



media group **mafra**  
PRESS • ONLINE • TV • PRINT

Print media

## MF DNES Daily



**Readership: 461,000\***

**Paid circulation: 90.697\*\***

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.

Mladá fronta DNES is published daily in fourteen regional versions, for each region and Prague. Readers can also use its versions for PCs, tablets and smartphones.

### STRUCTURE OF READERS:

#### According to socio-economical class of population (ABCDE)

68 % readers from the quality classes (ABC)

47 % readers from the top classes (AB)

#### According to NET household income

20,001 - 30,000 CZK (18%)

30,001 - 40,000 CZK (15 %)

40,001 CZK and more (41 %)

#### According to place of residence

less than 999 residents (13 %)

1,000 - 4,999 residents (22 %)

5,000 - 19,999 residents (16 %)

20,000 - 99,999 residents (22 %)

100,000 residents and more (26 %)

source:

\*Media projekt, Unie vydavatelů – AKA, Median – STEM/MARK, 4rd Q 2020 – 1st Q 2021

\*\*ABC Czech Republic, October 2020 - March 2021

## Lidové noviny Daily



**Readership: 163,000\***

**Paid circulation: 24,949\*\***

Lidové noviny is the daily of well educated readers.

Established in 1893, it is the oldest Czech daily still in circulation. It has permanently positioned itself as a quality national newspaper with a special focus on politics, business and culture.

It is sought after by its 204,000 readers every day for its comprehensive political and economic news coverage, proficient commentaries and opinions by top figures from the Czech Republic as well as abroad.

### STRUCTURE OF READERS:

#### According to socio-economical class of population (ABCDE)

72 % readers from the quality classes (ABC)

47 % readers from the top classes (AB)

#### According to NET household income

20,001 - 30,000 CZK (16 %)

30,001 - 40,000 CZK (13 %)

40,001 CZK and more (49 %)

#### According to place of residence

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1,000 - 4,999 residents (19 %)

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**Readership: 340,000\***

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Ona DNES, the Monday supplement of the MF DNES daily, offers an intelligent and entertaining account of relationships, the world around us, family, work, sex, health and beauty. It features a stylish and informative content, and is designed for both men and women. Readers will find section about cooking, articles about travelling, interior decoration, and profiles of interesting women. There is also a regular column written by a popular female.

### STRUCTURE OF READERS:

#### According to socio-economical class of population (ABCDE)

67 % readers from the quality classes (ABC)

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**Readership: 174,000\***

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Readers of the MF DNES daily find Auto DNES inserted into the newspaper every Tuesday. This magazine focuses on cars, technology and money.

In the first part of the magazine, which is dedicated to automobiles, readers will find exclusive tests of new cars, motorcycles and accessories. The section about lifestyle and modern technology will provide the reader with news from the world of mobile phones, tablets, PCs and cameras. The section devoted to money will bring information about interesting and advantageous financial products and investments.

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#### According to place of residence

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Wednesday supplement of the MF DNES daily is Doma DNES.  
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in the Czech Republic.

### STRUCTURE OF READERS:

#### According to socio-economical class of population (ABCDE)

65 % readers from the quality classes (ABC)

45 % readers from the top classes (AB)

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**Readership: 545,000\***

**Paid circulation: 164,049\*\***

The DNES+TV magazine is distributed within the Thursday edition of the MF DNES newspaper. It is the social magazine for all generations. Editors of the DNES+TV magazine are interviewing interesting people or bringing popular social issues to the readers every week.

The important part of the magazine is television program. Thanks to it, the Thursday edition of the MF DNES is the most read in the week.

### STRUCTURE OF READERS:

#### According to socio-economical class of population

68 % readers from the quality classes (ABC)

48 % readers from the top classes (AB)

#### According to NET household income

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Since November 21st, the magazine Pátek LN has the new design. Even the content has been changed. We asked personalities from Czech cultural scene and scholars to write for our readers. Eg.: Tomáš Halík, Cyril Höschl, Olga Sommerová and others have agreed.

