

Mediakit 2025

# ekonom

THE WEEKLY FOR PRODUCTIVE CZECHS



# Ekonom

Ekonom is published every Thursday.  
web: [www.ekonom.cz](http://www.ekonom.cz)

The Economist is the leading economic weekly in the Czech Republic, bringing readers key information which allows them to navigate the complex environment of today. It offers important news from the capital markets, the latest information from the field of science and technology, as well as legal topics which have an impact on the business environment in the Czech Republic. The magazine also focuses on personal development, education and people management issues in companies. At the end of the year, The Economist publishes a special issue in which the editors, together with other leading writers from the Economia media house, examine the expected key events in politics, economics, business, law and technology for the coming year.

Explore The Economist.



# Readers of Ekonom

Readership: **30,000**

Average paid circulation: **8,663**

Over a longer time period, the Ekonom weekly is read by 161,000 people (at least 1 from the last 12 issues).

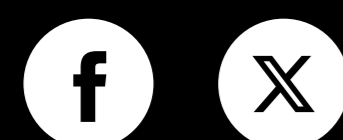
# 58%

Men

# 42%

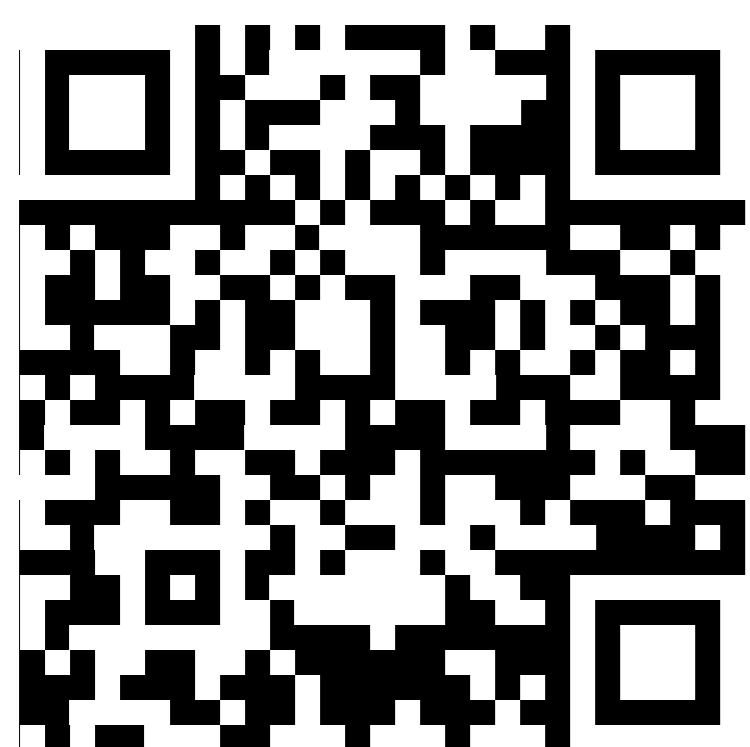
Women

All for Q3 2023 – Q2 2024



## 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

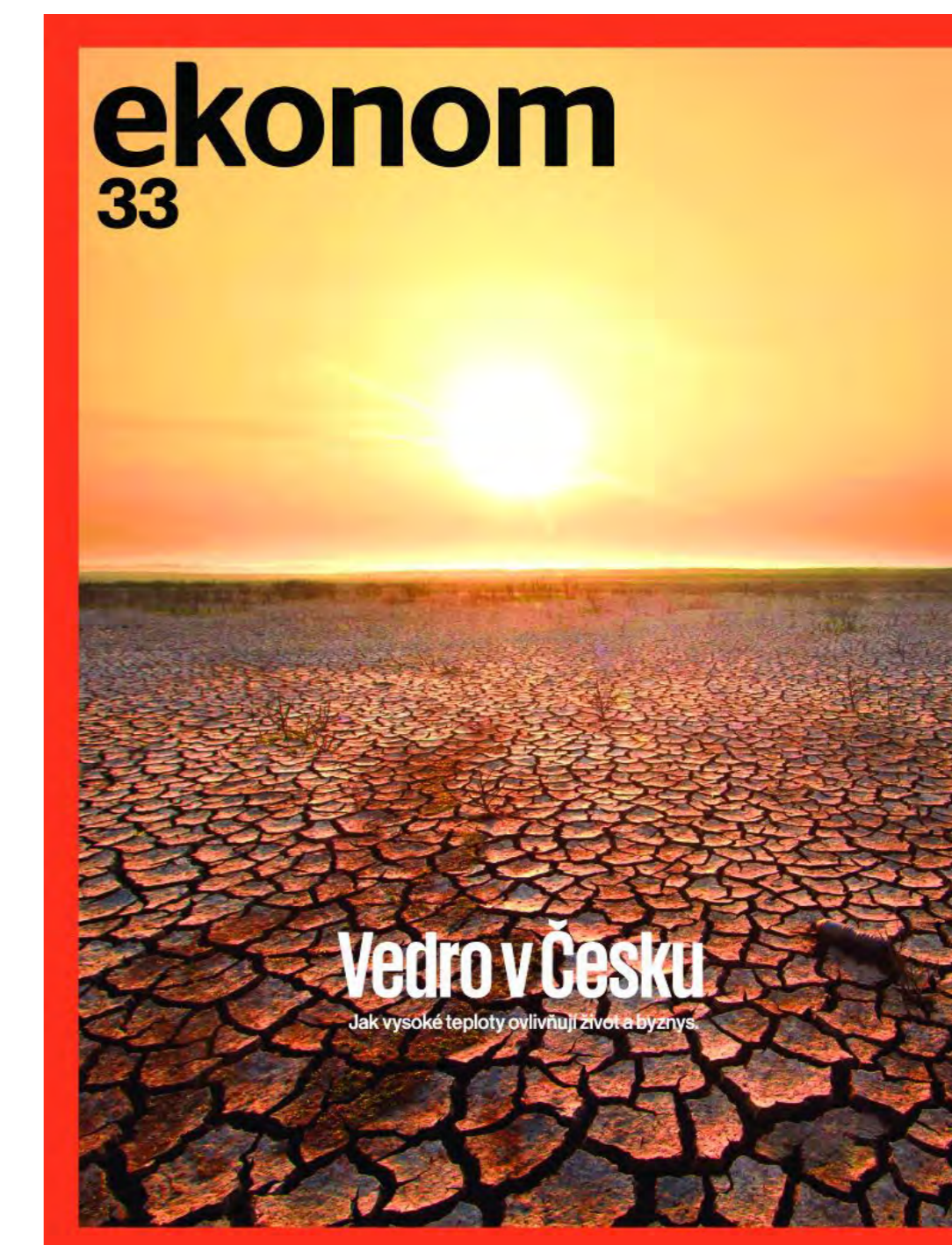
2nd page of the cover **284 900 CZK**

3rd page of the cover **253 000 CZK**

4th page of the cover **328 900 CZK**

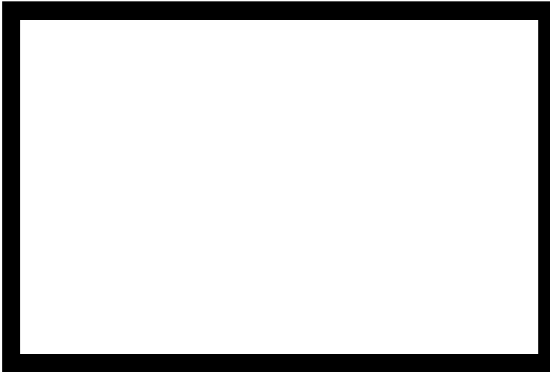
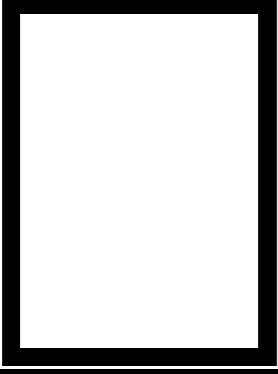

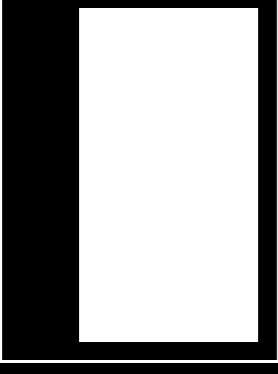
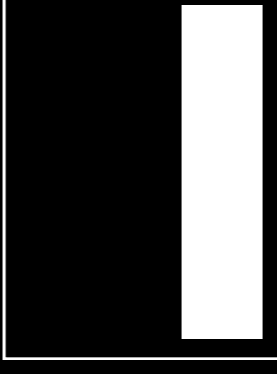
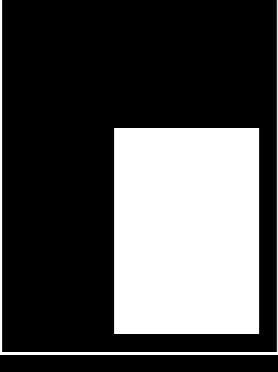

