



Print portfolio of paid dailies

January 2024

MF DNES

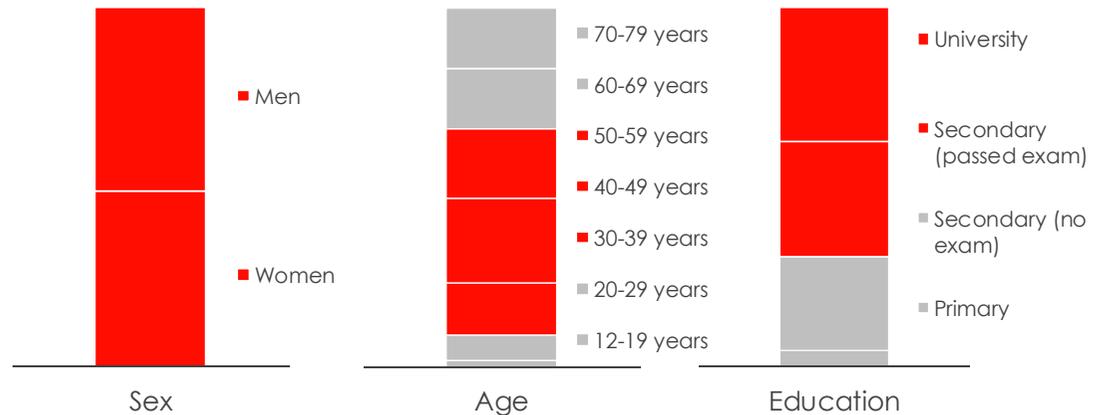


Readership: 387,000*
Sold Copies: 73,000**

Mladá fronta DNES is the largest respectable national daily in the Czech Republic. Its readers are presented with current and quality news coverage, useful information, as well as relaxed reading in specialised supplements.

Frequency: daily

Target Group: higher educated people with above-average monthly income



*Data source: Media project, Czech Publishers' Association – ASMEA, Median – STEM / MARK, 2022, Q4 – 2023, Q3; ** Data source: ABC CR, Oct 2022 – Sep 2023

Lidové noviny

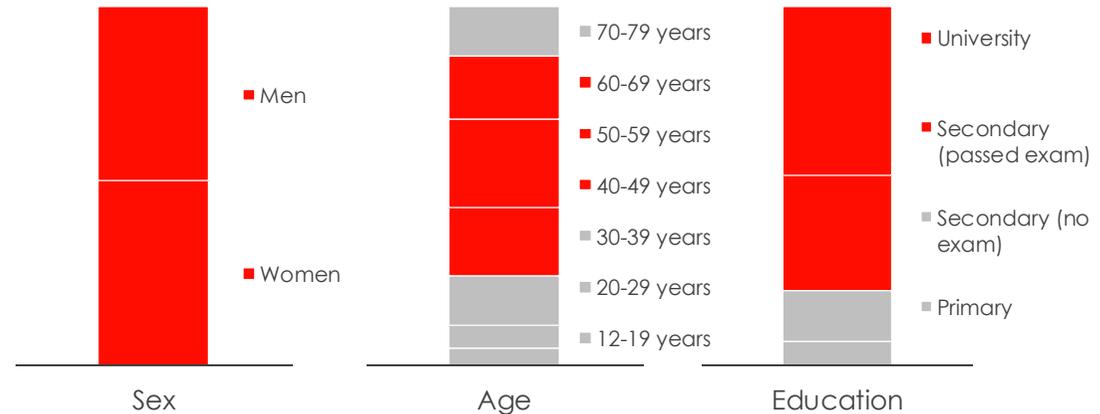


Readership: 144,000*
Sold Copies: 20,000**

Lidové noviny is the oldest Czech daily still in circulation, established in 1893. It has permanently positioned itself as a quality national newspaper with a special focus on politics, business and culture. Its regular everyday supplements and special magazines also enjoy high prestige.