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20,001 - 30,000 CZK (20 %)

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40,001 CZK and more (42 %)

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**Readership: 338,000\***

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**Readers find the magazine** Víkend DNES in Saturday`s issue of the MF DNES newspaper.

It brings articles about history, nature, crime and popular science. There is enough reading for the whole weekend in the magazine.

### **STRUCTURE OF READERS:**

#### **According to socio-economical class of population (ABCDE)**

67 % readers from the **quality** classes (ABC)

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#### **According to NET household income**

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100,000 residents and more (25 %)

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## Top reach of the City life magazine



**Readership: 91,000\***

City Life is a magazine about the elegant side of life in the modern city. It is the best guide of every stylish Prague visitor and resident.

The magazine offers exclusive interviews with remarkable personalities from the field of fashion, business, art and culture. Insight into the known and unknown Prague exquisite buildings, great photos. We bring up-to-date topics such as fashion, jewellery, art, personal finance, modern housing and travel.

In the section „Business lunch“ top businessmen tell us about their favourite restaurants for their business breakfasts, lunches and dinners.

City life is inserted in the Prague area edition of MF DNES on last Friday of the month.

### Readership

City Life:	76,000
Proč ne?!	30,000
Elle:	48,000

### Readers from top socio-economic class (A)

City Life:	35,000
Proč ne?!	20,000
Elle :	14,000

### Readers with university education

City Life:	35,000
Proč ne?!	19,000
Elle :	13,000

### Readers with powers to take decisions

City Life:	25,000
Proč ne?!	19,000
Elle :	10,000

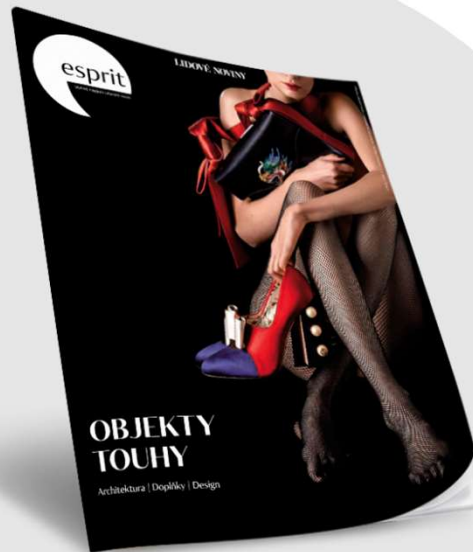
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data of supplement's parent MF DNES (City Life), Lidové noviny (Esprit) and Hospodářské noviny (Proč ne?!) in Prague city area

## Quality reach of the Esprit Magazine



**Readership: 163,000\***

**Paid circulation: 24,949\*\***

Esprit is a lifestyle monthly supplement of Lidové noviny, the oldest Czech newspaper.

Lidové noviny is the daily read by well educated people, who belong to the middle or top socioeconomic class. Esprit is dedicated to the economically active, in the age between 30-50 years. People with modern lifestyle, who like brands. They are not only consumers, they have also interest in culture and have many hobbies.

Esprit is inserted in the nationwide edition of Lidové noviny on first Wednesday of the month.

### Readership

Esprit:	163,000
Proč ne?!	162,000
Elle :	128,000

### Readers from top socio-economic classes (AB)

Esprit:	96,000
Proč ne?!	79,000
Elle:	48,000

### Readers with university education

Esprit :	162,000
Proč ne?!	114,000
Elle:	78,000

### Readers from big cities (100 000 residents and more)

Esprit :	67,000
Proč ne?!	45,000
Elle:	59,000

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## Weekly news magazine



**Readership: 225,000\***

**Paid circulation: 51,558\*\***

The **TÉMA** magazine is a weekly published by Mafra, which eliminates the boundaries between news and current affairs magazines. It reports not only credibly but also 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.

