

We provide key and verified news daily.



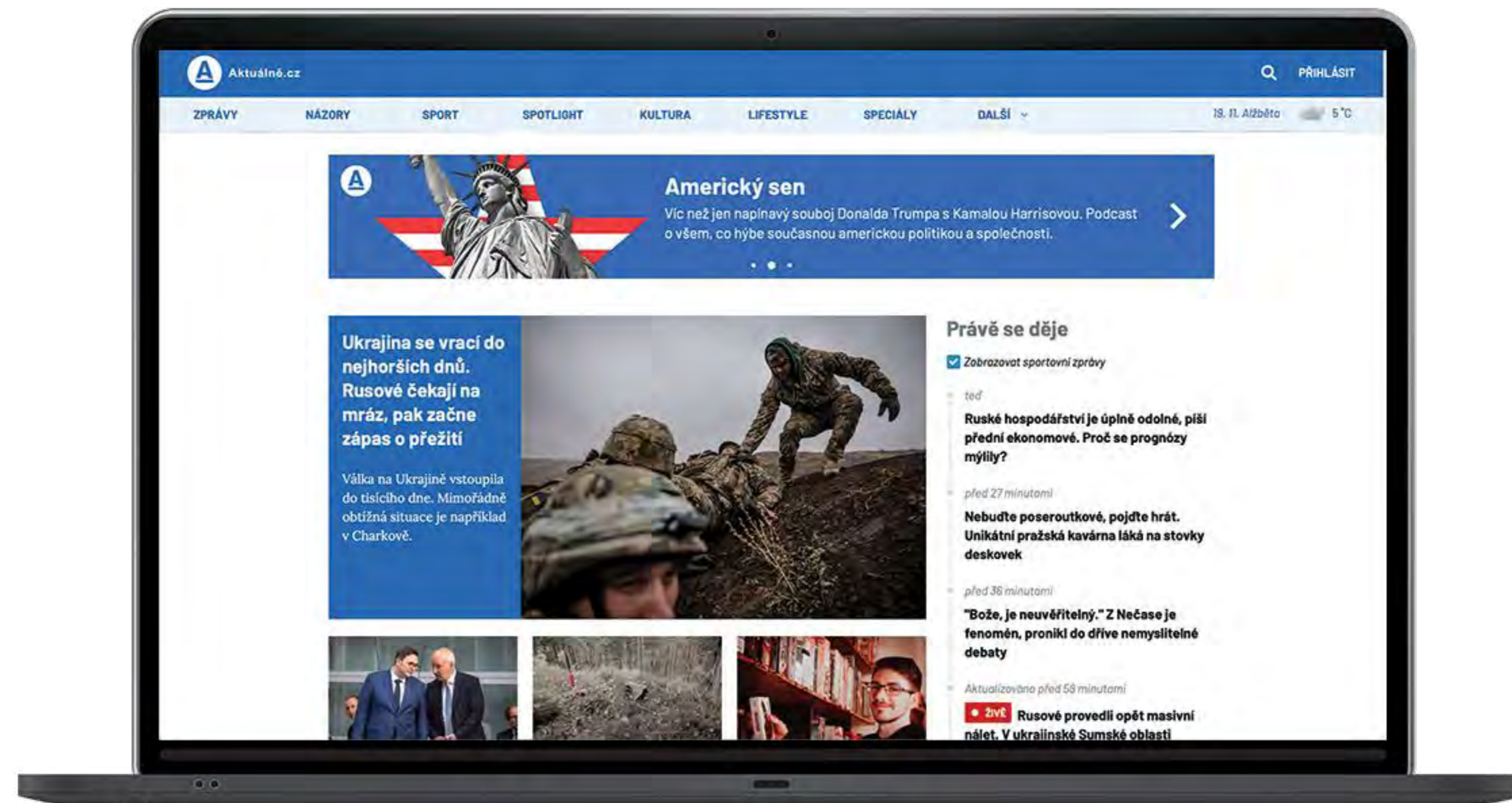
What Aktuálně.cz is
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Target audience
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Price list
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Why Aktuálně.cz?