Frequency: daily

Target Group: higher educated people with above-average monthly income



*Data source: Media project, Czech Publishers' Association – ASMEA, Median – STEM / MARK, 2022, Q4 – 2023, Q3; ** Data source: ABC CR, Oct 2022 – Sep 2023

Ona DNES

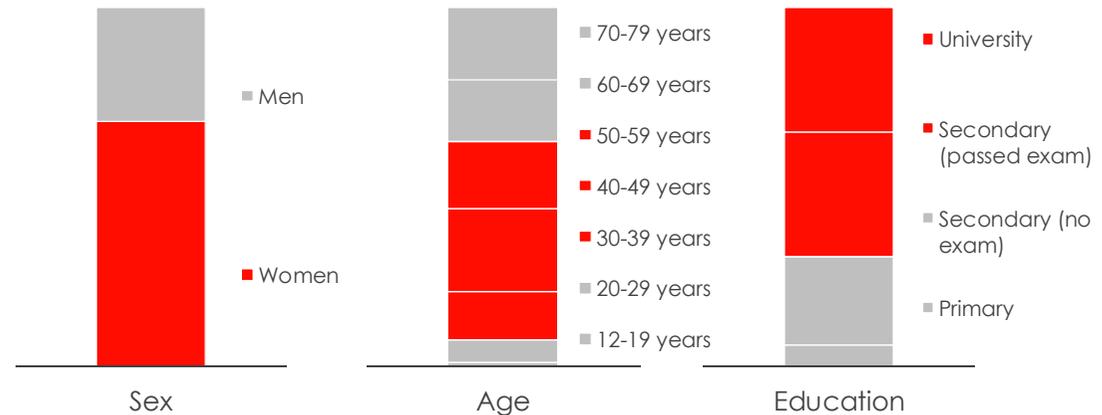


Readership: 251,000*
Circulation: 75,000**

Ona DNES is a magazine about fashion trends, cosmetics, cooking and a healthy lifestyle. It is based on interesting articles, quality photographs and modern graphic design.

Frequency: weekly, Monday supplement of MF DNES

Target Group: women aged 30-59



*Data source: Media project, Czech Publishers' Association – ASMEA, Median – STEM / MARK, 2022, Q4 – 2023, Q3; ** Data source: ABC CR, Oct 2022 – Sep 2023

Doma DNES

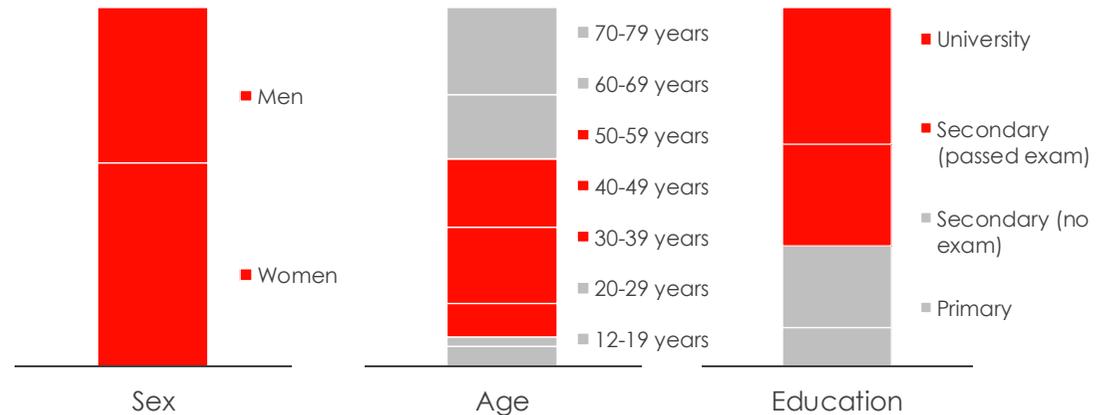


Readership: 150,000*
Circulation: 66,000**

Doma DNES brings its readers the latest trends in housing, garden and hobby every week.