### **STRUCTURE OF READERS:**

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## Automobile magazine Speed



**Tištěný náklad: 15 tis.**

**Speed magazine is a lifestyle icon. It is understandable, engaging and written with foresight. It brings fast, up-to-date and accurate information.**

**Speed is dedicated to exceptional cars and personalities. He communicates with his readers.**

**100 page magazine, the only one on the market.  
The reader is also attracted by modern graphics.**

### **Socioeconomic classification**

**Readers of Speed magazine are financially secure. Their passion is the best cars and the latest technical toys.**

- 96 % men
- 58 % in the age group 20-45 years
- 51 % with a university degree or high school diploma
- 24 % of the highest socio - economic group
- 41 % of large cities with 100,000+ inhabitants

### **Lifestyle of readers**

- 62 % prefer branded goods
- 75 % are willing to pay extra for quality products
- 45 % buy only quality products
- 69 % like to try new brands
- 66 % like to own quality things
- 43 % like to buy magazines
- 29 % like to stand out from the crowd
- 27 % tend to spend money recklessly

## contact



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[www.mafra.cz](http://www.mafra.cz)



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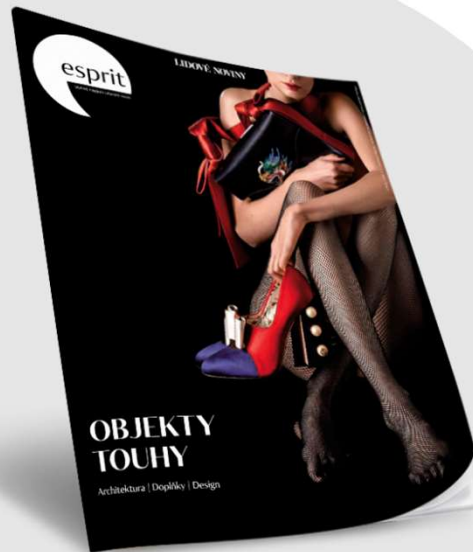
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Esprit :	162,000
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Elle:	78,000

### Readers from big cities (100 000 residents and more)

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Proč ne?!	45,000
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**Speed is dedicated to exceptional cars and personalities. He communicates with his readers.**

**100 page magazine, the only one on the market.  
The reader is also attracted by modern graphics.**

### **Socioeconomic classification**

**Readers of Speed magazine are financially secure. Their passion is the best cars and the latest technical toys.**

- 96 % men
- 58 % in the age group 20-45 years
- 51 % with a university degree or high school diploma
- 24 % of the highest socio - economic group
- 41 % of large cities with 100,000+ inhabitants

### **Lifestyle of readers**

- 62 % prefer branded goods
- 75 % are willing to pay extra for quality products
- 45 % buy only quality products
- 69 % like to try new brands
- 66 % like to own quality things
- 43 % like to buy magazines
- 29 % like to stand out from the crowd
- 27 % tend to spend money recklessly

## contact



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Print media



## MF DNES Daily



**Readership: 461,000\***

**Paid circulation: 90.697\*\***

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.

Mladá fronta DNES is published daily in fourteen regional versions, for each region and Prague. Readers can also use its versions for PCs, tablets and smartphones.

### STRUCTURE OF READERS:

#### According to socio-economical class of population (ABCDE)

68 % readers from the quality classes (ABC)

47 % readers from the top classes (AB)

#### According to NET household income

20,001 - 30,000 CZK (18%)

30,001 - 40,000 CZK (15 %)

40,001 CZK and more (41 %)

#### According to place of residence

less than 999 residents (13 %)

1,000 - 4,999 residents (22 %)

5,000 - 19,999 residents (16 %)

20,000 - 99,999 residents (22 %)

100,000 residents and more (26 %)

source:

\*Media projekt, Unie vydavatelů – AKA, Median – STEM/MARK, 4rd Q 2020 – 1st Q 2021

\*\*ABC Czech Republic, October 2020 - March 2021

## Lidové noviny Daily



**Readership: 163,000\***

**Paid circulation: 24,949\*\***

Lidové noviny is the daily of well educated readers.

Established in 1893, it is the oldest Czech daily still in circulation. It has permanently positioned itself as a quality national newspaper with a special focus on politics, business and culture.