- Aktuálně.cz is a **respected news website**, in fact one of the most followed Czech news sites, thanks to its unique view of events from the scene at home and abroad.
- It differs from other news and magazine portals in the Czech Republic through **its strong emphasis on the seriousness and non-tabloid nature of the published material**. By carefully selecting topics, headlines and photographs, it ensures **brand safety** for its advertisers, advertising clients and collaborators. International surveys by the Reuters Institute regularly rank Aktuálně.cz among the most trusted Czech media.
- Almost three million real users a month currently visit Aktuálně.cz (NetMonitor statistics), and it is cited as a website with a public agenda when it comes to news, original stories, and special projects.

→ With traffic of almost 3,000,000 real users a month, we are one of the most followed online dailies in the Czech Republic.

→ The high standard of journalistic work ensures an attractive, functional and - above all - **safe environment for your advertising messages**

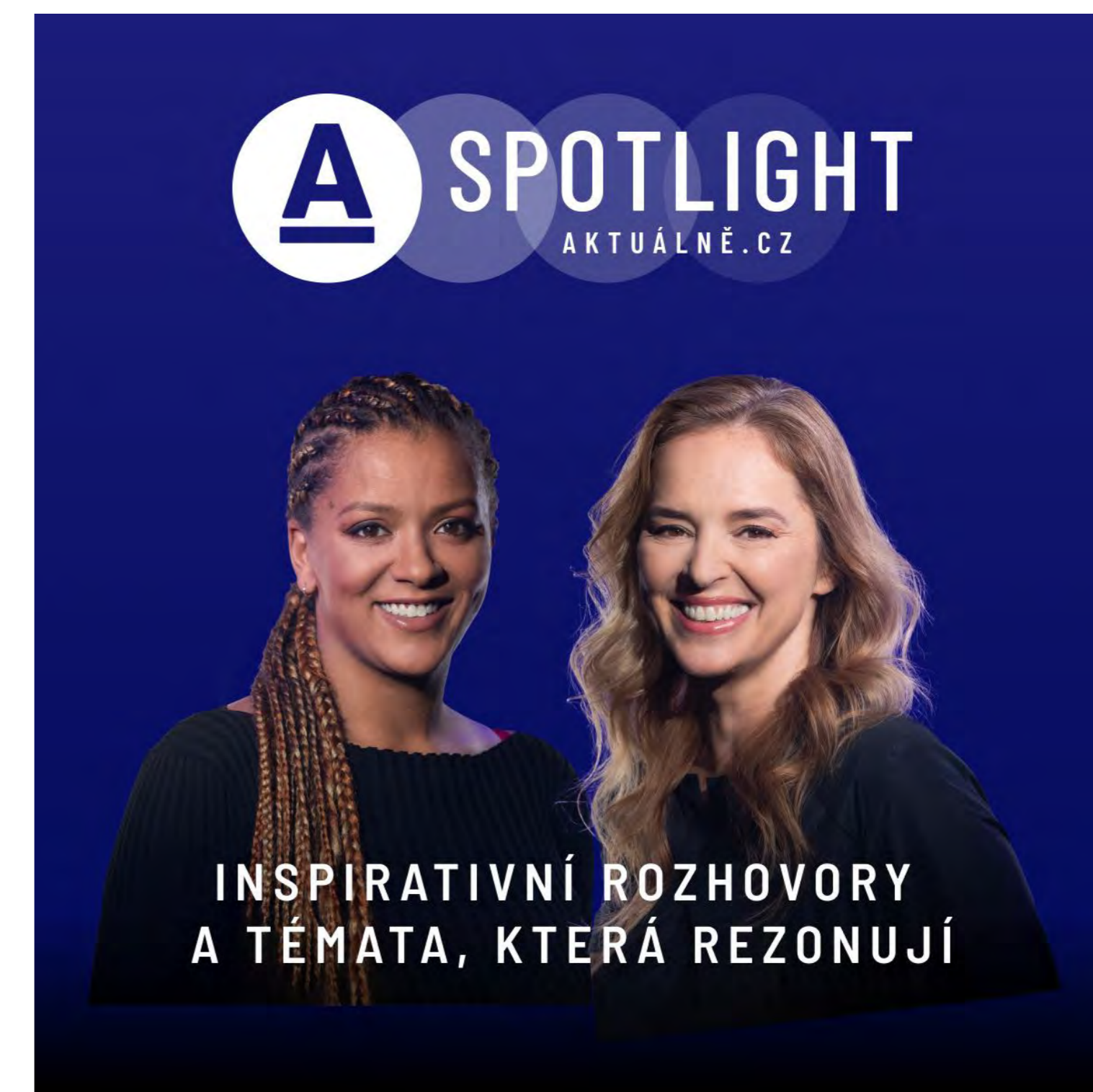
Main website sections

Home	Quick and clear, but also original investigative information from the Czech Republic.	Podcasts	Fascinating stories and interviews. Aktuálně.cz podcasts provide a look behind the scenes of politics, history, philosophy, crime - and photographs.
Economics	News, trends and tips from business, finance, transport and shopping, supplemented with calculators and summaries prepared in cooperation with the editorial team of the Ekonom weekly.	Cars	Tips, overviews, tests and news from the world of automobiles.
Foreign news	International events as they happen, objectively and in context.	Culture	News about music, film, literature and the visual arts. Reviews, commentaries and podcasts.
Sport	Current sports news and results, with commentaries and analyses.	Magazine	Interesting facts, interviews and photo galleries from the world of culture, architecture and lifestyle.
