



A lifestyle magazine that inspires,  
advises and inquires.



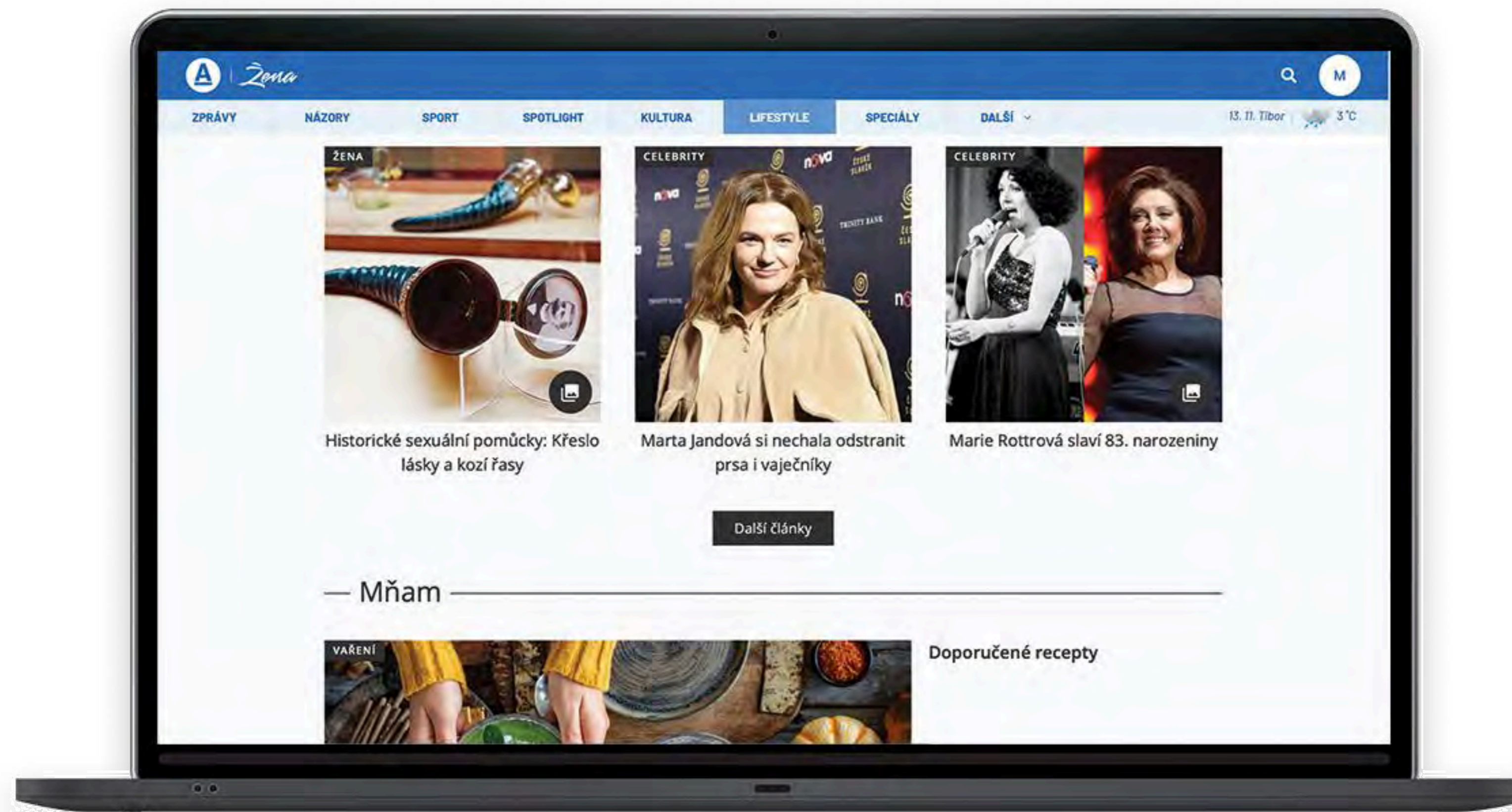
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Target audience  
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# Why Žena.cz?

*You will reach more than 800,000 readers who follow it through our site.*

- **Žena.cz** is a lifestyle magazine that inspires, advises and inquires. It is a confident and smart friend on the net, who doesn't criticise but rather motivates. It responds to current social issues from a woman's perspective, focuses on the stories of strong women and also provides a deeper look at topics that interest women.
- It is part of one of the most visited websites in the Czech Republic – **Aktuálně.cz**. It functions as a lifestyle section of the entire website, which now provides its readers with the complete information they're interested in.

- We create projects tailored to clients based on the preferences of our readers.
- Žena.cz is part of **Aktuálně.cz**, where it has its own position directly on HP.