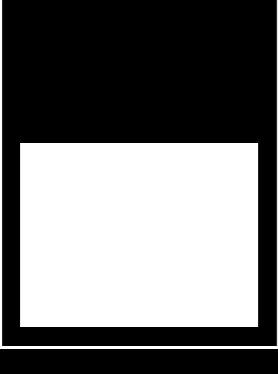
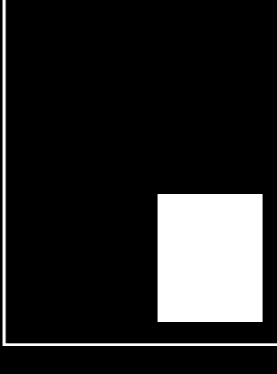
exclusive section **293 900 CZK**

First right advertisement page **262 900 CZK**



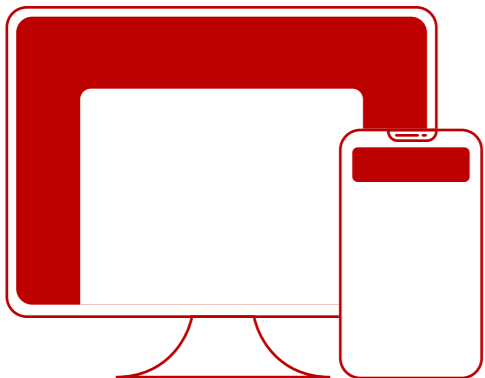
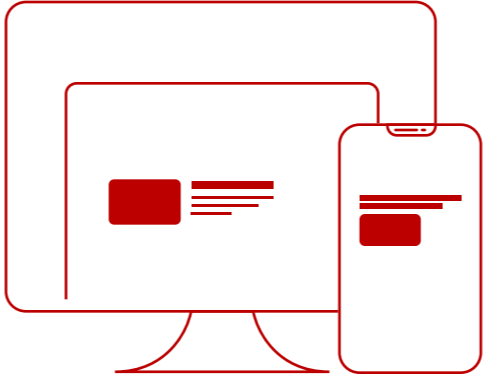
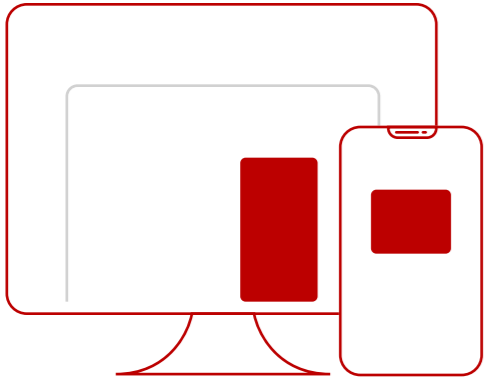

