existing safeguards for their "corporate gold"?	21. 10. 2027

* Deadline for orders and delivery of PR materials: 3 weeks before publication. Deadline for delivery of advertising materials: 2 weeks before publication. Issue topics are preliminary and subject to change.

Price and ad size

Print

Bleed printing sizes 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.

 **1/1**	mirror 179 x 240 mm	bleed 203 x 267 mm	**119,166 CZK**
 **1/2 A**	mirror 179 x 120 mm	bleed 203 x 132 mm	**62,700 CZK**
 **1/2 B**	mirror 87 x 240 mm	bleed 101 x 267 mm	**62,700 CZK**
 **1/3 A**	mirror 179 x 76 mm	bleed 203 x 88 mm	**46,200 CZK**
 **1/3 B**	mirror 57 x 240 mm	bleed 71 x 267 mm	**46,200 CZK**
 **1/4**	mirror 179 x 60 mm	bleed 203 x 72 mm	**34,050 CZK**

2nd page of the cover	**127,050 CZK**
3rd page of the cover	**127,050 CZK**
4th page of the cover	**141,900 CZK**
Title banding (5– 10 cm)	**97,500 CZK**

Deadlines for submitting base materials

Ready-made drafts – within 15 business days prior to publication
Other base materials – within 20 business days prior to publication
Extra charge for graphic processing 20%.