Frequency: weekly, Wednesday supplement of MF DNES

Target Group: higher educated people aged 30-59



*Data source: Media project, Czech Publishers' Association – ASMEA, Median – STEM / MARK, 2022, Q4 – 2023, Q3; ** Data source: ABC CR, Oct 2022 – Sep 2023

Magazín DNES+TV

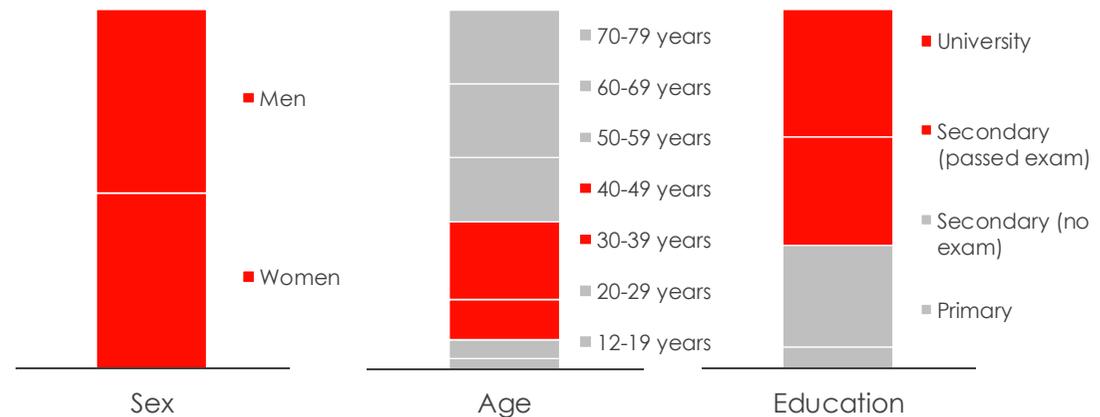


Readership: 408,000*
Circulation: 155,000**

Magazín DNES+TV is a social magazine for all generations. An important part of it is the TV guide. Thanks to it, the Thursday issue of MF DNES is the best-selling in a whole week.

Frequency: weekly, Thursday supplement of MF DNES

Target Group: higher educated people with above-average monthly income



*Data source: Media project, Czech Publishers' Association – ASMEA, Median – STEM / MARK, 2022, Q4 – 2023, Q3; ** Data source: ABC CR, Oct 2022 – Sep 2023

Speciál DNES – opravte popisky, jsou jen zhruba



Readership: 134,000*
Circulation: 61,000**

The content of the magazine consists from wide spread of topics from healthy lifestyle, financial education and advisory to home construction and decoration and sport ... Lists of educational institutions are also published.

Frequency: weekly, Friday supplement of MF DNES

Target Group: multi-member households with above-average monthly income



*Data source: Media project, Czech Publishers' Association – ASMEA, Median – STEM / MARK, 2022, Q4 – 2023, Q3; ** Data source: ABC CR, Oct 2022 – Sep 2023

