media group mafra

MAFRA Print Portfolio

February - May 2026

Leading Print Media House in the Czech Republic

DAILIES

MARKET LEADERSHIP ACROSS KEY SEGMENTS

#1 National Quality Daily

#1 News Weekly Segment

#1 TV Guide Segment

Strong Mass Women's Weekly Segments Presence

Nationwide distribution

Strong urban and decision-maker reach

AUDIENCE POWER & COVERAGE

Broad cross-generational reach (18–60+)

Strong Women 25–59 penetration

High share of urban ABC1 readers

Balanced mix: news · lifestyle · entertainment · TV · hobby

Trusted brands with loyal readership base

MF DNES

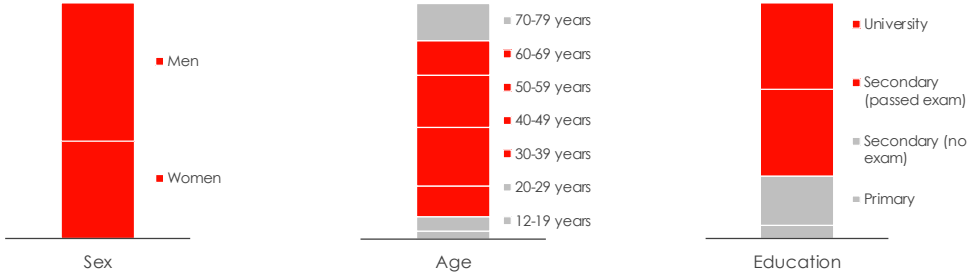


Readership: 367,000*
Print Run: 74,000**

The leading national quality daily delivering unmatched credibility and nationwide reach.

Daily Monday - Saturday

Audience: Higher-educated readers, above-average income



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

Metro

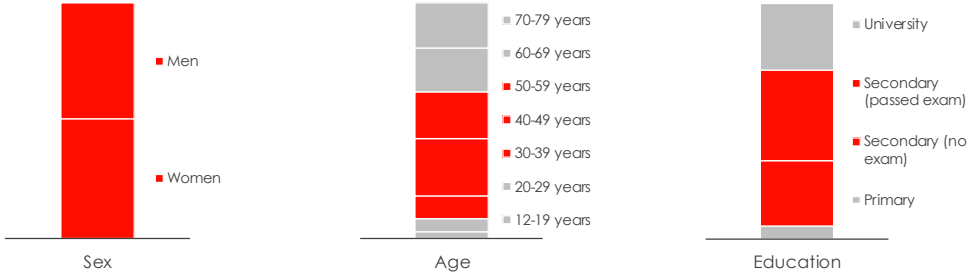


Readership: 280,000*
Print Run: 232,000**

The strong free daily with dominant urban distribution.

Daily Monday - Friday

Audience: Urban readers in regional and district cities



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

MAGAZINES OF DAILIES

Ona DNES

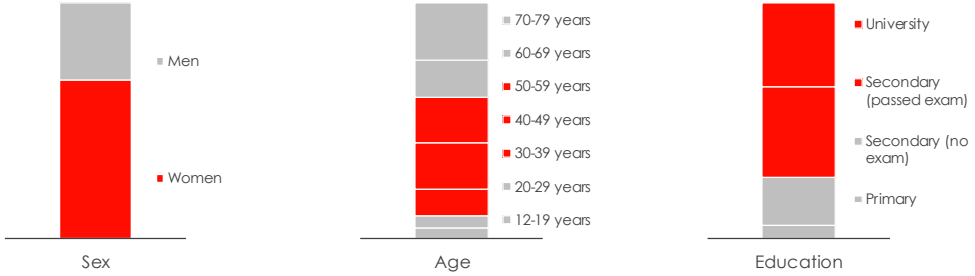


Readership: 206,000*
Circulation: 65,000**

A leading women's weekly supplement combining fashion, lifestyle and practical inspiration.

