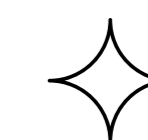


Mediakit 2025

# ekonom

THE WEEKLY FOR PRODUCTIVE CZECHS



## Ekonom

Ekonom is published every Thursday.  
web:

Ekonom is the most widely-read economic weekly journal on the Czech market. It provides you with the information you need to navigate today's complex world.

Ekonom provides the most important information from the world of capital markets, technology articles bringing news from the world of science and technology, and also covers legal topics that animate the Czech market and fundamentally affect conditions for business. In its articles, the magazine also focuses on logistics, something that literally moves the world, self-development and self-education, as well as people management in companies.

At the end of each year, the weekly Ekonom publishes a special issue, in which its editorial office together with other leading authors of the media house Economia present what is most important the following year in the world of politics, economics, business, law and technology.

# Readers of Ekonom

Real monthly users: **32 000**  
Monthly page views: **130 000**

# 56%

Men

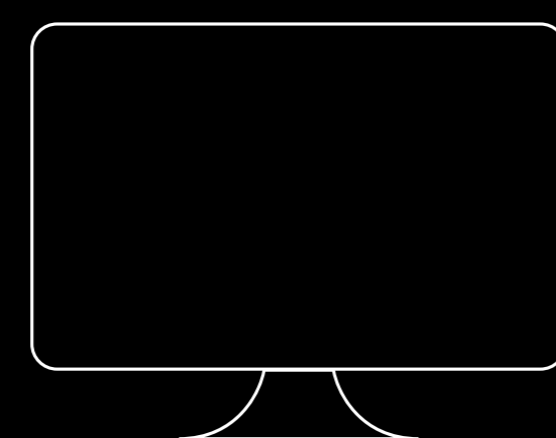
# 43%

Women



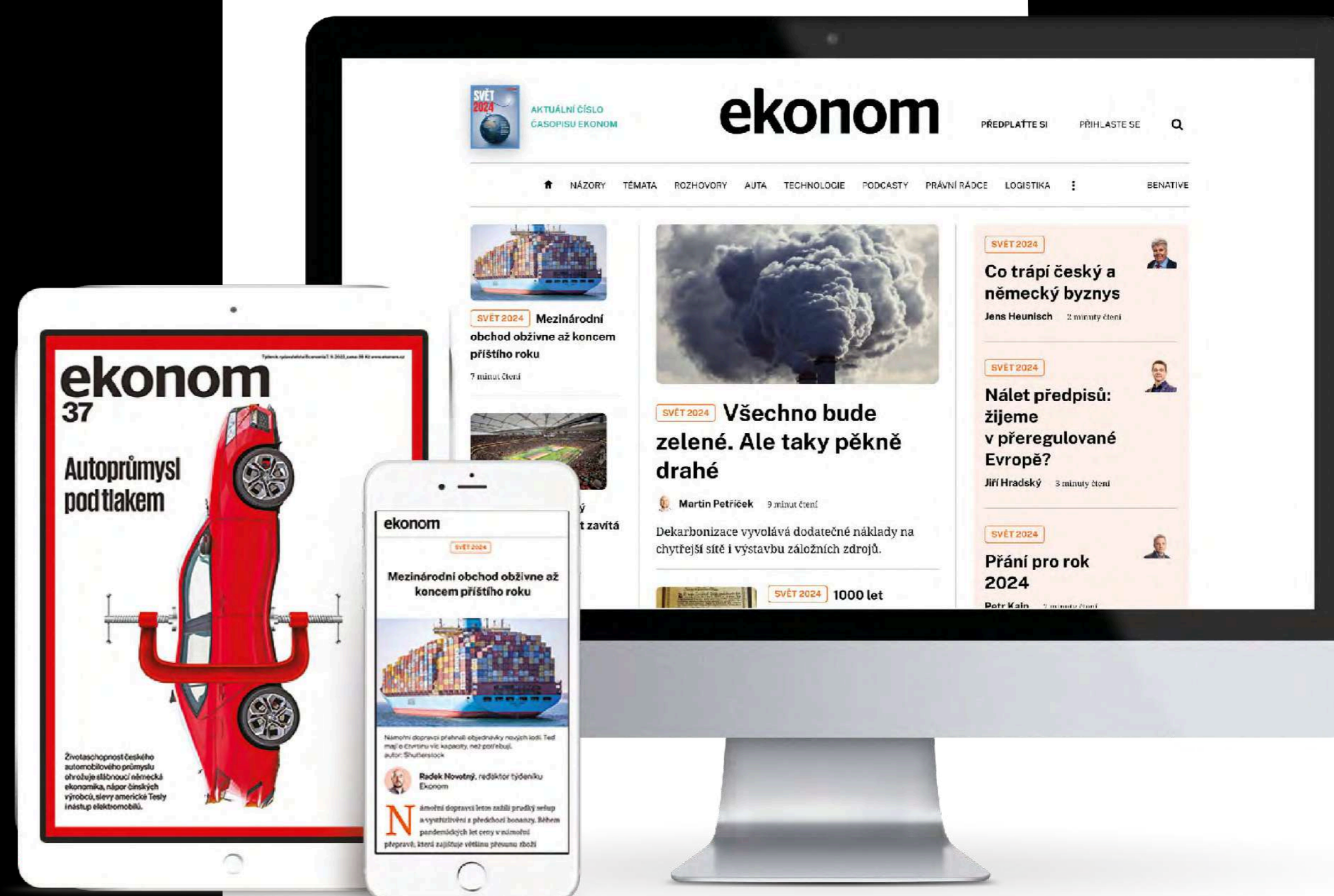
# 42%

Mobile PV

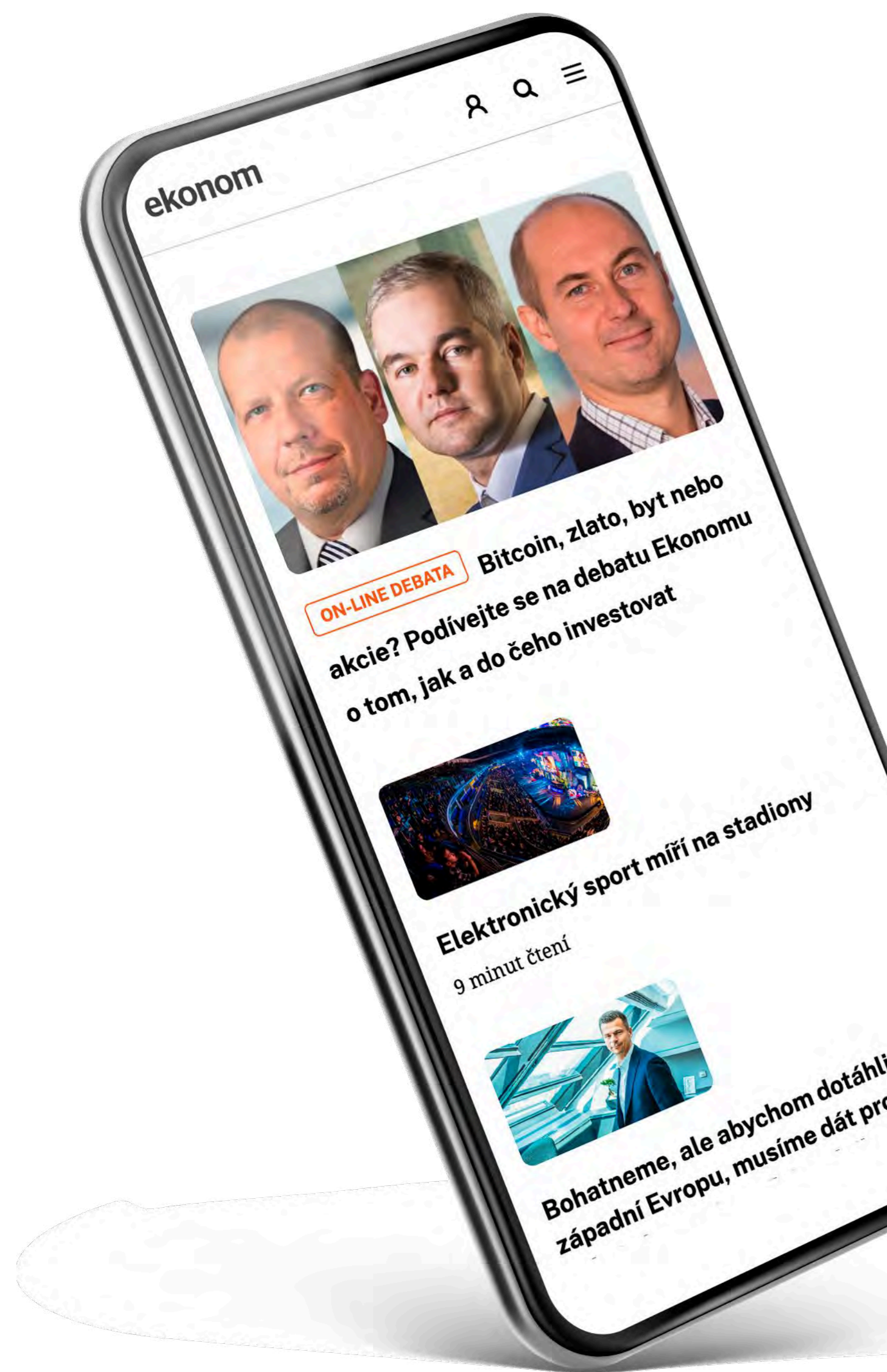


# 56%

Desktop/laptop PV







## Comparison with the competition

Ekonom is the most suitable title for addressing a target group with the highest standard of living, students and university graduates.