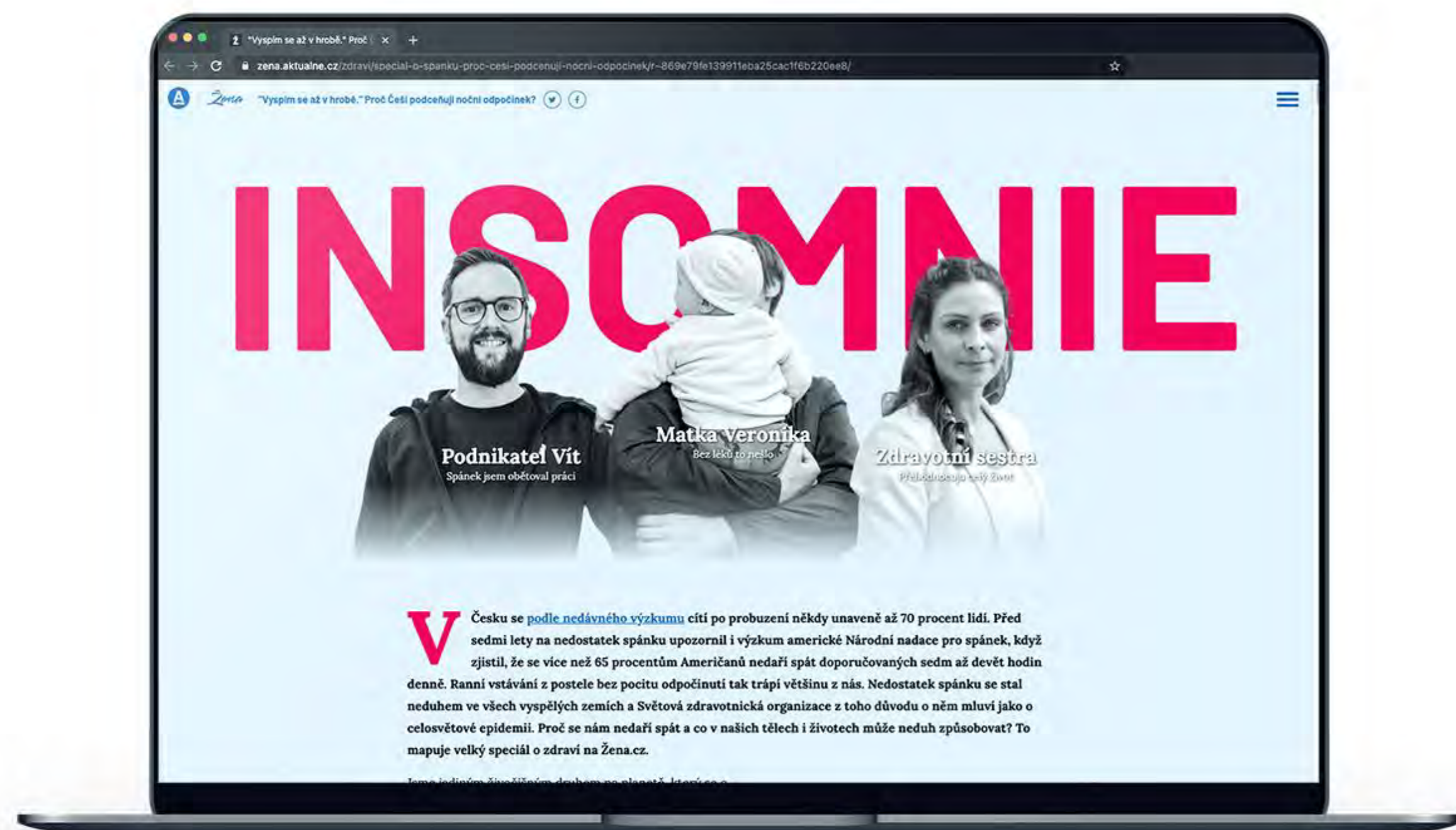
## Hlavní sekce webu

<b>Fashion and beauty</b>	News on the market, the latest trends and tips on how to stay beautiful and happy with yourself for the long term.
<b>Health</b>	Tips for a healthy lifestyle and how to stay fit.
<b>Sex and relationships</b>	Laws of interpersonal relationships, problems in love and in the family, and a bit of spicy talk about intimate topics.
<b>Celebrities</b>	Interviews with Czech personalities, world celebrities, what is going on in the world of the rich and famous.
<b>Lifestyle</b>	Household, career, travel, tips for trips and also for the kitchen, also in cooperation with Vaření.cz.
<b>Horoscopes</b>	Astro corner that simply sees into the future.



