



Websites about cooking with the most extensive database of recipes



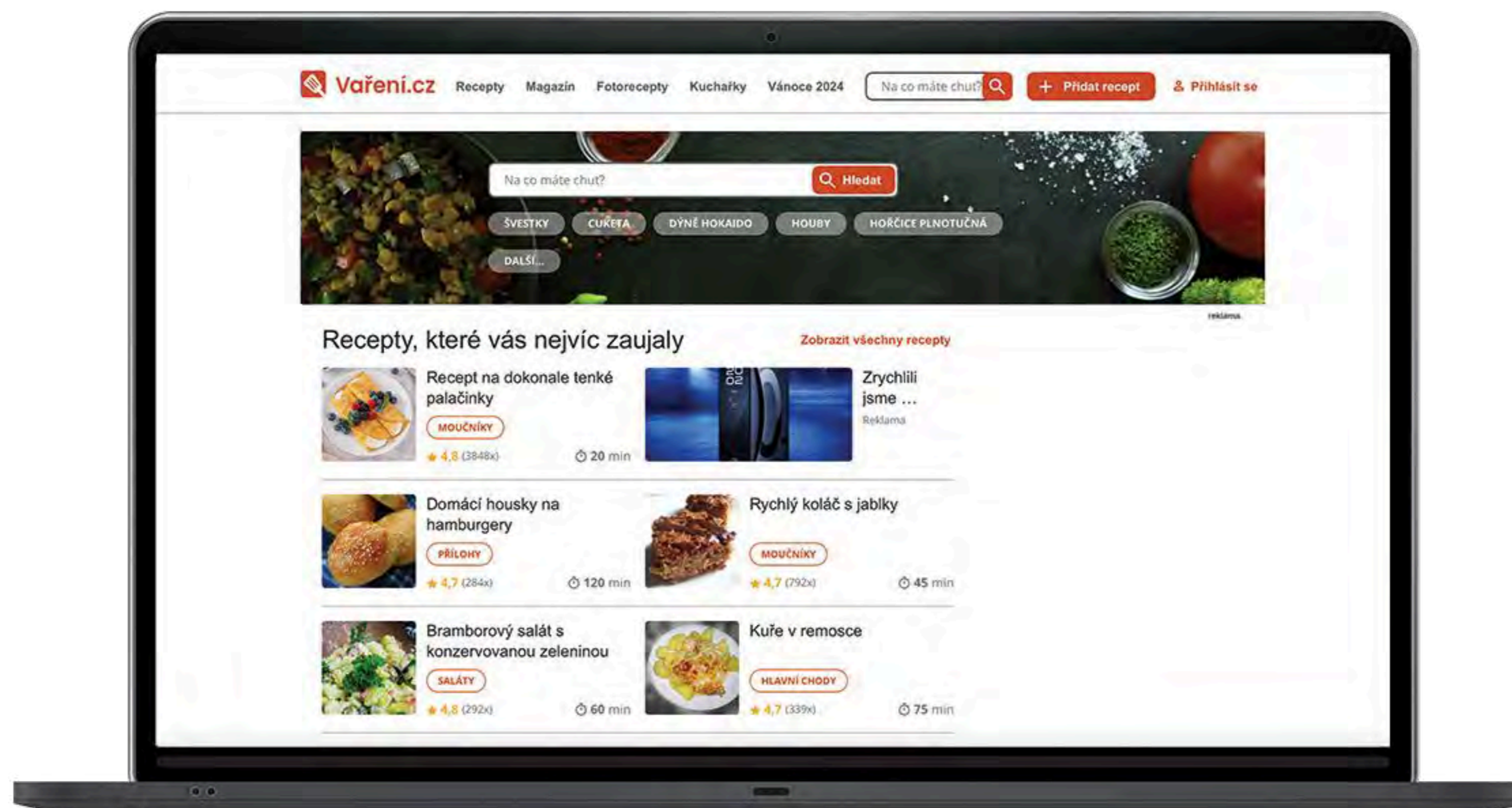
About Vaření.cz
pg. 2

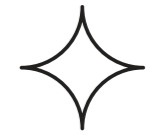


Target audience
pg. 3



Price list
pg. 4





Why Vařeni.cz?

Vařeni.cz is one of the most visited websites about cooking with the most extensive database of recipes.