Weekly (Monday supplement)

Audience: Women aged 40–59



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

Magazín DNES+TV

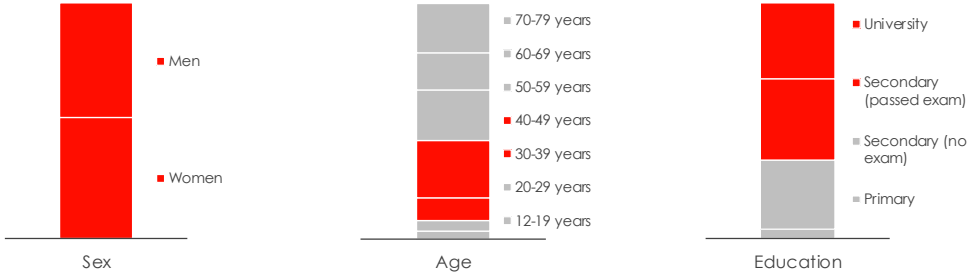


Readership: 390,000*
Circulation: 148,000**

The strongest Thursday issue driving peak weekly readership performance.

Weekly (Thursday supplement)

Audience: Higher-educated, above-average income



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

Speciál DNES

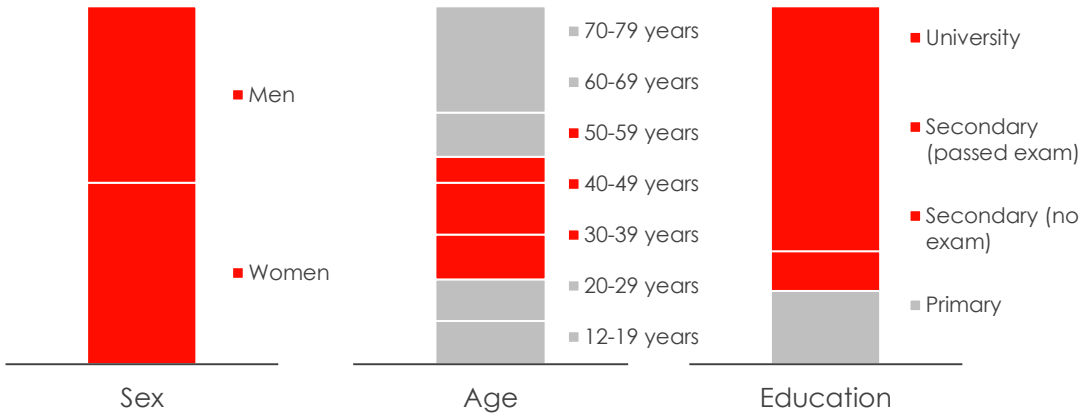


Readership: 113,000*
Circulation: 53,000**

A high-value Friday supplement covering finance, health and family topics.

Weekly (Friday supplement)

Audience: Multi-member households, above-average income



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

Víkend DNES

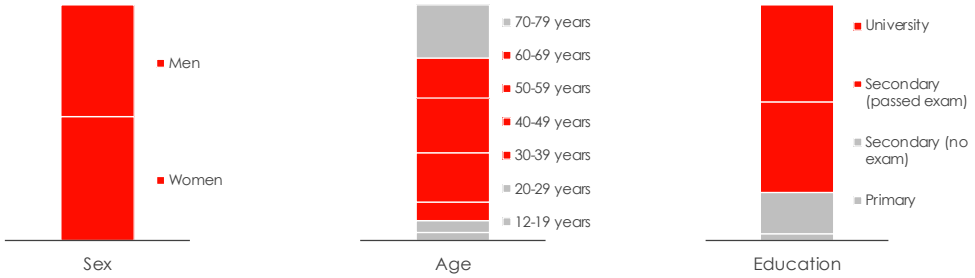


Readership: 190,000*
Circulation: 78,000**

A premium weekend reading environment with strong engagement.