## Special projects

In addition to interesting galleries, interviews with personalities, articles or blogs, you will also find special projects on Žena.cz, that are created in our editorial office, or we create them in cooperation with our clients. Readers are characterized by an attractive form of processing. Infographics, series and special projects prepared by the editors.



## Native specials

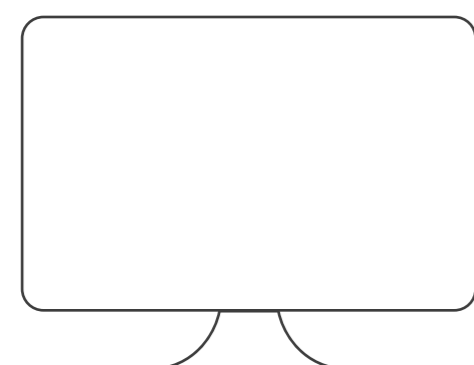
### Bio series – in cooperation with the Ministry of Agriculture

Thematic articles that present organic food and its benefits. They also include tips for trips to local farmers. The texts include links to the client's website.



# Aktuálně.cz Readership

\*



**73,2 %**

PV on the computer



**26,8 %**

PV on the mobile

**11 347 687 PV**

Zobrazené strany

**772 622 RU**

Počet reálných uživatelů

**39 %**

Men

**61 %**

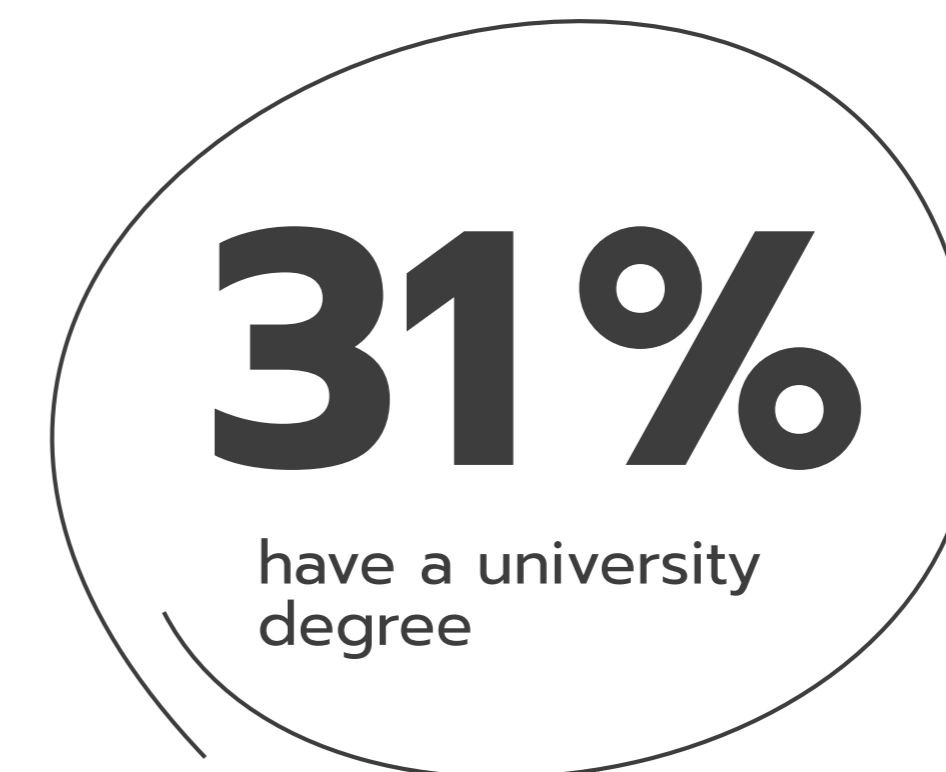
Women

**26 %**

25– 34 years old

**24 %**

45– 54 years old



**64%**

have a higher vocational school

**53%**

are on social networks

**61%**

watch videos clips on the internet

**65%**

make purchases online

**30%**

Net household income over CZK 40,000

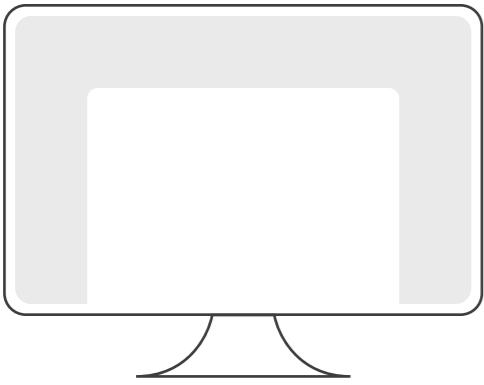

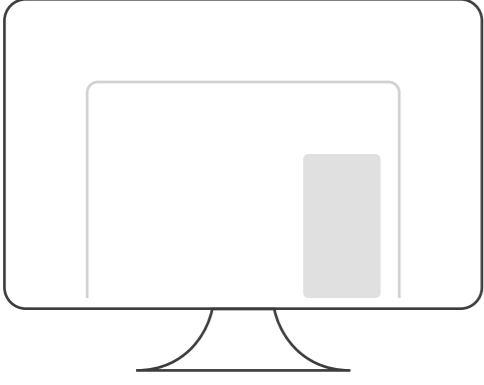

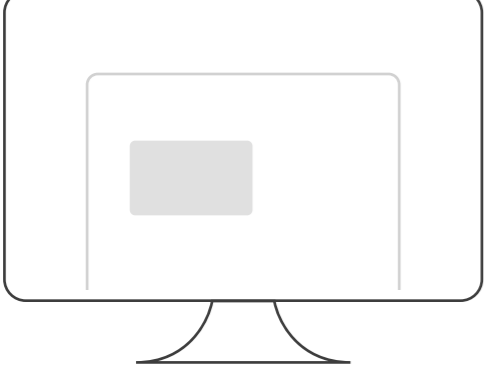

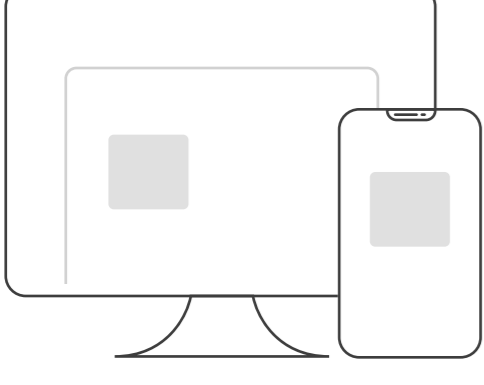
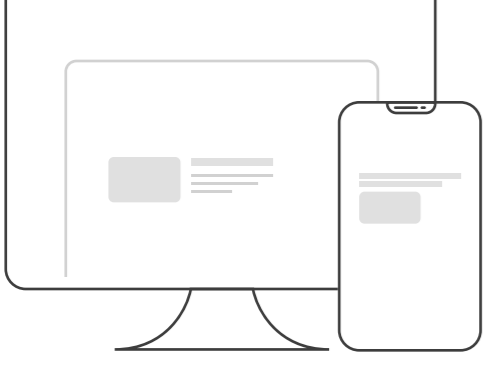