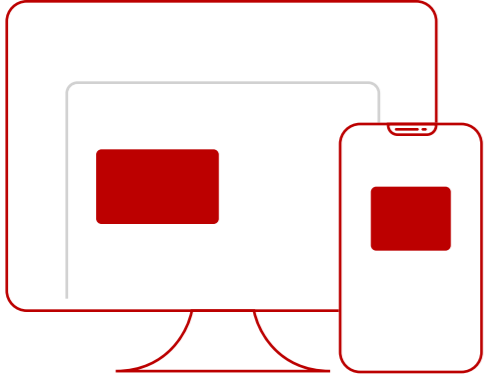

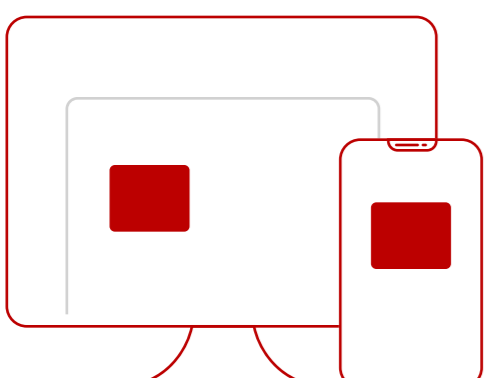



# Price and ad size

 <p><b>2/1</b></p> <p>margins 406 x 267 mm</p> <p><b>328 900 CZK</b></p>	 <p><b>1/2 B</b></p> <p>mirror 87 x 240 mm</p> <p>margins 101 x 267 mm</p> <p><b>144 837 CZK</b></p>
 <p><b>1/1</b></p> <p>mirror 179 x 240 mm</p> <p>margins 203 x 267 mm</p> <p><b>240 900 CZK</b></p>	 <p><b>1/3 A</b></p> <p>mirror 179 x 76 mm</p> <p>margins 203 x 88 mm</p> <p><b>100 069 CZK</b></p>
 <p><b>2/3</b></p> <p>mirror 118 x 240 mm</p> <p>margins 132 x 267 mm</p> <p><b>184 338 CZK</b></p>	 <p><b>1/3 A</b></p> <p>mirror 57 x 240 mm</p> <p>margins 71 x 267 mm</p> <p><b>100 069 CZK</b></p>
 <p><b>Junior page</b></p> <p>mirror 118 x 175 mm</p> <p><b>171 171 CZK</b></p>	 <p><b>1/4</b></p> <p>mirror 179 x 60 mm</p> <p>margins 203 x 72 mm</p> <p><b>89 536 CZK</b></p>
 <p><b>1/2 A</b></p> <p>mirror 179 x 120 mm</p> <p>margins 203 x 132 mm</p> <p><b>144 837 CZK</b></p>	 <p><b>1/4</b></p> <p>mirror 87 x 120 mm</p> <p><b>89 536 CZK</b></p>



# Price and floating ad size

 <p><b>Branding*</b></p> <p>Desktop 1980 x 600 px</p> <p>Mobile 640 x 200 px</p> <p><b>1020 CZK / CPT</b></p>	 <p><b>Native advertising</b> Desktop, mobile</p> <p>Size according TP</p> <p><b>400 CZK / CPT</b></p>
 <p><b>Halfpage*</b></p> <p>Desktop 300 x 600 px</p> <p>Mobile 300 x 250 px</p> <p><b>480 CZK / CPT</b></p>	 <p><b>Mobile branding</b> Mobile</p> <p>640 x 200 px</p> <p><b>540 CZK / CPT</b></p>
 <p><b>Wallpaper*</b></p> <p>Desktop 480 x 300 px</p> <p>Mobile 300 x 250 px</p> <p><b>410 CZK / CPT</b></p>	 <p><b>Mobile interscroller</b></p> <p>Mobile 480 x 820 px</p> <p><b>870 CZK / CPT</b></p>
 <p><b>Medium rectangle</b></p> <p>Desktop, Mobile 300 x 250 px</p> <p><b>260 CZK / CPT</b></p>	 <p><b>Mobile premium square</b></p> <p>Mobile 480 x 480 px</p> <p><b>540 CZK / CPT</b></p>

\* 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/](http://www.economia.cz/ceniky-inzerce/)

Terms and conditions of Economia, a.s.

[www.economia.cz/obchodni-podminky/](http://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](http://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	5. 6. 2025	EK 23
2	Efficient storage.	20. 11. 2025	EK 47