Víkend DNES

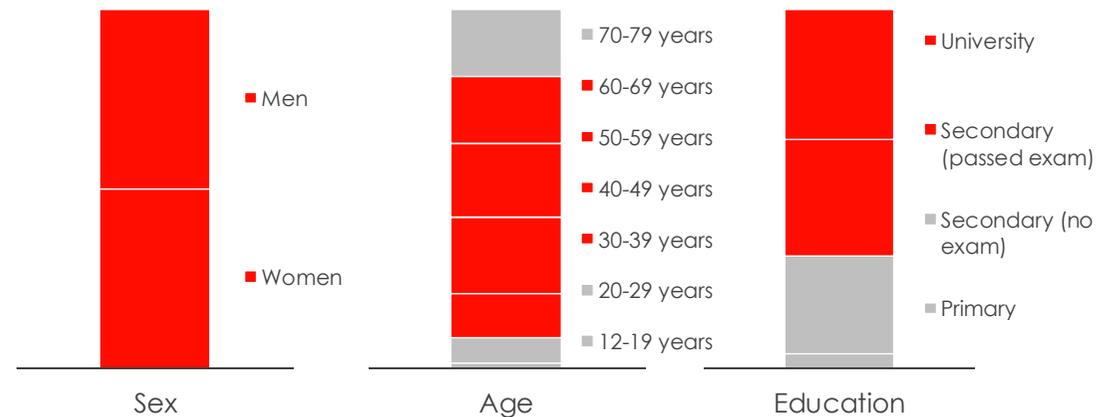


Readership: 283,000*
Circulation: 83,000**

Víkend DNES brings reading about history, nature, crime and science. There is plenty of reading for the whole weekend in the magazine.

Frequency: weekly, Saturday supplement of MF DNES

Target Group: higher educated people from regional and district cities



*Data source: Media project, Czech Publishers' Association – ASMEA, Median – STEM / MARK, 2022, Q4 – 2023, Q3; ** Data source: ABC CR, Oct 2022 – Sep 2023

Pátek LN

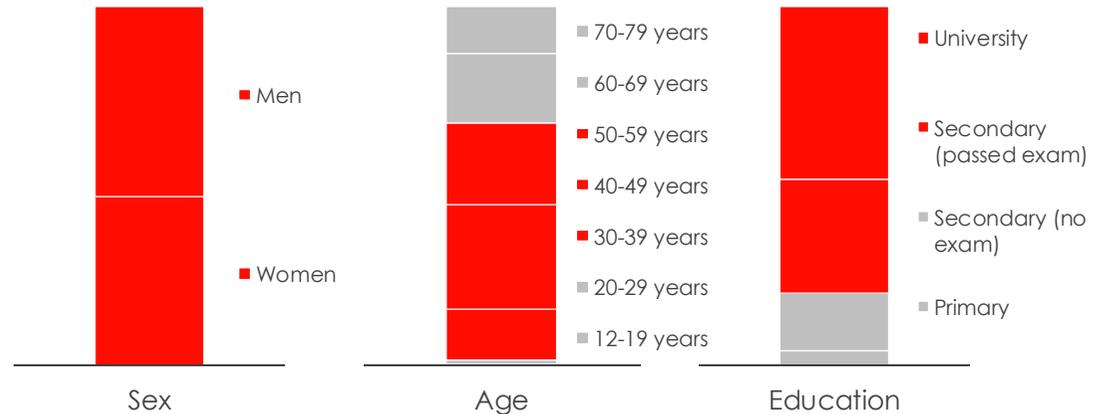


Readership: 161,000*
Circulation: 36,000**

Pátek LN is a regular supplement of Lidové noviny. The emphasis here is on quality content and original themes. Eminent personalities of the cultural and professional scene contribute to the magazine.

Frequency: weekly, Friday supplement of LN

Target Group: higher educated people from big cities



*Data source: Media project, Czech Publishers' Association – ASMEA, Median – STEM / MARK, 2022, Q4 – 2023, Q3; ** Data source: ABC CR, Oct 2022 – Sep 2023