Vařeni.cz is created by users themselves. They simply register and they can immediately start adding recipes, have discussions with others, compile their own cookbooks or save recipes for later. The website is also attractive to other visitors: they can select whether to choose from more than 49 thousand recipes or to make a selection based on their tastes and preferences. Besides classic recipes, the website also offers video-recipes to its visitors, interesting articles, practical advice and all sorts of cooking tips.

Main web sections

Recipes	A simple option to search for recipes. The readers decide which ingredients they want to use or what they'd like to eat at the moment based on what kind of food they wish to prepare.
Photo-recipes	Step-by-step instructions. On top of that, the recipe contains detailed and descriptive photos of each step.
Cookbooks	A selection of top cookbooks from Vařeni.cz users. Either by the most successful chefs, or based on readership or ones own preference. Everyone finds what they are looking for.
Magazine	Articles with practical advice, tips or a glossary.

167 thousand

registered users

over 49 thousand

recipes - the most extensive database

Reach more than 1,000 000 real users via the vařeni.cz website

→ An active community of readers who like to take part Connected with Žena.cz - the recipes are displayed on HP Žena.cz as part of the Mňam section which is very popular on Žena.cz

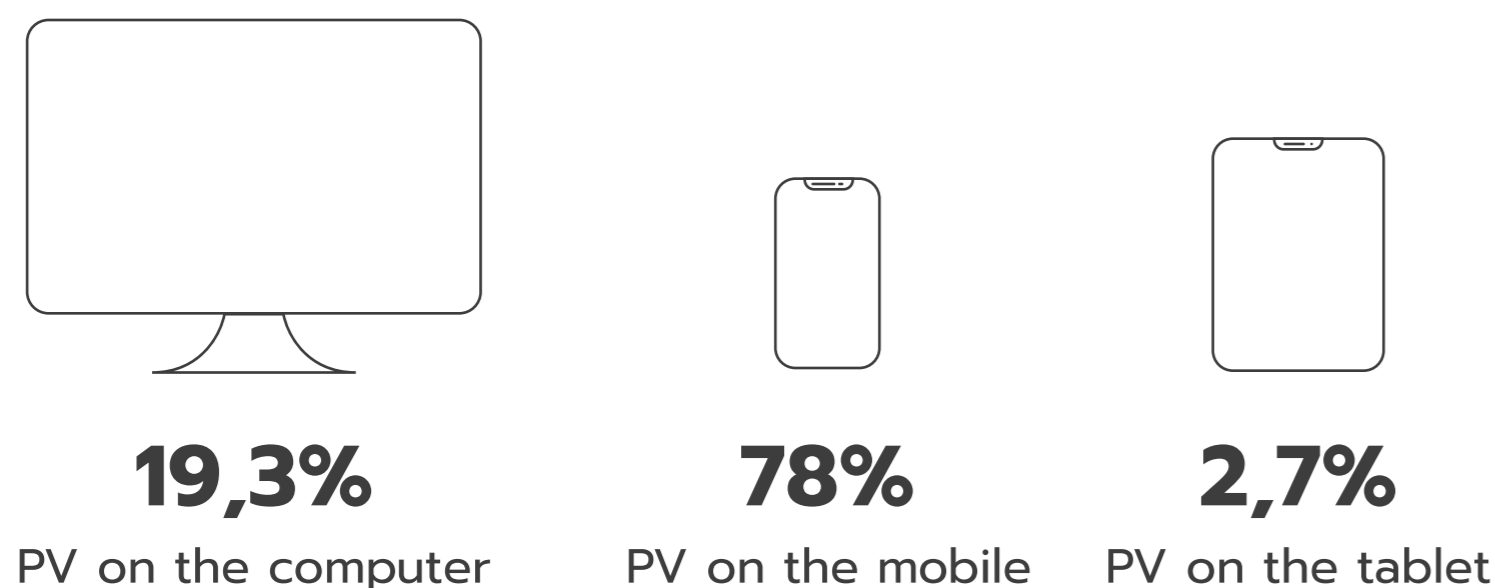
Vařeni.cz readers

They are most often people aged 25-44 who like to cook and bake. They want to quickly get some inspiration for a fast dinner or a festive lunch. At Vařeni.cz, they appreciate the clarity of recipes and the ability to search by specific ingredients. The readers are very active on both the website and social networks. They add likes, react to posts and discuss things. They participate in competitions and surveys.