It is sought after by its 204,000 readers every day for its comprehensive political and economic news coverage, proficient commentaries and opinions by top figures from the Czech Republic as well as abroad.

### STRUCTURE OF READERS:

#### According to socio-economical class of population (ABCDE)

72 % readers from the quality classes (ABC)

47 % readers from the top classes (AB)

#### According to NET household income

20,001 - 30,000 CZK (16 %)

30,001 - 40,000 CZK (13 %)

40,001 CZK and more (49 %)

#### According to place of residence

less than 999 residents (18 %)

1,000 - 4,999 residents (19 %)

5,000 - 19,999 residents (14 %)

20,000 - 99,999 residents (20 %)

100,000 residents and more (29 %)

source:

\*Media projekt, Unie vydavatelů – AKA, Median – STEM/MARK, 4rd Q 2020 – 1st Q 2021

\*\*ABC Czech Republic, October 2020 - March 2021

## Ona DNES Magazine



**Readership: 340,000\***

**Paid circulation: 82,804\*\***

Ona DNES, the Monday supplement of the MF DNES daily, offers an intelligent and entertaining account of relationships, the world around us, family, work, sex, health and beauty. It features a stylish and informative content, and is designed for both men and women. Readers will find section about cooking, articles about travelling, interior decoration, and profiles of interesting women. There is also a regular column written by a popular female.

### STRUCTURE OF READERS:

#### According to socio-economical class of population (ABCDE)

67 % readers from the quality classes (ABC)

46 % readers from the top classes (AB)

#### According to NET household income

20,001 - 30,000 CZK (16 %)

30,001 - 40,000 CZK (17 %)

40,001 CZK and more (39 %)

#### According to place of residence

less than 999 residents (15 %)

1,000 - 4,999 residents (23 %)

5,000 - 19,999 residents (16 %)

20,000 - 99,999 residents (23 %)

100,000 residents and more (24 %)

source:

\*Media projekt, Unie vydavatelů – AKA, Median – STEM/MARK, 4rd Q 2020 – 1st Q 2021

\*\*ABC Czech Republic, October 2020 - March 2021

## Auto DNES Magazine



**Readership: 174,000\***

**Paid circulation: 67,615\*\***

Readers of the MF DNES daily find Auto DNES inserted into the newspaper every Tuesday. This magazine focuses on cars, technology and money.

In the first part of the magazine, which is dedicated to automobiles, readers will find exclusive tests of new cars, motorcycles and accessories. The section about lifestyle and modern technology will provide the reader with news from the world of mobile phones, tablets, PCs and cameras. The section devoted to money will bring information about interesting and advantageous financial products and investments.

### STRUCTURE OF READERS:

#### According to socio-economical class of population (ABCDE)

70 % readers from the quality classes (ABC)

47 % readers from the top classes (AB)

#### According to NET household income

20,001 - 30,000 CZK (14 %)

30,001 - 40,000 CZK (15 %)

40,001 CZK and more (43 %)

#### According to place of residence

less than 999 residents (14 %)

1,000 - 4,999 residents (23 %)

5,000 - 19,999 residents (14 %)

20,000 - 99,999 residents (22 %)

100,000 residents and more (27 %)

source:

\*Media projekt, Unie vydavatelů – AKA, Median – STEM/MARK, 4rd Q 2020 – 1st Q 2021

\*\*ABC Czech Republic, October 2020 - March 2021

## Doma DNES Magazine



**Readership: 210,000\***

**Paid circulation : 71,875\*\***

Wednesday supplement of the MF DNES daily is Doma DNES.  
The second most read magazine about housing, gardening and hobbies  
in the Czech Republic.