Weekly (Saturday supplement)

Audience: Higher-educated regional readers



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

Lidové noviny ORIENTACE

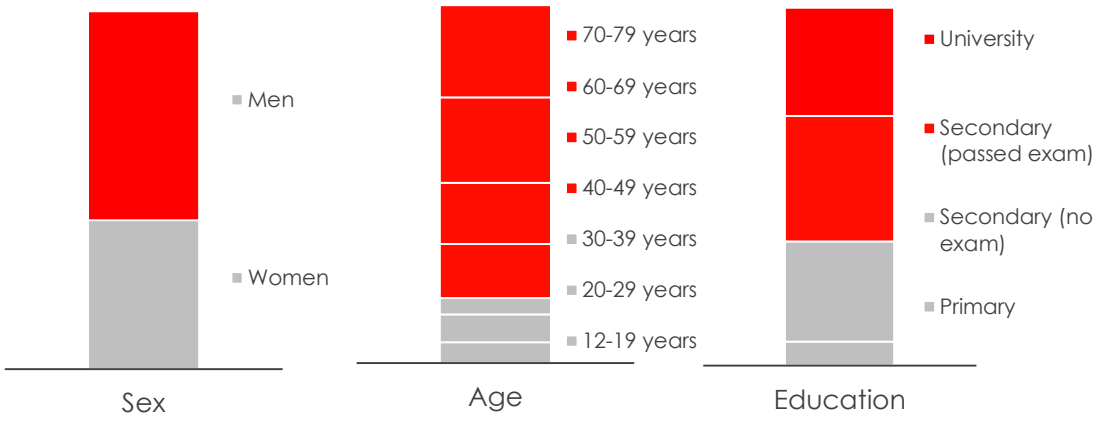


Readership: 109,000*
Circulation: 78,000**

A cultural and intellectual supplement targeting decision-makers.

Weekly (Saturday supplement)

Audience: University-educated, decision-making positions



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

Esprit

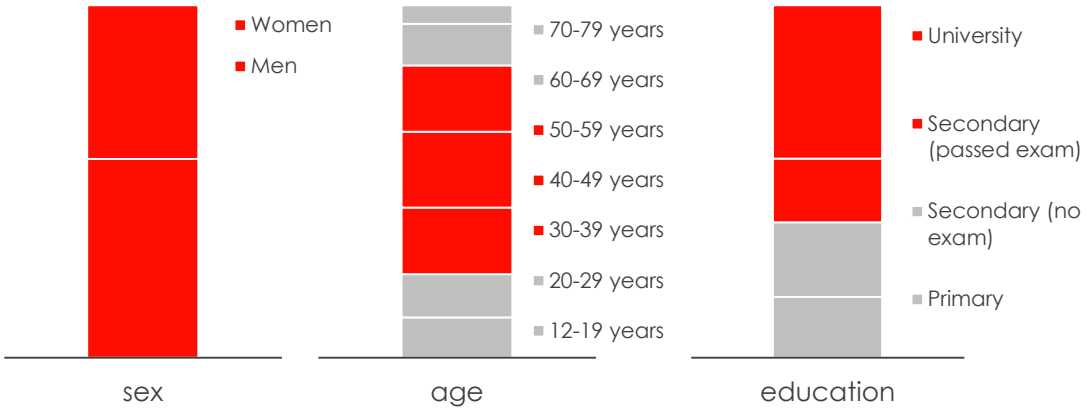


Readership: 77,000*
Circulation: 52,000**

A stylish premium insert reaching culturally oriented urban readers.