### Target group A + B



Afinita k CS

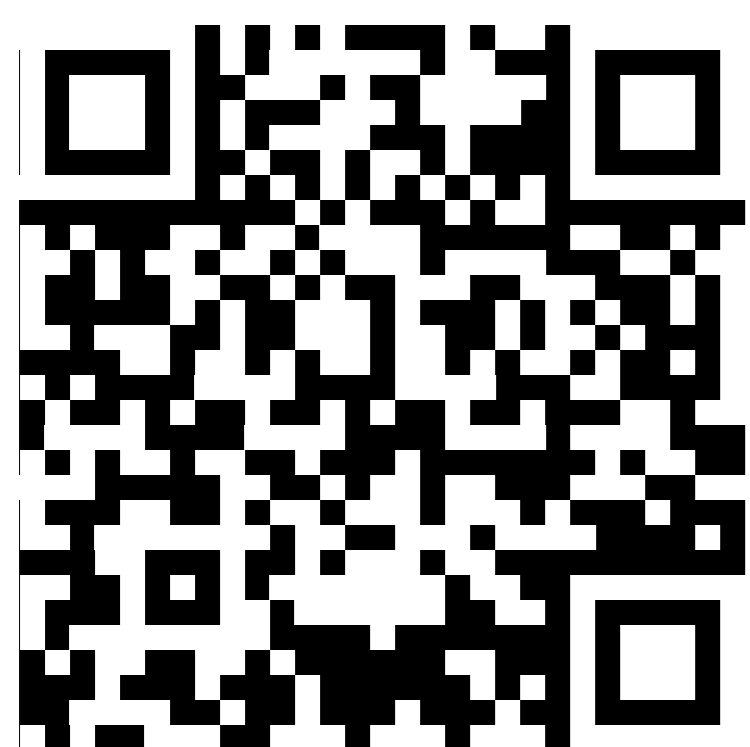
### University students



Afinita k CS

# 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

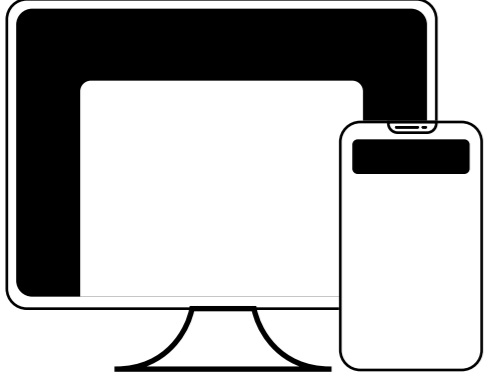
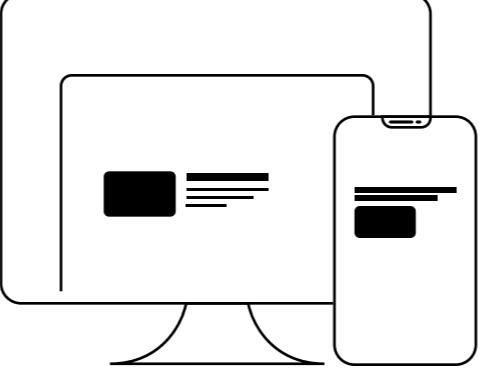
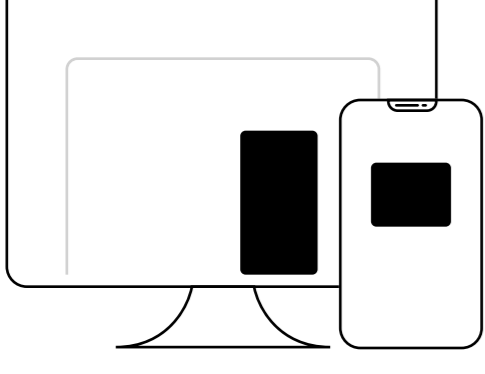

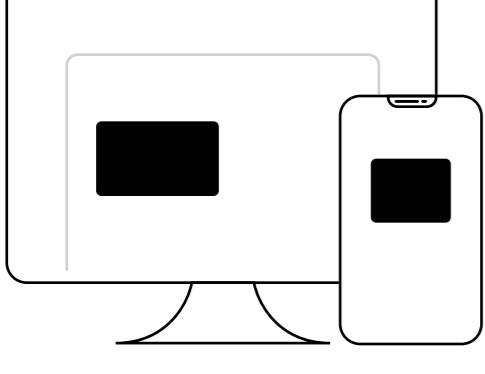