### STRUCTURE OF READERS:

#### According to socio-economical class of population (ABCDE)

65 % readers from the quality classes (ABC)

45 % readers from the top classes (AB)

#### According to NET household income

20,001 - 30,000 CZK (14 %)

30,001 - 40,000 CZK (13 %)

40,001 CZK and more (45 %)

#### According to place of residence

less than 999 residents (14 %)

1,000 - 4,999 residents (23 %)

5,000 - 19,999 residents (15 %)

20,000 - 99,999 residents (23 %)

100,000 residents and more (26 %)

source:

\*Media projekt, Unie vydavatelů – AKA, Median – STEM/MARK, 4rd Q 2020 – 1st Q 2021

\*\*ABC Czech Republic, October 2020 - March 2021

## DNES+TV Magazine



**Readership: 545,000\***

**Paid circulation: 164,049\*\***

The DNES+TV magazine is distributed within the Thursday edition of the MF DNES newspaper. It is the social magazine for all generations. Editors of the DNES+TV magazine are interviewing interesting people or bringing popular social issues to the readers every week.

The important part of the magazine is television program. Thanks to it, the Thursday edition of the MF DNES is the most read in the week.

### STRUCTURE OF READERS:

#### According to socio-economical class of population

68 % readers from the quality classes (ABC)

48 % readers from the top classes (AB)

#### According to NET household income

20,001 - 30,000 CZK (16 %)

30,001 - 40,000 CZK (17 %)

40,001 CZK and more (39 %)

#### According to place of residence

less than 999 residents (13 %)

1,000 - 4,999 residents (24 %)

5,000 - 19,999 residents (15 %)

20,000 - 99,999 residents (21 %)

100,000 residents and more (27 %)

source:

\*Media projekt, Unie vydavatelů – AKA, Median – STEM/MARK, 4rd Q 2020 – 1st Q 2021

\*\*ABC Czech Republic, October 2020 - March 2021

## Pátek LN Magazine



**Readership: 205,000\***

**Paid circulation: 35,830\*\***

The last working day in the week the Lidové noviny daily is issued with the Pátek LN supplement. In this magazine the emphasis is given to the quality content and original topics.

Since November 21st, the magazine Pátek LN has the new design. Even the content has been changed. We asked personalities from czech cultural scene and scholars to write for our readers. Eg.:Tomáš Halík, Cyril Höschl, Olga Sommerová and others have agreed.

### STRUCTURE OF READERS:

#### According to socio-economical class of population (ABCDE)

64 % readers from the quality classes(ABC)

45 % readers from the top classes (AB)

#### According to NET household income

20,001 - 30,000 CZK (20 %)

30,001 - 40,000 CZK (12 %)

40,001 CZK and more (42 %)

#### According to place of residence

less than 999 residents (17 %)

1,000 - 4,999 residents (18 %)

5,000 - 19,999 residents (12 %)

20,000 - 99,999 residents (21 %)

100,000 residents and more (32 %)

source:

\*Media projekt, Unie vydavatelů – AKA, Median – STEM/MARK, 4rd Q 2020 – 1st Q 2021

\*\*ABC Czech Republic, October 2020 - March 2021



## Víkend DNES Magazine



**Readership: 338,000\***

**Paid circulation: 92,305\*\***

**Readers find the magazine** Víkend DNES in Saturday`s issue of the MF DNES newspaper.

It brings articles about history, nature, crime and popular science. There is enough reading for the whole weekend in the magazine.

### **STRUCTURE OF READERS:**

#### **According to socio-economical class of population (ABCDE)**

67 % readers from the **quality** classes (ABC)

48 % readers from the top classes (AB)

#### **According to NET household income**

20,001 - 30,000 CZK (18 %)

30,001 - 40,000 CZK (16 %)

40,001 CZK and more (40 %)

#### **According to place of residence**

less than 999 residents (14 %)

1,000 - 4,999 residents (20 %)

5,000 - 19,999 residents (16 %)

20,000 - 99,999 residents (24 %)

100,000 residents and more (25 %)

source:

\*Media projekt, Unie vydavatelů – AKA, Median – STEM/MARK, 4rd Q 2020 – 1st Q 2021

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## Top reach of the City life magazine



**Readership: 91,000\***

City Life is a magazine about the elegant side of life in the modern city. It is the best guide of every stylish Prague visitor and resident.

