

# CNC<sup>7</sup> ONLINE PORTFOLIO 2020

7

# CZECH NEWS CENTER THE WHOLE PORTFOLIO FORMS



4

Newspapers



45

Magazines  
and  
Specials



40

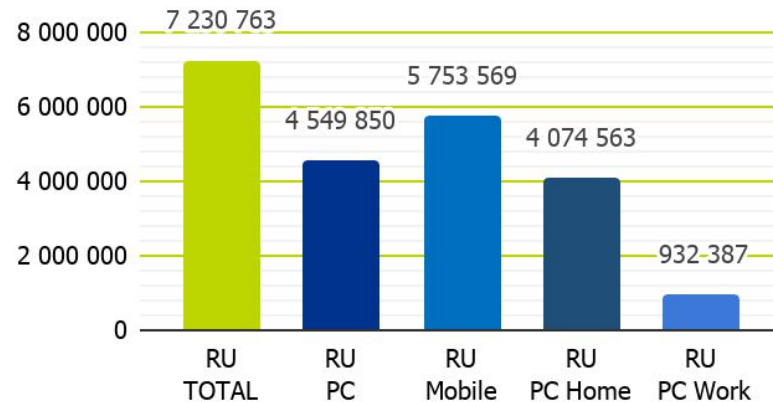
Websites

## NUMBER OF REAL USERS BY PLATFORM

**CZECH NEWS CENTER** a. s. Is one of the most powerful media houses on the Czech market, reaching almost **3.5 million readers** and almost **7 million internet visitors**.

Tens of thousands of other users use **digital products**, CNC applications and attend our **events**. CNC titles are regularly placed in the charts of the most popular magazines.

Other successful projects include BLESK mobil - the strongest virtual operator in the country, BLESK wallet - the first rechargeable payment card in the Czech Republic and BLESK energy - an economical gas and electricity supplier. The company also operates printers called **CZECH PRINT CENTER a.s.**



Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020

# OUR AND REPRESENTED WEB SITES I

Blesk.cz



Blesk.cz/zpravy



E15.cz



info.cz



Finexpert.cz



Reflex.cz



Ahaonline.cz



Zeny.cz



Mojezdravi.cz



Maminka.cz



Supermamy.cz



Mimibazar.cz



Dama.cz



Recepty.cz



Bleskprozeny.cz



# OUR AND REPRESENTED WEB SITES II



iSport.cz



Hokej.cz



Sparta.cz



Auto.cz



Autorevue.cz



FISport.cz



MotoGPSport.cz



Nhl.cz



Zive.cz



Mobilmania.cz



Doupě.cz



DIGIarena.cz



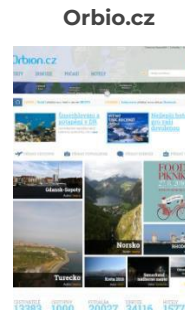
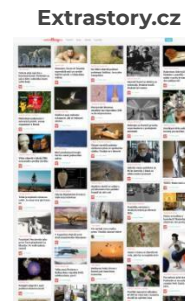
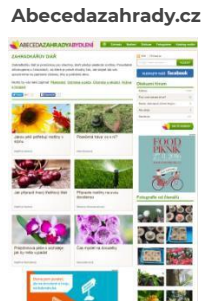
AVMania.cz



Connect.cz



# OUR AND REPRESENTED WEB SITES III



# WEBSITES INDIVIDUALLY

Number of visits, sociodemography and reader structure

Blesk.cz | AHA! | E15.cz | Info.cz | iSport.cz | Auto.cz | Recepty.cz

Blesk pro ženy | Živě.cz | Reflex.cz | vice-  
 Registrovat Přihlásit Kalkulačky Dobrý výrobek

**BLESK.CZ** 8. říjen 2019 Svátek slavi Věra, zítřka Štefan / Sára  
 Síla na vaší straně **CELEBRITY ZPRÁVY SPORT** TV HOROSKOP

REGIONY TLAPKY TV BLESK ZDRAVÍ CESTOVÁNÍ BYDLENÍ RÁDEK FOTOGALERIE

**BRÁZILSKÁ POLICE ZADRŽELA MATKU 3 BĚTÍ Z ČESKA NA VÝHODNĚ**  
**LUČIE S DCEROU (2) PAŠOVALA KOKAIN!**  
 DROGY PŘY UKRYLA DO OBRAZU A ŠACHOVNICE