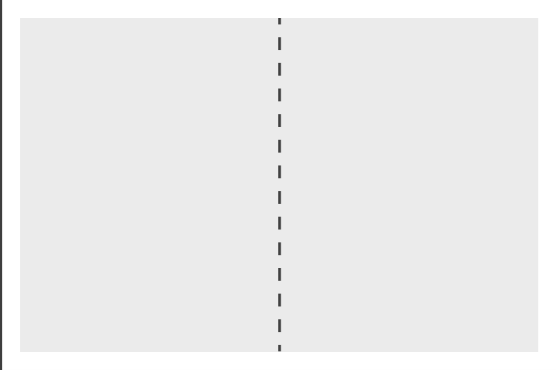
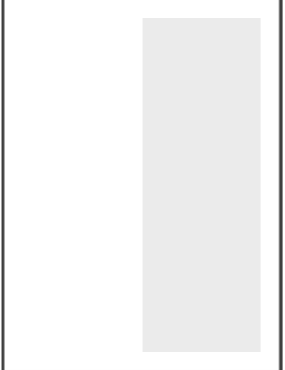
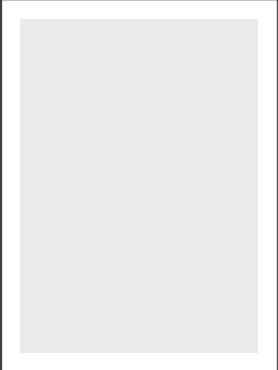
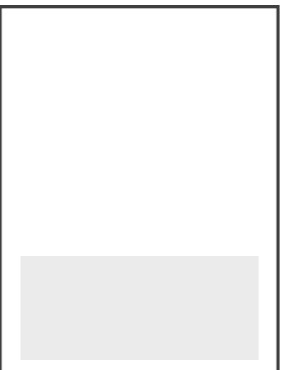
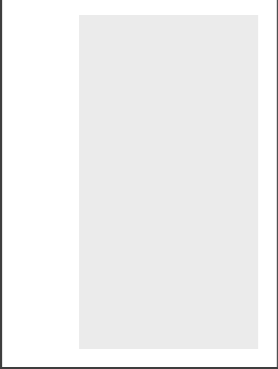
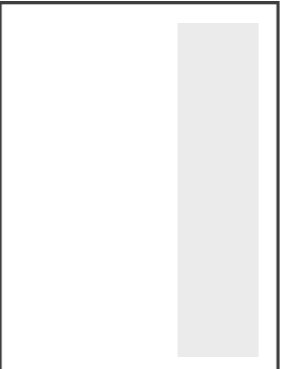
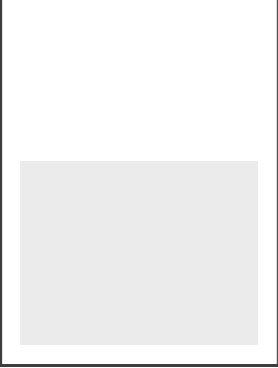

\* Deadline for orders and delivery of PR materials: 3 weeks before publication. Deadline for delivery of advertising materials: 2 weeks before publication.



## 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.

 <p><b>2/1</b> margins 402 x 267 mm</p> <p><b>155 760 CZK</b></p>	 <p><b>1/2 B</b> margins 101 x 267 mm</p> <p><b>45 936 CZK</b></p>
 <p><b>1/1</b> margins 201 x 267 mm</p> <p><b>85 800 CZK</b></p>	 <p><b>1/3 A</b> margins 201 x 88 mm</p> <p><b>31 416 CZK</b></p>
 <p><b>2/3</b> margins 132 x 267 mm</p> <p><b>61 380 CZK</b></p>	 <p><b>1/3 B</b> margins 71 x 267 mm</p> <p><b>31 416 CZK</b></p>
 <p><b>1/2 A</b> margins 201 x 132 mm</p> <p><b>45 936 CZK</b></p>	 <p><b>1/4</b> margins 201 x 72 mm</p> <p><b>26 268 CZK</b></p>

# PRÁVNÍ RÁDCE

web: [www.pravniradce.ekonom.cz](http://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.



## Ediční plán

issue number	Topic	Release date
1	New challenges in e-law - cybersecurity, legal personality of AI, artificial intelligence in law	27. 3. 2025
2	ESG – conference takeaways – sustainability, CSR, green transformation	26. 6. 2025
3	Construction proceedings – digitalisation one year after the crash	11. 9. 2025
4	Annual Legal Review 2025 (Právní ročenka 2025) – part of Hospodářské noviny	11. 12. 2025



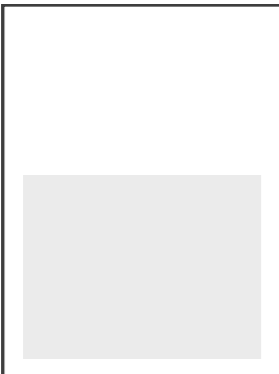

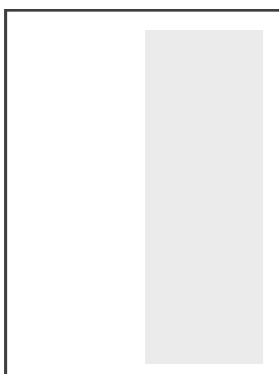
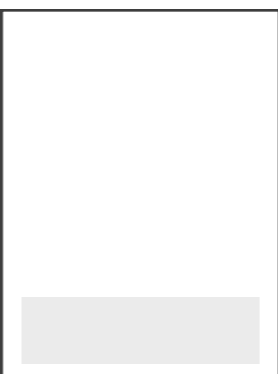
\* Deadline for orders and delivery of PR materials: 3 weeks before publication. Deadline for delivery of advertising materials: 2 weeks before publication.

# PRÁVNÍ RÁDCE

## 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.

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

**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%.