The magazine offers exclusive interviews with remarkable personalities from the field of fashion, business, art and culture. Insight into the known and unknown Prague exquisite buildings, great photos. We bring up-to-date topics such as fashion, jewellery, art, personal finance, modern housing and travel.

In the section „Business lunch“ top businessmen tell us about their favourite restaurants for their business breakfasts, lunches and dinners.

City life is inserted in the Prague area edition of MF DNES on last Friday of the month.

### Readership

City Life:	76,000
Proč ne?!	30,000
Elle:	48,000

### Readers from top socio-economic class (A)

City Life:	35,000
Proč ne?!	20,000
Elle :	14,000

### Readers with university education

City Life:	35,000
Proč ne?!	19,000
Elle :	13,000

### Readers with powers to take decisions

City Life:	25,000
Proč ne?!	19,000
Elle :	10,000

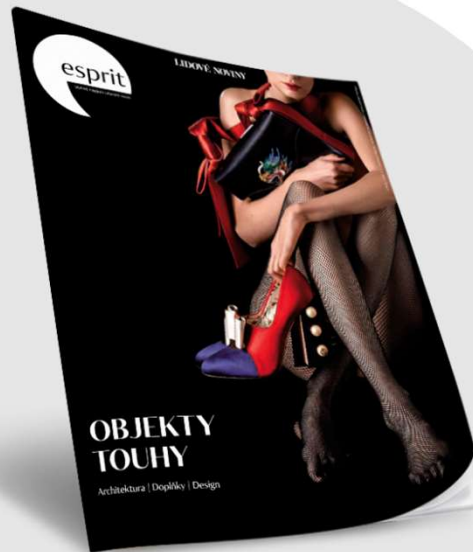
source:

\*Media projekt, Unie vydavatelů – AKA, Median – STEM/MARK, 4rd Q 2020 – 1st Q 2021

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data of supplement's parent MF DNES (City Life), Lidové noviny (Esprit) and Hospodářské noviny (Proč ne?!) in Prague city area

## Quality reach of the Esprit Magazine



**Readership: 163,000\***

**Paid circulation: 24,949\*\***

Esprit is a lifestyle monthly supplement of Lidové noviny, the oldest Czech newspaper.

Lidové noviny is the daily read by well educated people, who belong to the middle or top socioeconomic class. Esprit is dedicated to the economically active, in the age between 30-50 years. People with modern lifestyle, who like brands. They are not only consumers, they have also interest in culture and have many hobbies.

Esprit is inserted in the nationwide edition of Lidové noviny on first Wednesday of the month.

### Readership

Esprit:	163,000
Proč ne?!	162,000
Elle :	128,000

### Readers from top socio-economic classes (AB)

Esprit:	96,000
Proč ne?!	79,000
Elle:	48,000

### Readers with university education

Esprit :	162,000
Proč ne?!	114,000
Elle:	78,000

### Readers from big cities (100 000 residents and more)

Esprit :	67,000
Proč ne?!	45,000
Elle:	59,000

source:

\*Media projekt, Unie vydavatelů – AKA, Median – STEM/MARK, 4rd Q 2020 – 1st Q 2021

\*\*ABC Czech Republic, October 2020 - March 2021

## Weekly news magazine



**Readership: 225,000\***

**Paid circulation: 51,558\*\***

The **TÉMA** magazine is a weekly published by Mafra, which eliminates the boundaries between news and current affairs magazines. It reports not only credibly but also 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.

### **STRUCTURE OF READERS:**

#### **According to socio-economical class of population (ABCDE)**

67 % readers from the quality classes (ABC)

49 % readers from the top classes (AB)

#### **According to NET household income**

20 001 - 30 000 CZK (16 %)

30 001 - 40 000 CZK (14 %)

40 001 CZK and more (33 %)

#### **According to place of residence**

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1 000 - 4 999 residents (21 %)

5 000 - 19 999 residents (17 %)

20 000 - 99 999 residents (16 %)

100 000 residents and more (37 %)

source:

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## Automobile magazine Speed



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