**ČESKÉ CELEBRITY**  
 Michal David prozradil: Gott (\*80) před smrtí uspořádal tajnou oslavu!

**PTÁM SE, PANE**  
 Někdo zručen s Gottem dorazí 300 tisíc lidí, Babiš na mši pozvánku zatím nemá

**SPORT**  
 Konečně se slvěkla donaha! Snowboardistka Samková potěšila

**ZPRÁVY CELEBRITY PRO ŽENY SPORT TV - BLESK**

**ČESKÉ CELEBRITY**  
 Zjihlý Jiří Adamec o Gottovi (\*80): Radil se se mnou o porod!

**ČESKÉ CELEBRITY**  
 Morbidní poslední přání Vlasty Chramostové (\*82): "Dárek" pro patolog!

**CELEBRITY**  
 Tohle vám rozjasní den: Karel Gott bilna v autě!

reklama

Blesk.cz. it is no longer just about lifestyle topics, but within the Czech News Center / Active portfolio, it is the largest news site offering the latest news from society, sports and culture, in addition to current domestic, regional and foreign news. There is not missing law and economic service. In addition, the Blesk TV section delivers exclusive video content full of news, cultural and social information.



### Number of visits

4 439 343 RU/month

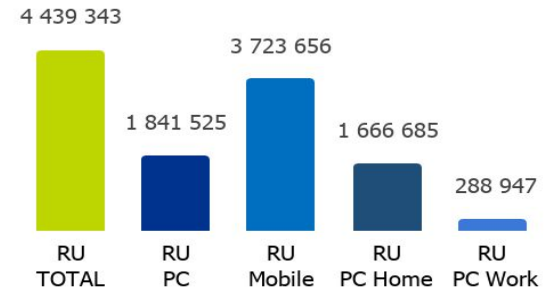
201 764 568 PV/month

1 841 525 RU/month - PC

3 723 656 RU/month - mobile d.

1 666 685 RU/month PC Home.

288 947 RU/month PC Work



### Sociodemography (PC):

Age 20 – 49: 56,0%

Schools: 61,0%

Salary over 25 000 Kč: 55,0%

Social Classification ABC: 65,0%

### Reader structure (PC) by gender:

Men: 50,0%

Women: 50,0%

### Sociodemography (Mobiles):

Age 20 – 49: 67,0%

Schools: 63,0%

Salary over 25 000 Kč: 59,0%

Social Classification ABC: 55,0%

### Reader structure (Mobiles) by gender:

Men: 46,0%

Women: 54,0%

\* new ABCDE socio-economic classification according to Nielsen Atmosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020





„Z útoků na mé děti je mi na zvrácení.“ Babiš po Zemanovu aboliici nestojí



Babiš „zamáží“ kandidaturu na Hrad. A prozradil, jak často chodí k lékaři



Na rozloučení s Gottem dorazí 300 tisíc lidí, Babiš na mši pozvánku zatím nemá



Babiš v Blesku: O Gottovi, rodině, Hradu, důchodech i vašich dotazech



Sobotku „dohnala“ privatizace OKD. Komise podá trestní oznámení na exministrů i Bakalu

**Kurzovní lístek**

**EUR** 25,76 25,84

**USD** 23,43 23,53

**GBP** 28,59 28,73

**Kalkulační**



Lékař: Zrada cukrovky je ta, že často se zjistí náhodně

Britský velvyslanec Archer: Mate stejny humor, jako my, ostatní to o sobě jeri tvrdí

[Další videa](#)

**Právě se stalo**

13:14: „Z útoků na mé děti je mi na zvrácení.“ Babiš po Zemanovu aboliici nestojí

13:08: Nehoda 12 aut zabíjela a státnici DTQ! Před Prahou se tvořily kolony

13:04: Gottova ulice v Ivančicích? Lidé se odporem vzburili!

12:51: Lucii chytili v Brazílii se šavřivý plný kokainu. Zatklí ji i s rumínekem

12:50: Babiš v Blesku



**Number of visits**

**2 338 076 RU/month**

**45 325 473 RU/month**

850 231 RU/month - PC

1 903 060 RU/month - mobile d.

760 338 RU/month PC Home.

