

Entrance gate and signpost to all services



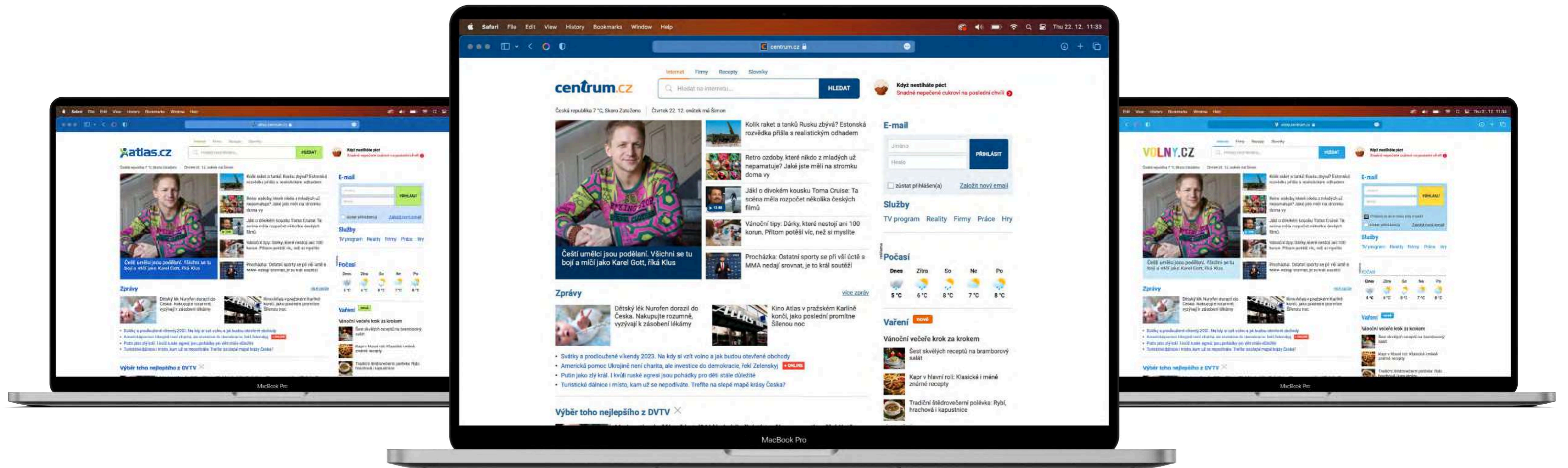
What are Centrum, Atlas and Volný
pgs. 2

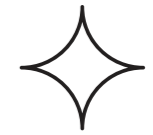


Target audience
pgs. 3



Price list
pgs. 4





Why Centrum, Atlas and Volný portals?

„The high level of user loyalty to the brand and the services offered.“

- The portals Centrum.cz, Atlas.cz and Volný.cz are the gateway and signpost to all services offered to users. **Visited by 1 000 000 real users monthly.**
- The stable and time-unchanging environment of our e-mail service is perceived by its users as a high added value, which deepens their trust in our brands. **The median age of e-mail accounts of active clients on our platforms is 15 years.**
- In addition to quality news from home and from the world, sports, society or culture we also bring practical information and services to our users.
- The home page also offers a varied palette of content and an overview of the latest articles not only from the editorial office of the Economia.cz publishing house, but also from selected partners. Users thus have a unique opportunity to gain access to their services and current articles across the Czech Internet in one place.
- Thanks to the joint synergy with e-mail, an average of **400,000 visitors** a day spend about nine minutes of their time on our homepage and remain in their e-mail inbox for more than 20 minutes.
- People in the **50+ age group consider e-mail to be the most trusted source of information.** It is also the most frequently used tool for online communication in a given age group.
- Users 50+ **primarily prefer a desktop PC or laptop** when they visit, in a ratio of 64 to 36 percent in comparison to mobile devices. This fact **gives you more options to display your advertising message.**

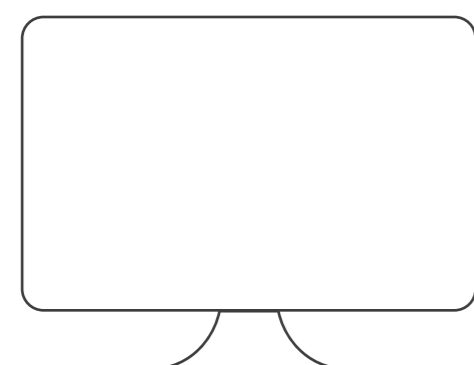
→ A significant share of users in the economically very active target group 50+