14× per year (Tuesday insert)

Audience: University-educated, aged 40–59



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025
** circulation data based on newpaper where the supplement is inserted in

NEWS WEEKLY

Téma

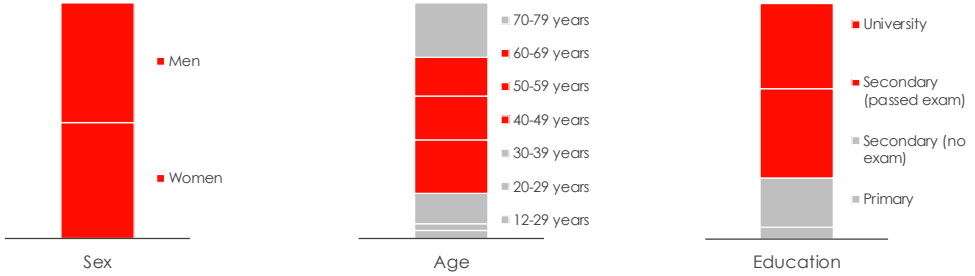


Readership: 177,000*
Print run: 50,000**

A best-selling Czech broad-interest weekly covering lifestyle, health, technology, travel and automotive topics. Features interviews, in-depth reports and prominent personalities from science, culture and sport.

Weekly

Audience: Urban, mid-to-higher education



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

WOMEN‘S WEEKLIES

Chvilka pro tebe

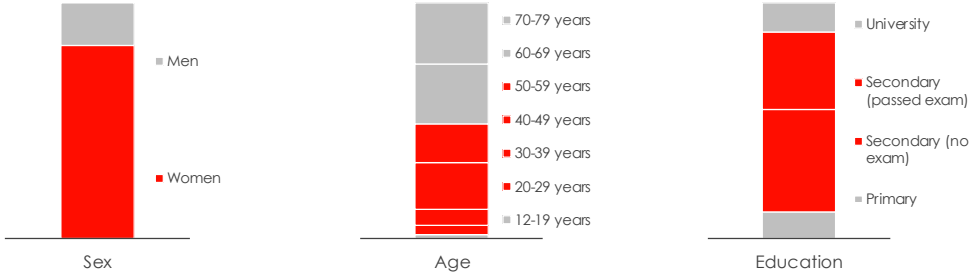


Readership: 236,000*
Sold Copies: 37,000**

A strong mass women's weekly with highly loyal and stable readership.

Weekly

Audience: Women aged 35–59



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

Tina

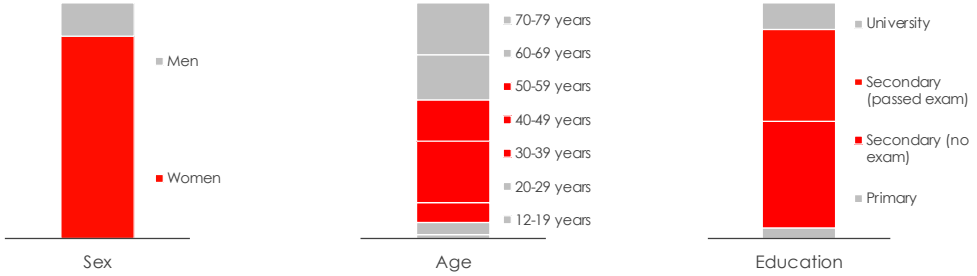


Readership: 143,000*
Sold Copies: 35,000**

A modern women's weekly delivering practical lifestyle inspiration.

Weekly

Audience: Women aged 35–59



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

LIFESTYLE & PREMIUM WOMEN

Žena a život

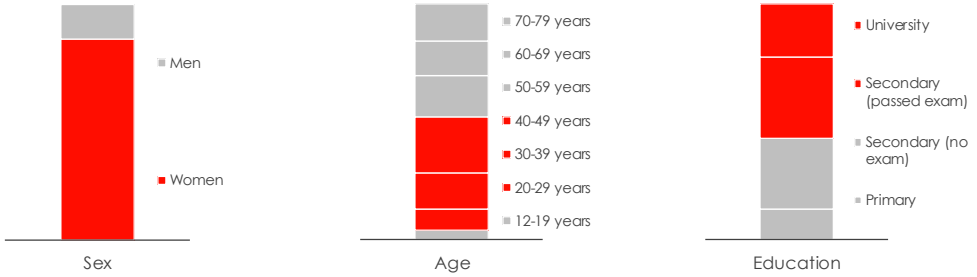


Readership: 197,000*
Sold Copies: 16,000**

A leading bi-weekly lifestyle title blending global trends with local relevance.