Video	Exclusive video interviews from the Spotlight project, as well as your own favourite programmes, reports and video news.	Žena.cz	A lifestyle magazine that responds to current social issues from a woman's point of view.

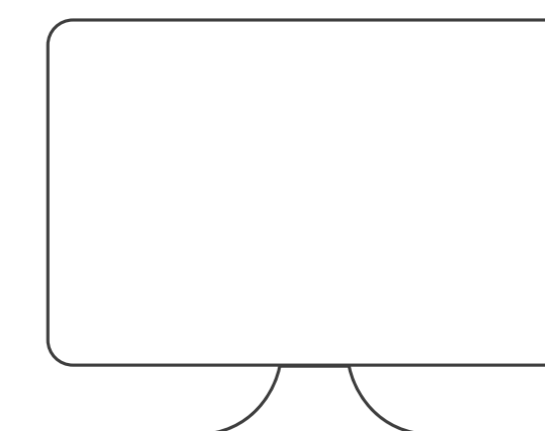


Spotlight: Inspiring interviews and topics that resonate

- **Spotlight** is the main video show on **Aktuálně.cz**. In their strongest months, they are viewed or listened to more than three million times and have built up almost 50 million plays since the beginning. The strongest interviews reach something approaching a million plays, ranking them among the leaders on the Czech Internet.
- Interviews by Světlana Witowská and Zuzana Tvarůžková focus on important and inspiring people, events, and social phenomena. And on those who do not receive enough attention in the media world, even though they might deserve it. We offer Spotlight as a video on **Aktuálně.cz** and as audio content in all podcast applications
- There are three special formats of the video show - **Spotlight News**, **Spotlight Generace** a **Spotlight+**. In **Spotlight News** we mostly provide experts with space to guide you through the significant events of the day. And what they mean in the long run. **Spotlight Generace** is a show that mainly focuses on millennials and Generation Z, their successes, and their problems. We open up on topics that, in our opinion, still don't get the space they deserve in the public arena. **Spotlight+** is created in collaboration with partners. We open up on important issues through the eyes of experts and business representatives.
- **Spotlight Public - From monitor and headphones right among the viewers**
We now also conduct interviews before a live audience as part of the **Spotlight Public** format. The first edition was staged at the Center for Architecture and Metropolitan Planning, where the presenters and their inspiring guests searched for an answer to the question of what the perfect city looks like. This format too makes various forms of partnership cooperation possible.