- Readers like taking part in improving the website and actively volunteer to test it, either in person or online.
- Readers praise the recipe when it turns out well. And they also appreciate the number, intelligibility and ease of searching for content.
- Readers value traditions and like traditional Czech recipes.
- 65% of readers surveyed view the vařeni.cz website more than positively and would definitely recommend it.
- Readers mainly visit the website for inspiration and to check a recipe.

Čtenáři Vařeni.cz

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2 587 432 PV
Page views

1 042 799 RU
The number of real users

Gender

30 %
Men

70 %
Women

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Education

17 %
have a university degree

65 %
have high school

18 %
have other education

Age

18 %
25 - 34 years old

19 %
35 - 44 years old

21 %
45 - 54 years old

Household

39 %
above-average standard of living

26 %
net household income above CZK 40,000

Points of interest

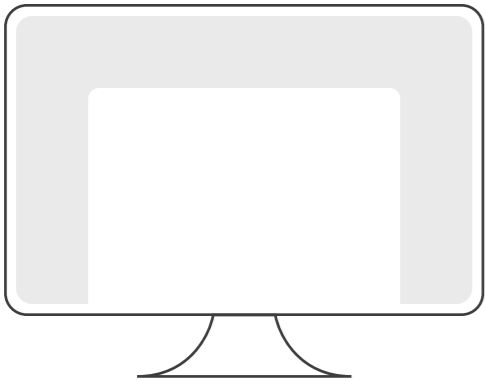

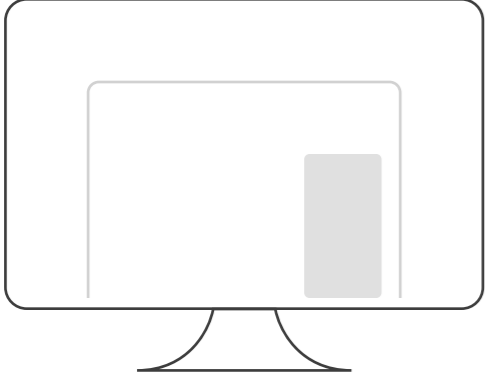

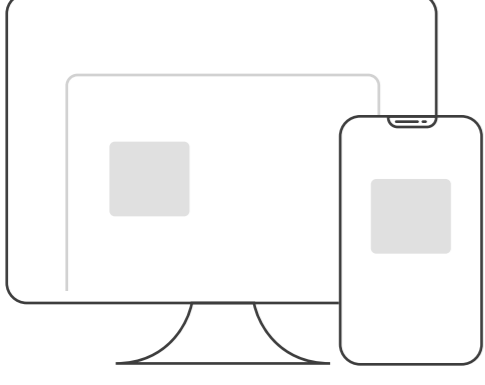

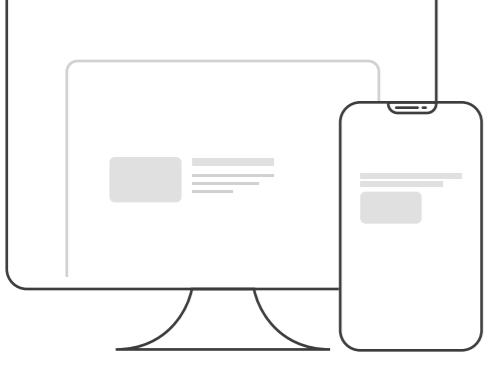
94 %
everyday use of the internet

www.economia.cz/ceniky-inzerce/




Source: *NetMonitor
**NetMonitor – SPIR – Gemius

Price and size of Floating Ads

 <p>Branding Desktop</p> <p>1980 x 600 px</p> <p>480 Kč / CPT</p>	 <p>Mobilní branding Mobil</p> <p>640 x 200 px</p> <p>410 Kč / CPT</p>
 <p>Halfpage Desktop</p> <p>300 x 600 px</p> <p>300 Kč / CPT</p>	 <p>Mobile interscroller Mobil</p> <p>480 x 820 px</p> <p>480 Kč / CPT</p>
 <p>Medium rectangle Desktop, mobile</p> <p>300 x 250 px</p> <p>240 Kč / CPT</p>	 <p>Mobile premium square Mobil</p> <p>480 x 480 px</p> <p>410 Kč / CPT</p>
 <p>Native advertising Desktop, mobile</p> <p>Velikost podle TP</p> <p>240 Kč / CPT</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>

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We'd be happy to answer any questions you may have about advertising

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