Bi-weekly

Audience: Women aged 35–49



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

Cosmopolitan

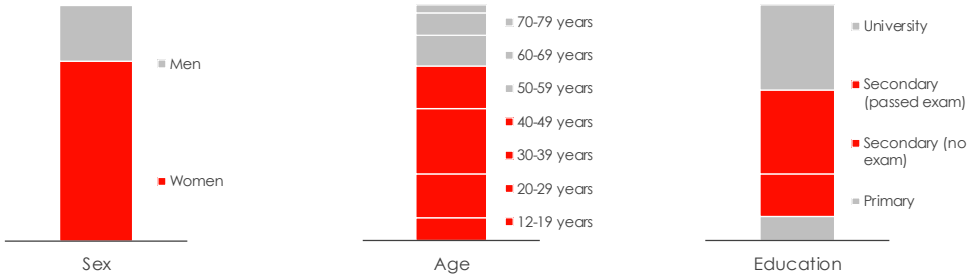


Readership: 135,000*
Sold Copies: 9,000**

The iconic global brand for confident young women in the Czech market.

Monthly

Audience: Women aged 18–40, mid-to-high income



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

Harper's BAZAAR

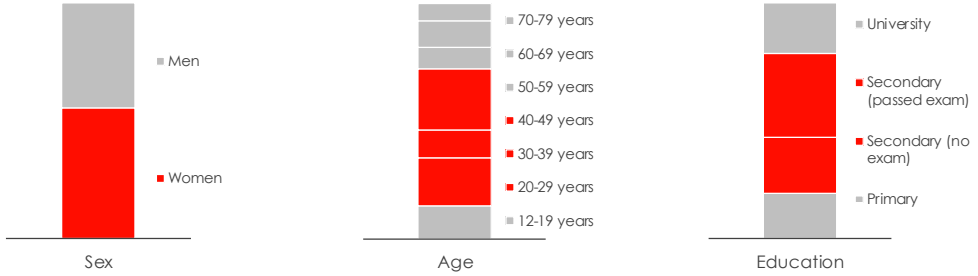


Readership: 84,000*
Sold Copies: 10,000**

The most prestigious fashion authority in the Czech Republic.

Monthly

Audience: Women aged 35–49, higher income



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

ENTERTAINMENT & CELEBRITY WEEKLIES

Rytmus života

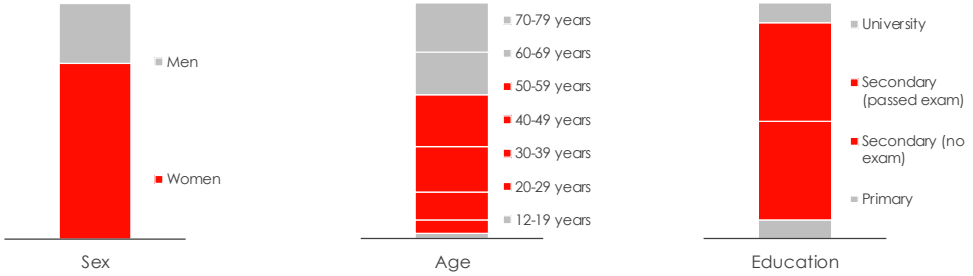


Readership: 248,000*
Sold Copies: 69,000**

The market-leading celebrity weekly with dominant female reach.