Playing on the website



45 965 965

Playing in podcast applications



3 376 638

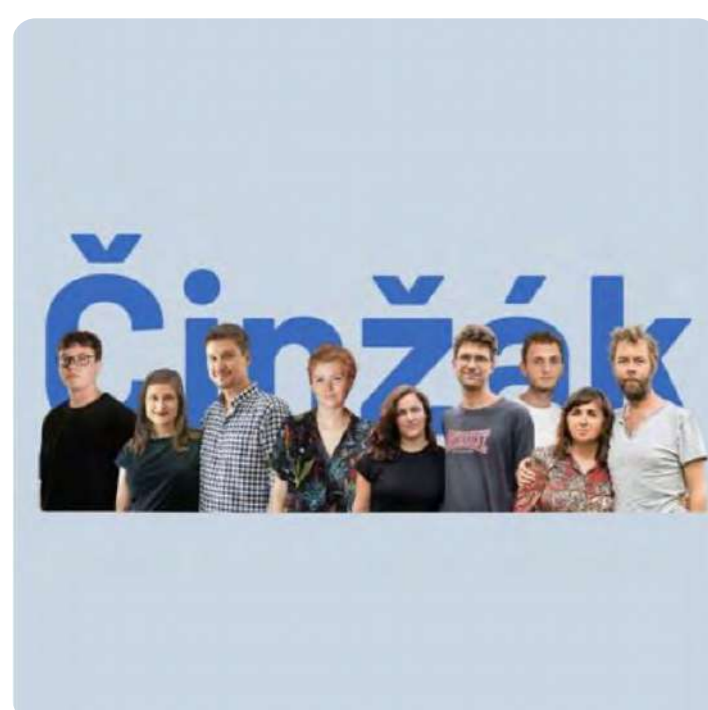
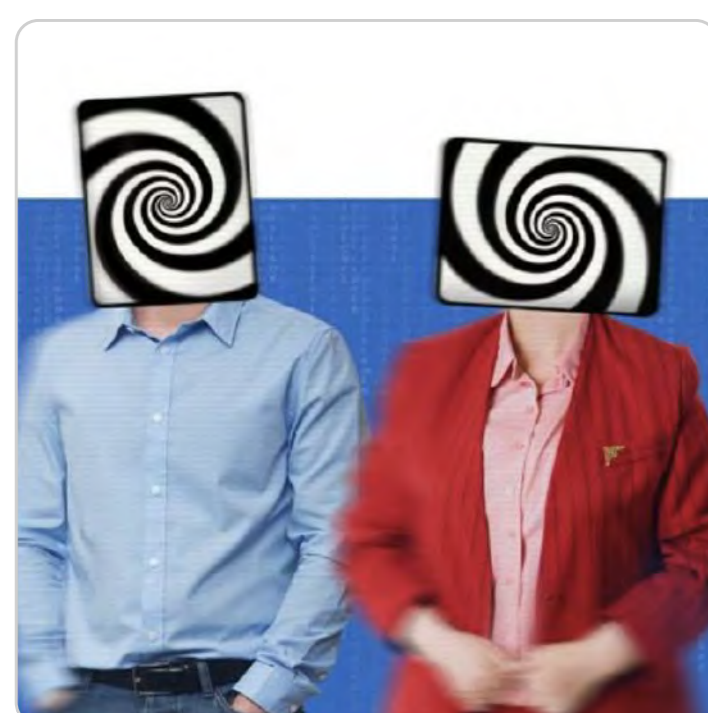
Data as of 30/10/2024



