PročNe

Mediakit 2027

Lifestyle magazine of Hospodářské noviny

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European Newspaper Award

economia



Bára Karpíšková

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

Roberto Coin



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

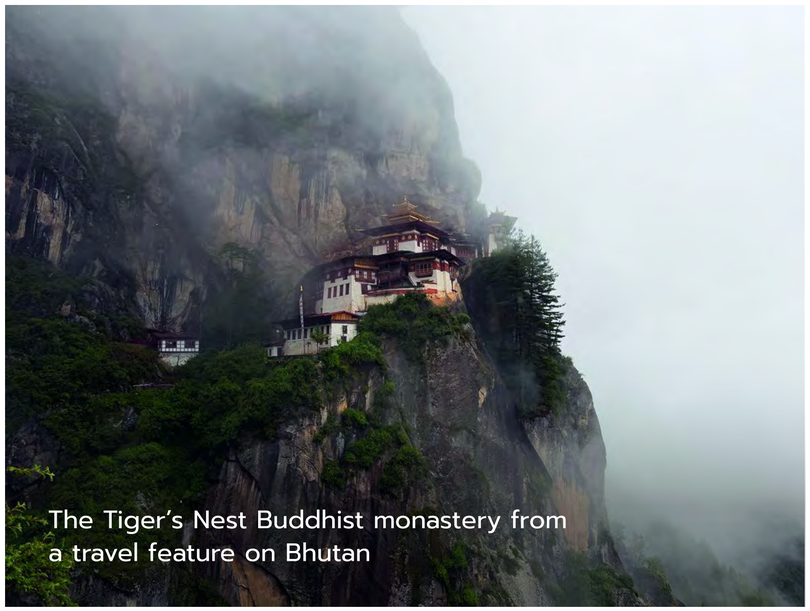
We drive the roads in hot new cars and bikes, looking for progressive design and a return to old silhouettes, and testing the latest technologies that will give your driving experience a new dimension

Boutique

A selection of the most stylish new designs for women and men



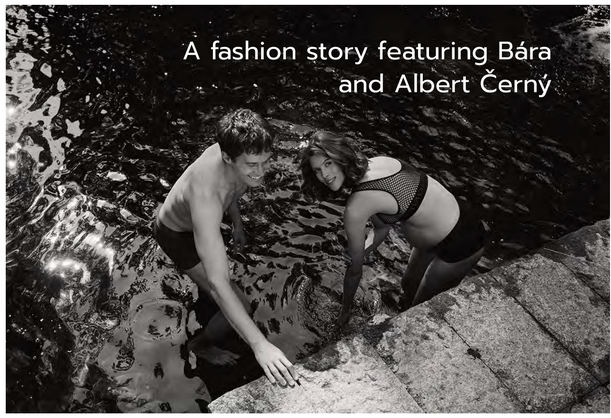
Porsche 911: A collaboration between Louis Vuitton and Singer



The Tiger's Nest Buddhist monastery from a travel feature on Bhutan



The outdoor installation "Structural Botany" by Taiwanese artist Cheng Tsung Feng



A fashion story featuring Bára and Albert Černý



Publishing plan

Month	Topic	Release date	Orders	Advertising materials
February	**Trends**	12. 2. 2027	22. 1. 2027	29. 1. 2027
March	**Women**	19. 3. 2027	26. 2. 2027	5. 3. 2027
April	**Innovators**	16. 4. 2027	26. 3. 2027	2. 4. 2027
May	**Architecture & Art**	21. 5. 2027	30. 4. 2027	7. 5. 2027
June	**Gourmet** (Summer double issue)	18. 6. 2027	28. 5. 2027	4. 6. 2027
September	**Design**	3. 9. 2027	13. 8. 2027	20. 8. 2027
October	**Watches & Jewellery**	15. 10. 2027	24. 9. 2027	1. 10. 2027
November	**Gentleman´s club**	12. 11. 2027	22. 10. 2027	27. 10. 2027
December	**Christmas Special**	10. 12. 2027	19. 11. 2027	26. 11. 2027