Weekly

Audience: Women aged 30–59



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

Pestrý svět

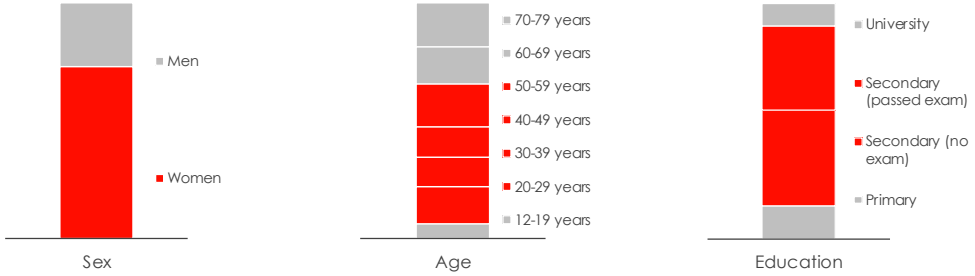


Readership: 137,000*
Sold Copies: 44,000**

A strong-performing celebrity weekly delivering exclusive showbiz content.

Weekly

Audience: Women aged 35–59



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

Hvězdy jako na dlani



Circulation: 40,000*

A monthly celebrity portrait title with stable mature readership.

Monthly

Audience: Women aged 45+

*Data source: MAFRA, 2025

Retro

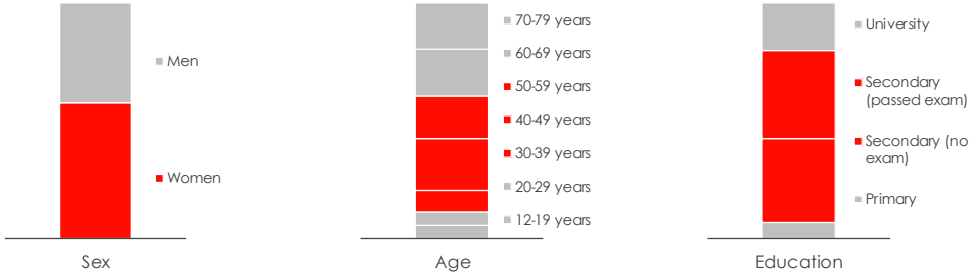


Readership: 140,000*
Sold Copies: 38,000**

The leading retro-themed celebrity monthly with nostalgic appeal.

Monthly

Audience: Women aged 39–59



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

TV GUIDES

TV Max

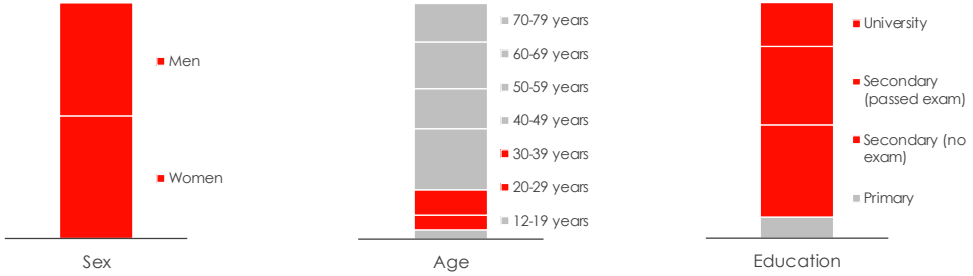


Readership: 392,000*
Sold Copies: 162,000**

The best-selling TV guide dominating the Czech program segment.

Bi-weekly

Audience: Adults aged 30–49



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

Týdeník Televize

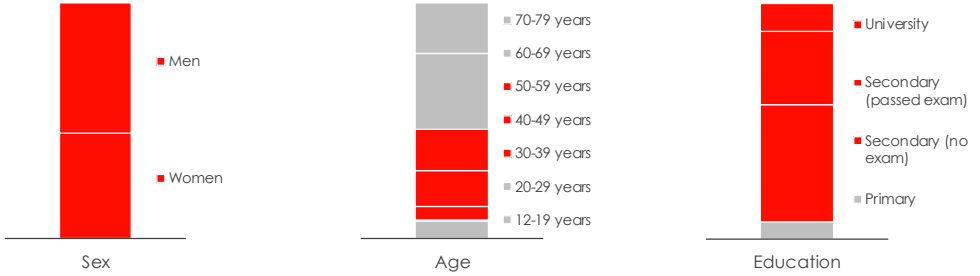


Readership: 141,000*
Sold Copies: 39,000**

A long-established weekly TV guide with nationwide distribution.