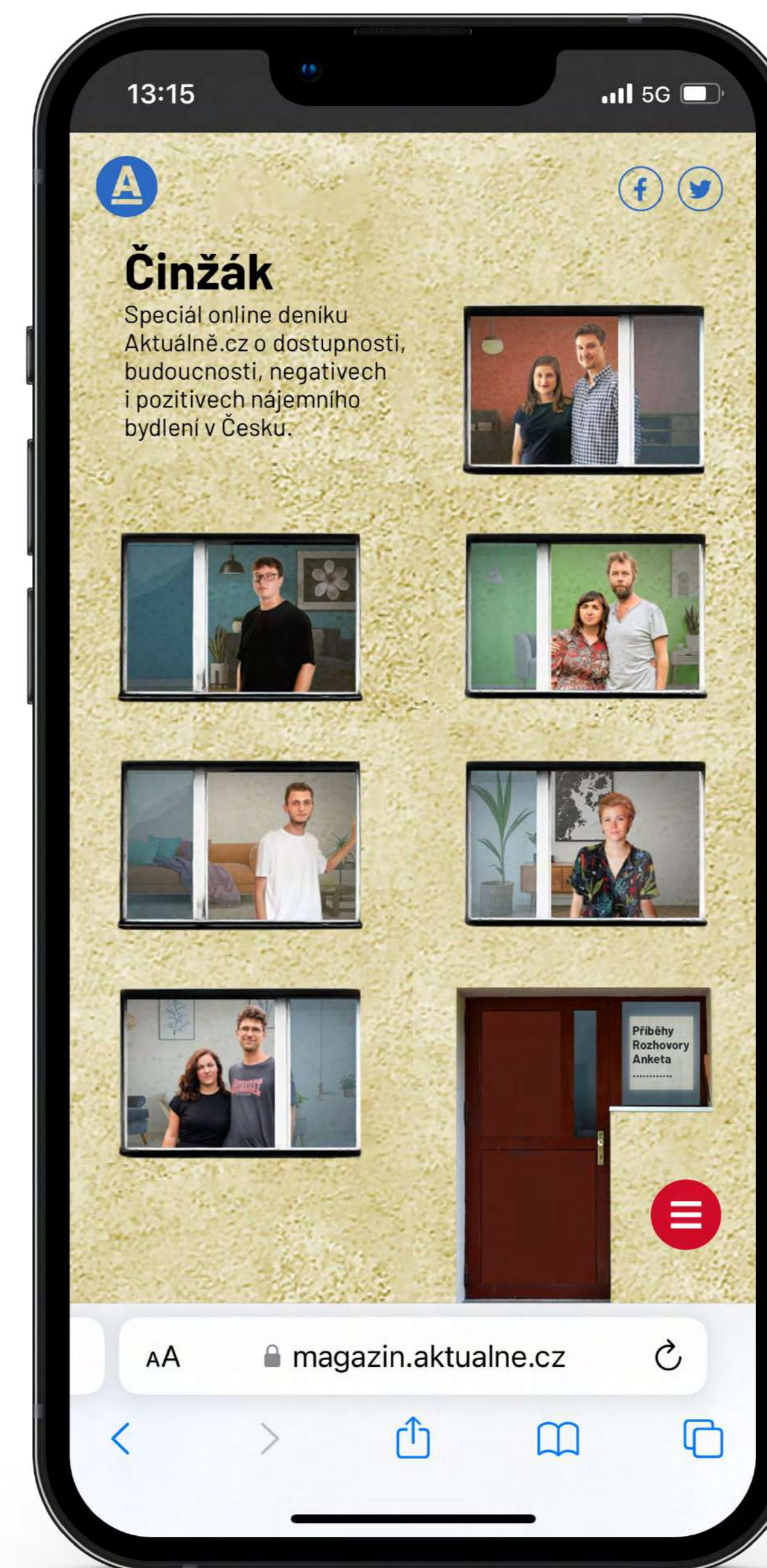


Editorial specials

Infographics, serials, and special projects prepared by the editorial team. The unique nature of Aktuálně.cz's position on the news market is underlined by editorial specials that deal with important social issues, an integral supplement to uninterrupted twenty-four-hour news.