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 for Q4 2025 – Q2 2026

Readership: **112 000**

Average number of sold printed issues: **22 300 copies**

54 %
Men

46 %
Women

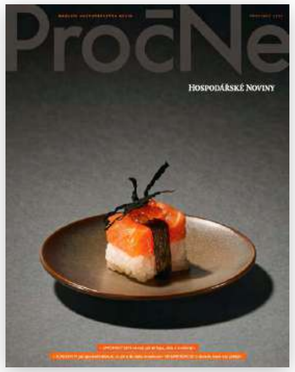
Special Edition

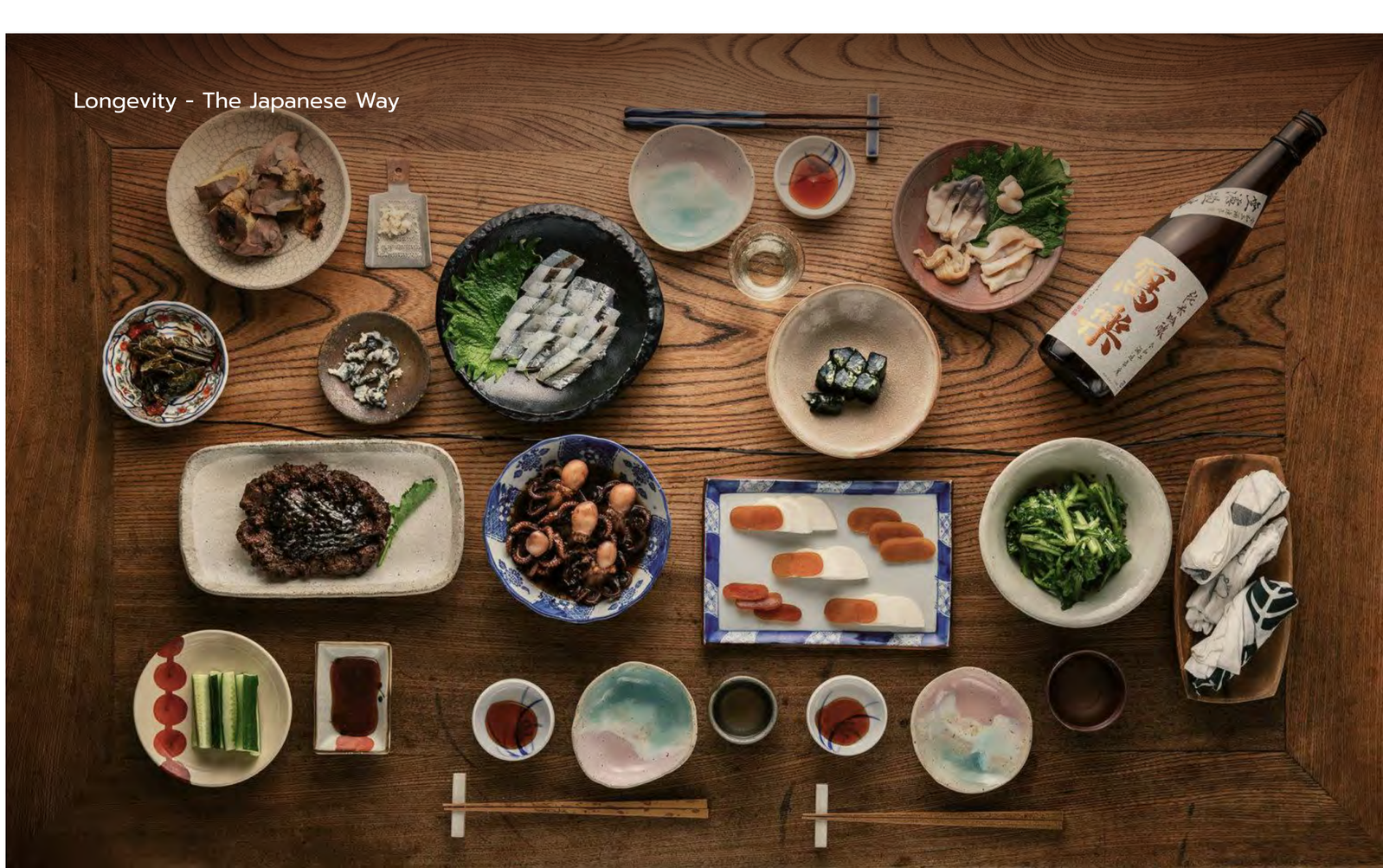
The position of guest editor-in-chief has previously been held by figures including fashion designer Liběna Rochová, actor and Karlovy Vary International Film Festival president Jiří Bartoška, and presenter Leoš Mareš. A key place among our special editions belongs to 'TOP ženy Česka', the longest-running domestic poll recognizing exceptionally inspiring and successful women, which celebrated its 21st edition in 2026. We also dedicate a special issue to 'Innovators', another highly regarded Hospodářské noviny survey. Furthermore, we address a global phenomenon and examine it from all perspectives—longevity. We deliver practical guides helping readers live longer, better, healthier, and more joyful lives.











European Newspaper Awards

PročNe magazine regularly receives prestigious journalism awards. Last year, competing against 3,000 projects from 22 European countries, it achieved a historic milestone by bringing home six awards plus a special distinction. The international jury recognized two cover stories: an in-depth interview with Lenka Sýkorová, and a feature on businessman Jan Světlík in Vítkovice, whose professional world smells of steel, but whose passion is art. The special award was granted for the magazine's layout and its 'exemplary use of photography, which goes beyond mere text decoration, actively shaping the publication's tempo and carrying profound significance.' According to the judges, 'The typography is clean, elegant, and deliberately restrained. It supports visual storytelling without competing for attention, allowing the photographs to remain dominant. This balance reflects a mature and confident design approach where every element knows its role.' Overall, they noted that the magazine demonstrates enduring strength, proving how powerful this genre remains as a platform for storytelling—precise, emotional, and visually compelling.

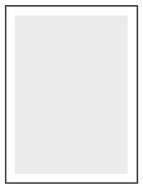
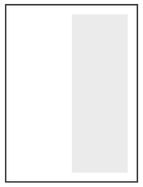
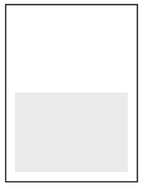
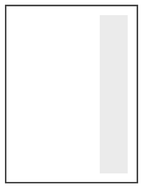



Radek Sidun


Forest swimming pool

Price and ad size

Standard offer

	**Panorama** margins 464 x 297 mm	**CZK 328 900**
	**1/1** margins 232 x 297 mm	**CZK 233 310**
	**1/2 A** margins 232 x 147 mm	**CZK 135 135**
	**1/2 B** margins 113 x 297 mm	**CZK 135 135**
	**1/3** margins 77 x 297 mm	**CZK 101 640**

Special advertisement prices

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**

Note:

Additional charge for requested position + 20%.
Additional charge for special operations + 50%.

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.

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



Special photo shoot in collaboration with Bulgari