Weekly

Audience: Adults aged 30–59



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

TV Revue

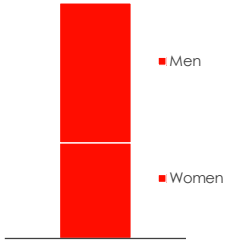


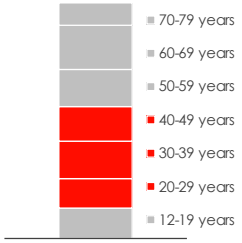
Readership: 98,000*
Sold Copies: 27,000**

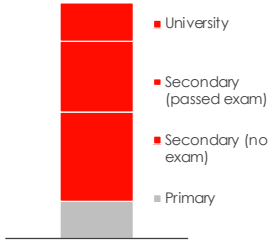
A bi-weekly TV program guide covering 49 key channels.

Bi-weekly

Audience: Adults aged 30–49







*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

TV Plus14

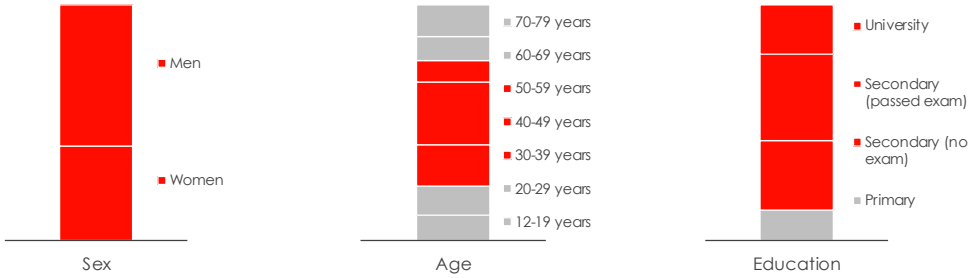


Readership: 108,000*
Sold Copies: 42,000**

A compact bi-weekly TV guide with strong mid-age readership.

Bi-weekly

Audience: Adults aged 30–59



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

FAMILY & KIDS

Luštění pro děti



Circulation: 15,000*

An educational puzzle magazine supporting early childhood development.

Bi-monthly

Audience: Children aged 4–8

*Data source: MAFRA, 2025

INTEREST & HOBBY

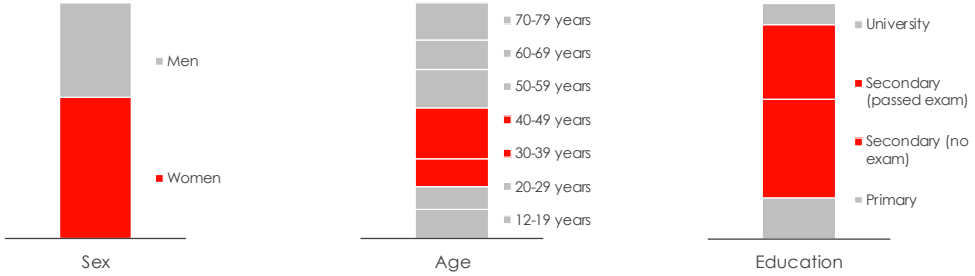
Chvilka v kuchyni



Readership: 112,000*
Sold Copies: 16,000**

A recipe-focused monthly driven by reader engagement.