www.aktualne.cz/specialy





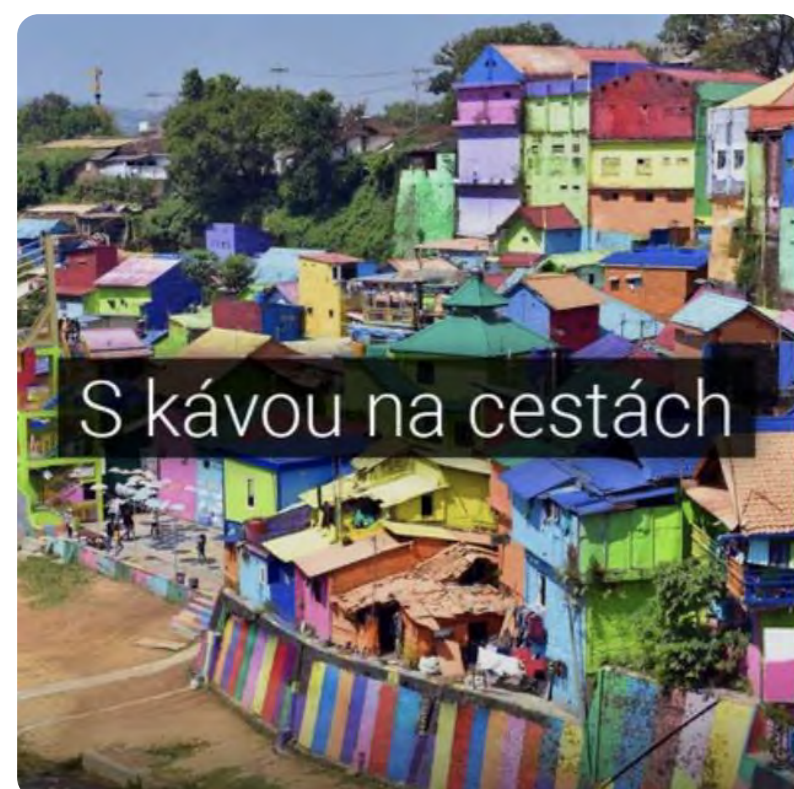
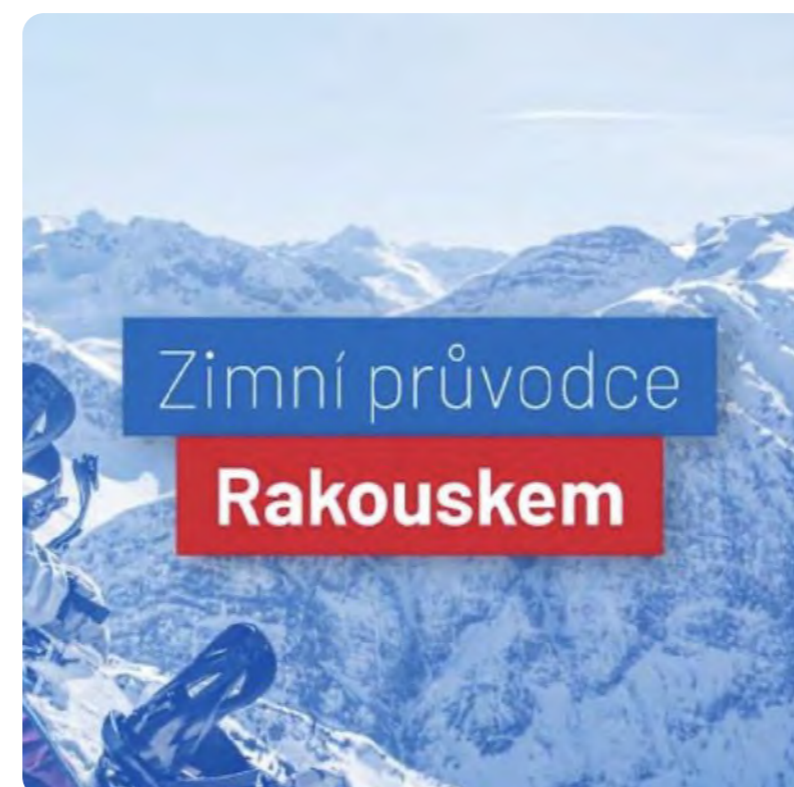
Partnership opportunities

BeNative partner projects

We create special content projects in cooperation with our clients: from individual articles, quizzes and photo galleries, Coda Graphics, online advice centres, and podcasts to interactive infographics and separate microsites.

Try content that is tailored to the goals and needs of your clients and our readers with us. Whether social topics, practical guides, or travel guides, they are always characterised by the high quality guaranteed by the editorial team, their attractiveness to readers, and their innovative treatment.

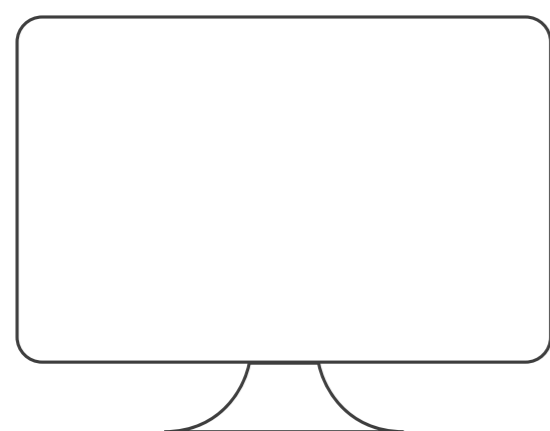
www.aktualne.cz/benative



[More information and prices](#)