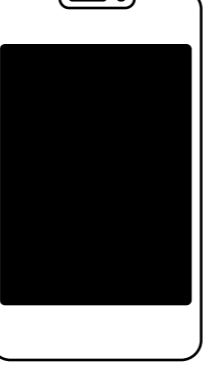
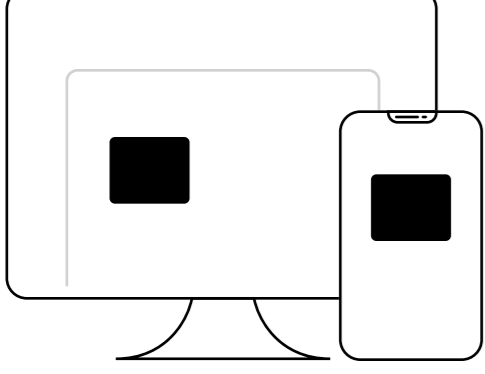
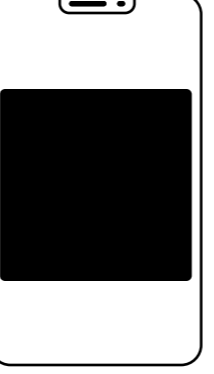
**90 000 CZK**

**Sponsoring of the On the Wave of  
Enterprise podcast**

Weekly podcast, price for sponsorship per month

**80 000 CZK**

# Price and 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/)