Frequency: monthly



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

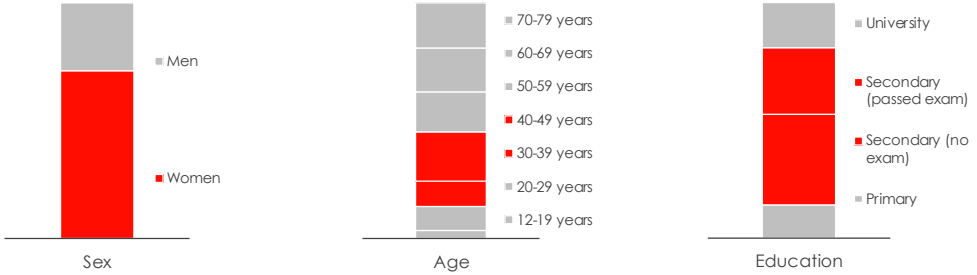
Chvilka pro luštění



Readership: 169,000*
Sold Copies: 28,000**

One of the strongest crossword monthlies in the Czech market.

Frequency: monthly



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

Chvilka pro relax



Circulation: 25,000*

A quarterly puzzle special with strong repeat purchase rate.

Frequency: quarterly

*Data source: MAFRA, 2025

Vaříme krok za krokem



Circulation: 25,000*

A practical cooking monthly with step-by-step recipes.

Frequency: monthly

*Data source: MAFRA, 2025

Retro kuchařka



Circulation: 30,000*

A nostalgic cooking quarterly targeting mature women.

Frequency: quarterly

*Data source: MAFRA, 2025

STORY MAGAZINES

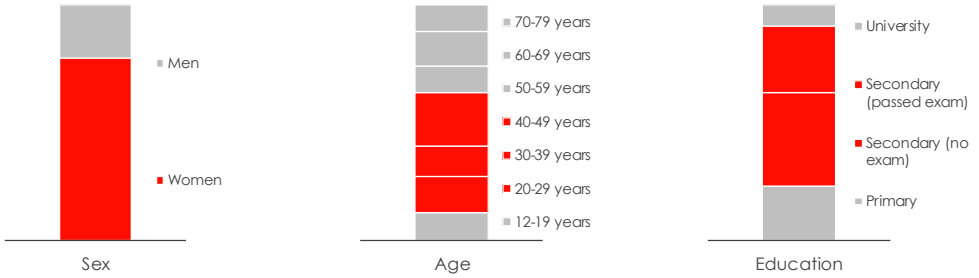
Čas na lásku



Readership: 84,000*
Sold Copies: 15,000**

A bi-weekly romance title with stable mass readership.

Frequency: bi-weekly



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

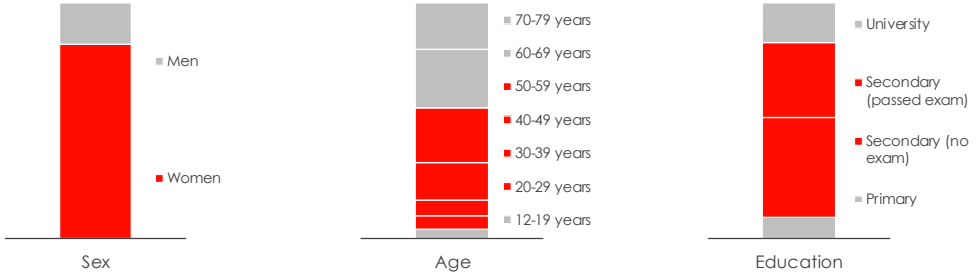
Napsáno životem



Readership: 136,000*
Sold Copies: 25,000**

A strong-performing real-life story weekly.

Frequency: bi-weekly



*Data source: Media projekt, Czech Publishers´ Association – ASMEA, Median – STEM / MARK, 2025 Q1 – Q4; ** Data source: ABC CR Jan– Dec 2025

Why Partner With MAFRA

- Market-leading print brands
- Nationwide reach
- Strong female penetration
- Trusted editorial environments
- Stable and loyal readership
- Proven advertising platform

Contact



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