Aktuálně.cz Readership

*



60,3 %

PV on the computer



39,7 %

PV on the mobile

89 258 454 PV

Page views

2 891 557 RU

The number of real users

54,5 %

Men

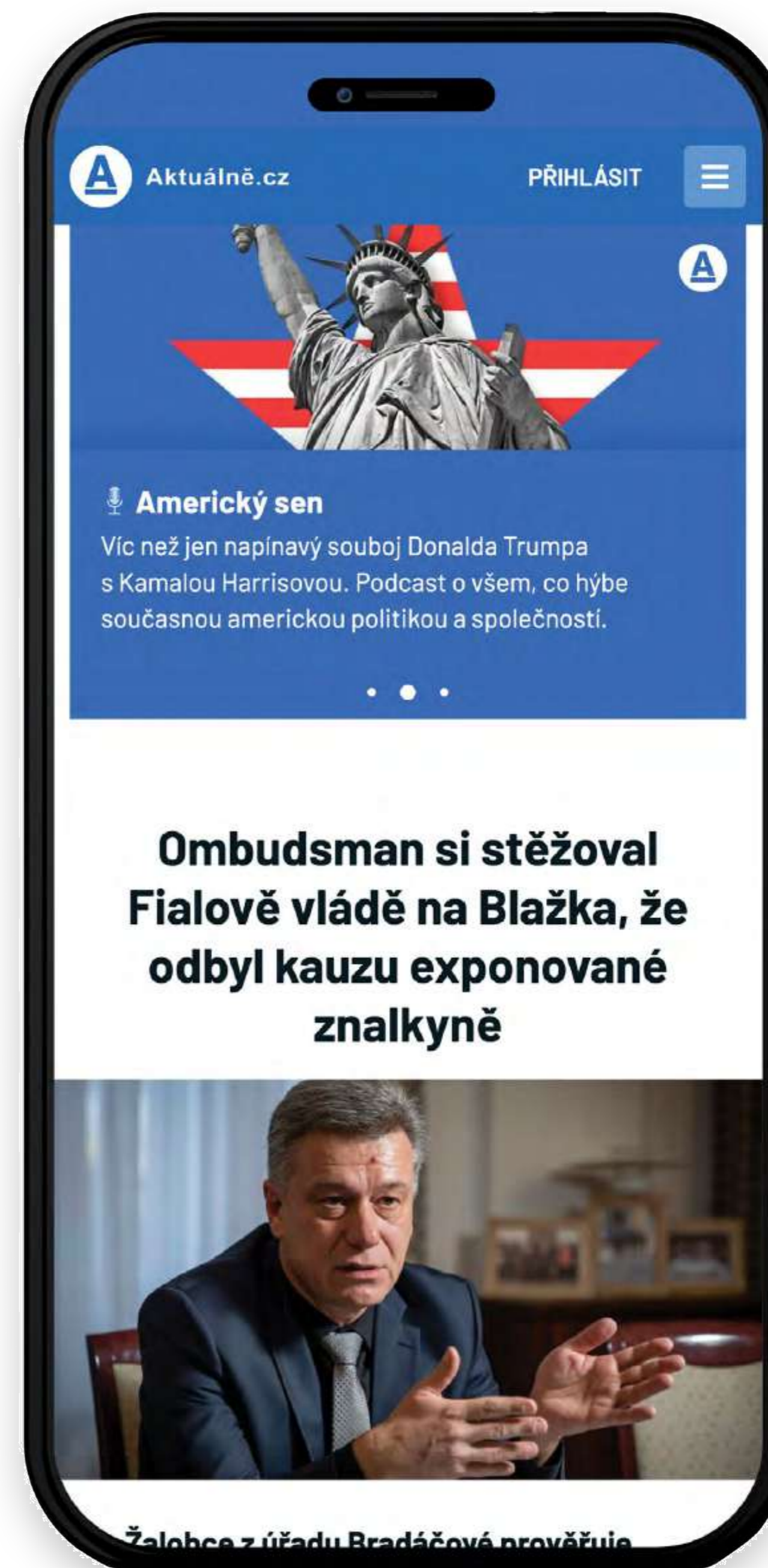
45,5 %

Women

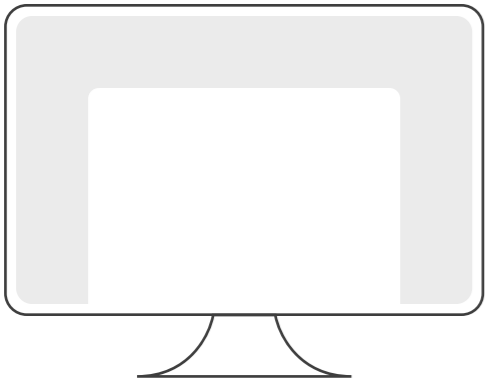

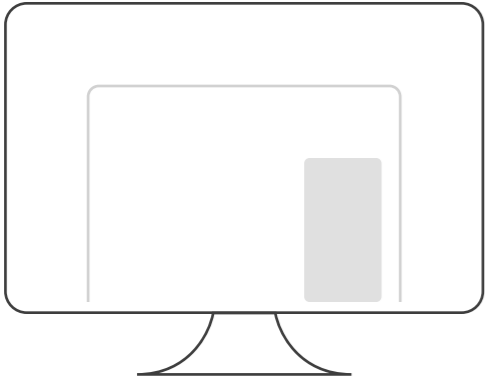

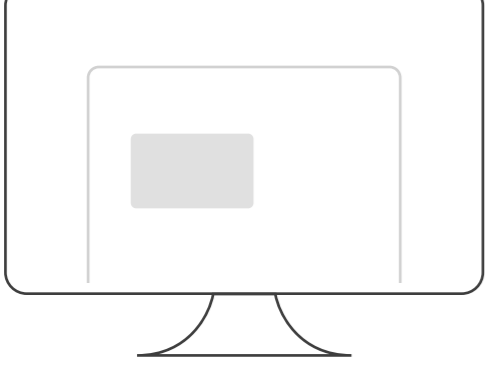

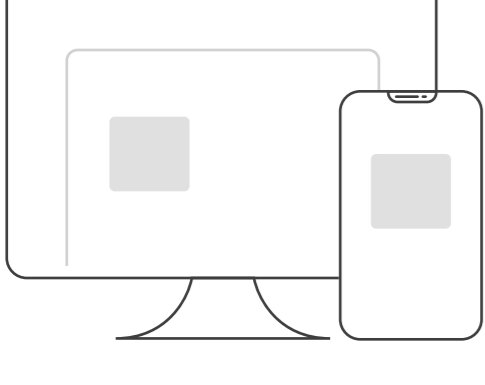
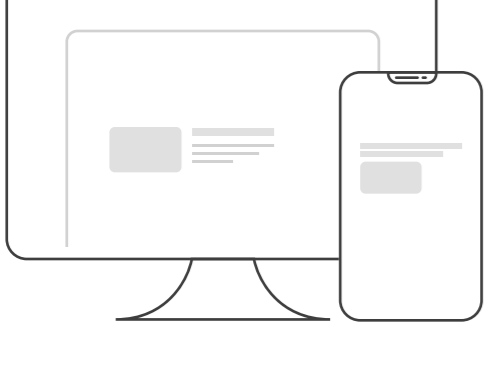

www.economia.cz/ceniky-inzerce/



Source: *NetMonitor, October 2024



Price and size of Floating Ads

 <p>Branding Desktop</p> <p>1980 x 600 px</p> <p>720 Kč / CPT</p>	 <p>Mobile Interscroller Mobile</p> <p>480 x 820 px</p> <p>720 Kč / CPT</p>
 <p>Halfpage Desktop</p> <p>300 x 600 px</p> <p>400 Kč / CPT</p>	 <p>Mobile premium square Mobile</p> <p>480 x 480 px</p> <p>480 Kč / CPT</p>
 <p>Wallpaper Desktop</p> <p>480 x 300 px</p> <p>400 Kč / CPT</p>	 <p>Mobile branding Mobile</p> <p>640 x 200 px</p> <p>480 Kč / CPT</p>
 <p>Medium rectangle Desktop, mobile</p> <p>300 x 250 px</p> <p>260 Kč / CPT</p>	<p>Note: Any targeting at an additional cost of + 30%. Placement in a specific section + 30%. Targeted at HP + 30%.</p> <p>You can find special offers at: www.economia.cz/ceniky-inzerce/</p> <p>Economia, a.s. Commercial Terms and Conditions www.economia.cz/obchodni-podminky/</p>
 <p>Nativní reklama Desktop, mobile</p> <p>Size according to TP</p> <p>330 Kč / CPT</p>	<p>Have you got a question? Just contact us We'd be happy to answer any questions you may have about advertising</p> <p> inzerce@economia.cz</p>