[www.economia.cz/ceniky-inzerce/](http://www.economia.cz/ceniky-inzerce/)



Source: \*NetMonitor



# Price and size of Floating Ads

 <p><b>Branding</b> Desktop</p> <p>1980 x 600 px</p> <p><b>720 Kč / CPT</b></p>	 <p><b>Mobilní Interscroller</b> Mobil</p> <p>480 x 820 px</p> <p><b>720 Kč / CPT</b></p>
 <p><b>Halfpage</b> Desktop</p> <p>300 x 600 px</p> <p><b>400 Kč / CPT</b></p>	 <p><b>Mobilní premium square</b> Mobil</p> <p>480 x 480 px</p> <p><b>480 Kč / CPT</b></p>
 <p><b>Wallpaper</b> Desktop</p> <p>480 x 300 px</p> <p><b>400 Kč / CPT</b></p>	 <p><b>Mobilní branding</b> Mobil</p> <p>640 x 200 px</p> <p><b>480 Kč / CPT</b></p>
 <p><b>Medium rectangle</b> Desktop, mobil</p> <p>300 x 250 px</p> <p><b>260 Kč / CPT</b></p>	<p>Kompletní ceník Economie najde na: <a href="http://www.economia.cz/ceniky-inzerce/">www.economia.cz/ceniky-inzerce/</a></p> <p>Obchodní podmínky vydavatelství Economia, a.s. <a href="http://www.economia.cz/obchodni-podminky/">www.economia.cz/obchodni-podminky/</a></p>
 <p><b>Nativní reklama</b> Desktop, mobil</p> <p>Velikost podle TP</p> <p><b>330 Kč / CPT</b></p>	<p>Poznámka: Jakékoliv cílení za příplatek + 30 %. Umístění do konkrétní rubriky + 30 %. Cílení na HP + 30 %.</p> <div style="border: 1px solid #ccc; padding: 10px;"> <p><b>Máte dotaz? Ozvěte se nám</b> Rádi vám zodpovíme jakékoliv dotazy ohledně inzerce</p> <p>✉ <a href="mailto:inzerce@economia.cz">inzerce@economia.cz</a></p> </div>