→ Our users prefer using the desktop computer to visit the website

PRODUCTS AND SERVICES

Email
Catalogue of companies
Weather
TV Program
Holidays

Readership of Centrum.cz, Atlas.cz, Volný.cz



62 %

PV on the computer



36 %

PV on the mobile

207 465 552 PV

Page views

1 055 749 RU

The number of real users

Gender

49,6 %

Men

50,4 %

Women

Age

31%

25-44 years old

63%

45+ years old
(36 % 45-55 years old
and 24 % 55 years old+)

Education

63%

University
and vocational
education

25%

High school
education

12%

Other education

Standard of living

32%

above average
standard of living

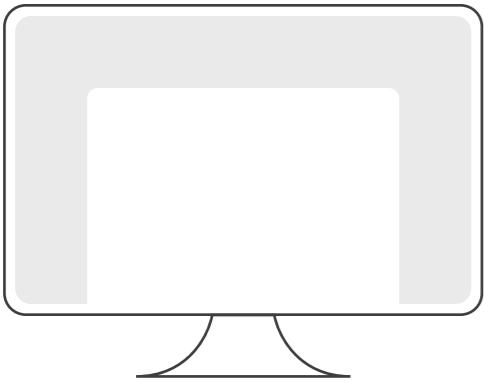

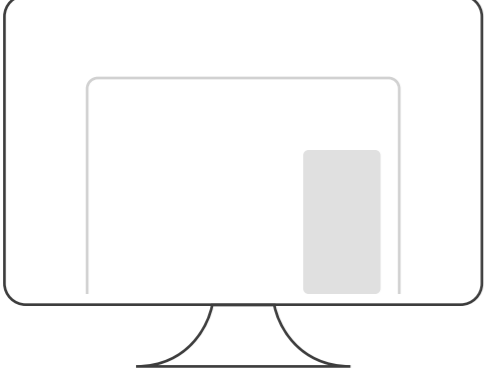

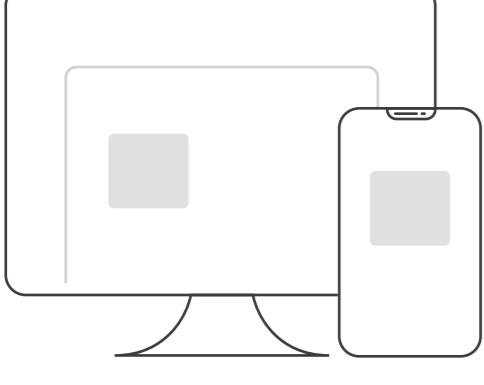

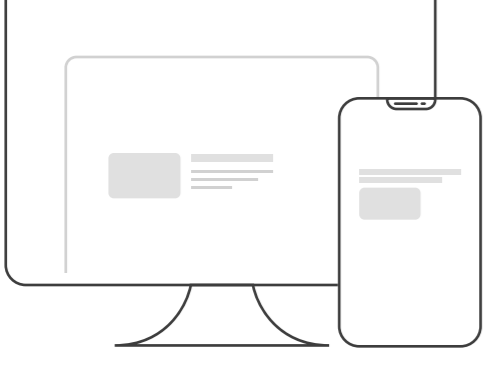
37%

average
standard of living

www.economia.cz/ceniky-inzerce/

Source: *NetMonitor, March 2023

Price and size of Floating Ads


 <p>Branding Desktop</p> <p>1980 x 600 px</p> <p>540 Kč / CPT</p>	 <p>Mobile branding Mobile</p> <p>480 x 820 px</p> <p>480 Kč / CPT</p>
 <p>Halfpage / Skyscraper* Desktop</p> <p>300 x 600 px 120 x 600 px</p> <p>260 Kč / CPT</p>	 <p>Mobile Interscroller Mobil</p> <p>480 x 820 px</p> <p>540 Kč / CPT</p>
 <p>Medium rectangle Desktop, mobile</p> <p>300 x 250 px</p> <p>220 Kč / CPT</p>	 <p>Mobile premium square Mobile</p> <p>480 x 480 px</p> <p>480 Kč / CPT</p>
 <p>Native advertising Desktop, mobil</p> <p>Size according to TP</p> <p>240 Kč / CPT</p>	<p>You can find special offers at: www.economia.cz/ceniky-inzerce/ Economia, a.s. Commercial Terms and Conditions www.economia.cz/obchodni-podminky/</p>

* Both formats must be provided.

Note: Targeted at HP + 30%.

Have you got a question? Just contact us

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

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 (Every work day from 7:30 to 17:00)

 **inzerce@economia.cz**