City Life

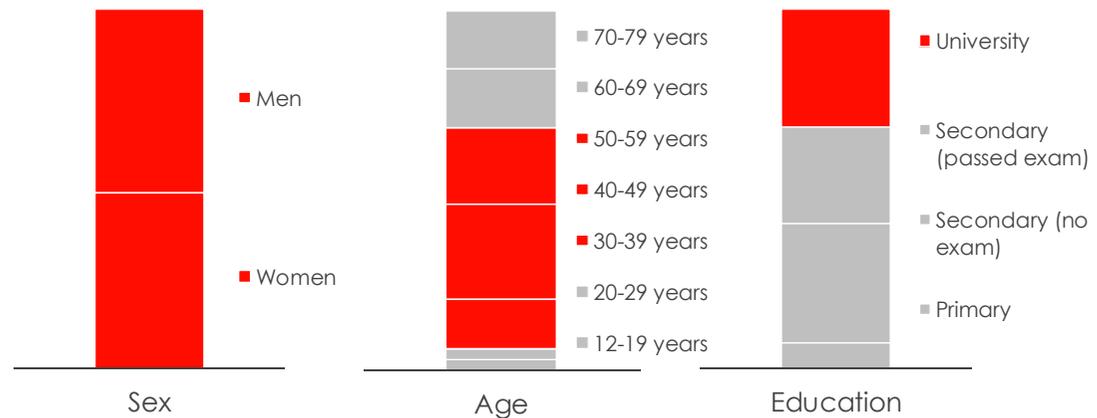


Readership: 84,000*

City Life is a magazine about the lifestyle in a modern city. It focuses on exclusive themes and exceptional photos. Every month it brings new ideas how to enjoy Prague, interviews with inspiring personalities that can be reached in Prague. Businessmen presenting their favorite restaurants. Celebrities are testing modern cars.

Frequency: monthly, Friday supplement of MF DNES

Target Group: university educated people with decision-making competence



*Data source: Media project, Czech Publishers' Association – ASMEA, Median – STEM / MARK, 2022, Q4 – 2023, Q3

Esprit



Readership: 144,000*
Circulation: 20,000**

Esprit is a stylish monthly of Lidové noviny. It appeals to those who have a modern lifestyle and enjoy the brand. They are not just focused on consumption, but especially culturally. They have awareness.

Frequency: 14x per a year, Wednesday supplement of LN

Target Group: university educated people aged 30-50



*Data source: Media project, Czech Publishers' Association – ASMEA, Median – STEM / MARK, 2022, Q4 – 2023, Q3; ** Data source: ABC CR, Oct 2022 – Sep 2023 data of the daily newspaper

Téma

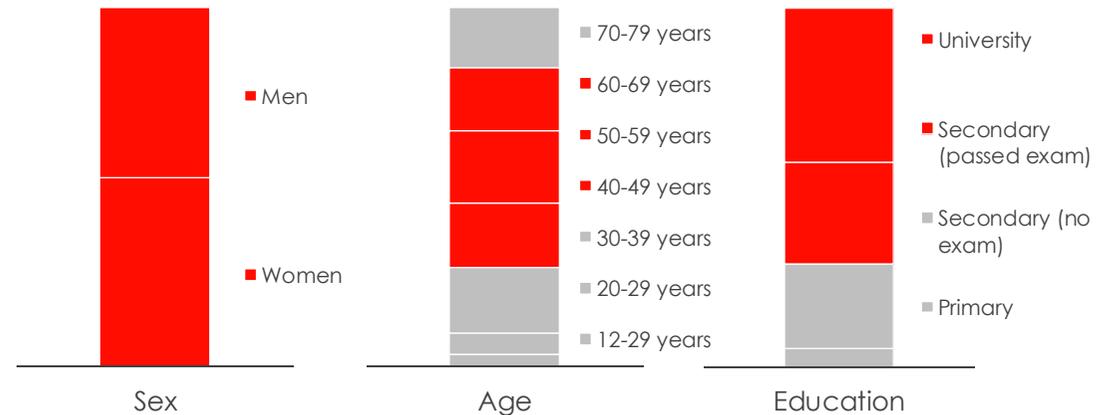


Readership: 200,000*
Sold Copies: 42,000**

TÉMA weekly eliminates the boundaries between news and current affairs magazines. It reports credibly, in a funny and intelligible manner. TÉMA offers great interviews with remarkable people, important economic and political information, true stories full of emotions and views into the life of high society.

Frequency: weekly

Target Group: higher educated people from big cities



*Data source: Media project, Czech Publishers' Association – ASMEA, Median – STEM / MARK, 2022, Q4 – 2023, Q3; ** Data source: ABC CR, Oct 2022 – Sep 2023

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