137 967 RU/month PC Work

2 338 076



RU TOTAL



RU PC



RU Mobile



RU PC Home



RU PC Work

**Sociodemography (PC):**

Age 20 – 49: 53,0%

Schools: 63,0%

Salary over 25 000 Kč: 56,0%

Social Classification ABC: 64,0%

**Reader structure (PC) by gender:**

Men: 48,0%

Women: 52,0%

**Sociodemography (Mobiles):**

Age 20 – 49: 66,0%

Schools: 66,0%

Salary over 25 000 Kč: 61,0%

Social Classification ABC: 53,0%

**Reader structure (Mobiles) by gender:**

Men: 44,0%

Women: 56,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

*Blesk NEWS is the largest news section of the Blesk.cz website. It is a portal focused primarily on political, economic and social events in the Czech Republic and the world. You can also find comments, analyzes and the Weather section.*



*Reflex.cz complements and expands the scope of the prestigious social weekly Reflex. The popular online version offers interesting facts and themes from both the world and home, viewed from an unusual point of view. There are both current insights of long-term authors and collaborators of the magazine, as well as space for journalistic hopes of the younger generation. The website also includes the Lidé a Země section inspired by its printed form.*

# REFLEX

## Number of visits

**2 755 092 RU/month**

**31 115 959 PV/month**

1 207 286 RU/month - PC

2 118 356 RU/month - mobile d.

760 338 RU/month PC Home.

197 875 RU/month PC Work

2 755 092



RU  
TOTAL

1 207 286



RU  
PC

2 118 356



RU  
Mobile

760 338



RU  
PC Home

197 875



RU  
PC Work

## Sociodemography (PC):

Age 20 – 49: 50,0%

Schools: 64,0%

Salary over 25 000 Kč: 56,0%

Social Classification ABC: 65,0%

## Reader structure (PC) by gender:

Men: 60,0%

Women: 40,0%

## Sociodemography (Mobiles):

Age 20 – 49: 66,0%

Schools: 65,0%

Salary over 25 000 Kč: 64,0%

Social Classification ABC: 58,0%

## Reader structure (Mobiles) by gender:

Men: 55,0%

Women: 45,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

**LIDÉ A ZEMĚ**

The screenshot shows the E15.cz website interface. At the top, there is a navigation menu with links to various sections like 'AutoRevue.cz', 'Info.cz', 'Reflex.cz', etc. The main header features the E15.cz logo and several news headlines. Below the headlines, there are sections for 'Flash' (short news items), 'Zahraničí' (international news), and 'Nobelovu cenu za fyziku získal "tvůrce" snímku vesmíru a objevitelé první esoplanety'. A financial data section at the bottom displays various market indices like CZK-EUR, DAX, and Bitcoin.

E15.cz is one of the five largest websites in the Czech Republic focused exclusively on economics, finance and law. In addition, it brings daily news from the field of business, politics and technological news. The website also includes a FinExpert section, which focuses on finance in personal life.

# E15.cz

## Number of visits

1 554 276 RU/month

9 726 127 PV/month

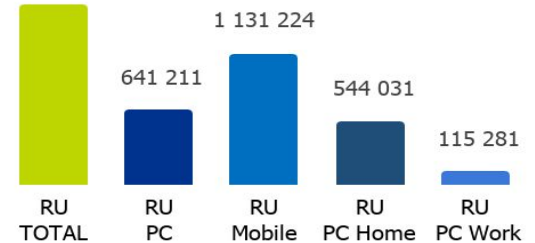
641 211 RU/month - PC

1 131 224 RU/month - mobile.d.

544 031 RU/month PC Home.

115 281 RU/month PC Work

1 554 276



## Sociodemography (PC):

Age 20 – 49: 62,0%

Schools: 71,0%

Salary over 25 000 Kč: 59,0%

Social Classification ABC: 73,0%

## Reader structure (PC) by gender:

Men: 57,0%

Women: 43,0%

## Sociodemography (Mobiles):

Age 20 – 49: 60,0%

Schools: 61,0%

Salary over 25 000 Kč: 60,0%

Social Classification ABC: 53,0%

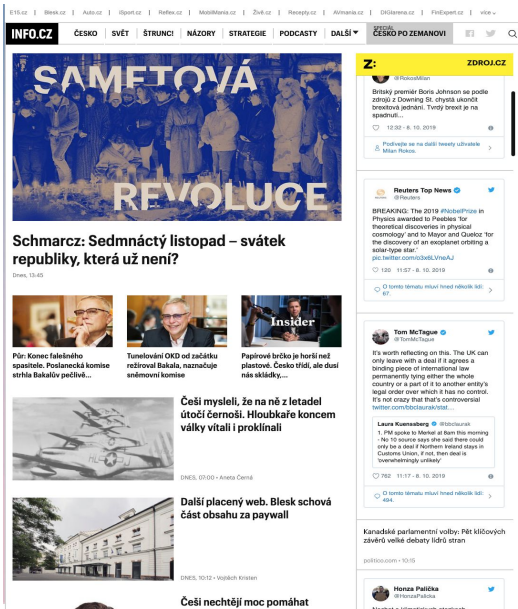
## Reader structure (Mobiles) by gender:

Men: 55,0%

Women: 45,0%

\* new ABCDE socio-economic classification according to Nielsen AdSphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020



Info.cz is the third largest news portal CNC, dedicated to the most important events not only in politics and business. It brings new insights, analyzes and comments that complement the standard news updates. Emphasis is placed not only on the content itself, but also visual processing, which is not similar to competing projects.

## INFO.CZ

### Number of visits

452 983 RU/month

1 662 455 PV/month

126 485 RU/month - PC

372 395 RU/month - mobile d.

109 894 RU/month PC Home.

19 455 RU/month PC Work

### Sociodemography (PC):

Age 20 – 49: 55,0%

Schools: 68,0%

Salary over 25 000 Kč: 58,0%

Social Classification ABC: 71,0%

### Reader structure (PC) by gender:

Men: 69,0%

Women: 31,0%

452 983



RU  
TOTAL

126 485



RU  
PC

372 395



RU  
Mobile

109 894



RU  
PC Home

19 455



RU  
PC Work

### Sociodemography (Mobiles):

Age 20 – 49: 59,0%

Schools: 74,0%

Salary over 25 000 Kč: 67,0%

Social Classification ABC: 48,0%

### Reader structure (Mobiles) by gender:

Men: 65,0%

Women: 35,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020





Prozeny.blesk.cz is a lifestyle website for women with topics such as beauty, fashion, health, weight loss and VIP personalities. All this in the form of news, stories, photo galleries and videos. The site also includes unique sections such as horoskopy.blesk.cz, which offer the widest and most comprehensive astro offer with the possibility of individual access, popular portals such as recepty.cz, section blesk.cz/bydleni and a site dedicated primarily to family and children supermamy.maminka.cz



### Number of visits

1 596 564 RU/month

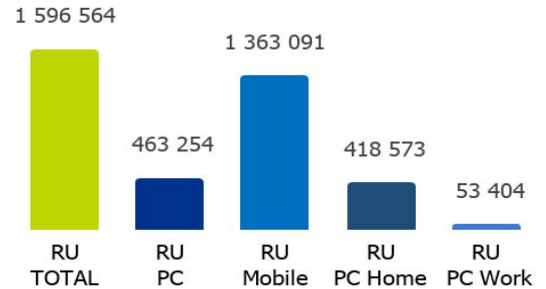
13 897 956 PV/month

463 254 RU/month - PC

1 363 091 RU/month - mobile d.

418 573 RU/month PC Home.

53 404 RU/month PC Work



### Sociodemography (PC):

Age 20 – 49: 51,0%

Schools: 65,0%

Salary over 25 000 Kč: 54,0%

Social Classification ABC: 67,0%

### Reader structure (PC) by gender:

Men: 36,0%

Women: 64,0%



### Sociodemography (Mobiles):

Age 20 – 49: 63,0%

Schools: 66,0%

Salary over 25 000 Kč: 60,0%

Social Classification ABC: 50,0%

### Reader structure (Mobiles) by gender:

Men: 37,0%

Women: 63,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020

*Discussion portal for women, one of the oldest Czech web magazines ever. The site is popular mainly because of its family atmosphere, which users maintain among themselves. It is the third largest women's magazine in the CNC portfolio. The portal also includes the Garden and Housing section, which is named abecedazahrady.dama.cz*

# Dama.cz

## Number of visits

934 899 RU/month

8 569 141 PV/month

294 263 RU/month - PC

714 841 RU/month - mobile d.

267 649 RU/month PC Home.

29 673 RU/month PC Work

934 899



RU  
TOTAL

294 263



RU  
PC

714 841



RU  
Mobile

267 649



RU  
PC Home

29 673



RU  
PC Work

## Sociodemography (PC):

Age 20 – 49: 47,0%

Schools: 63,0%

Salary over 25 000 Kč: 55,0%

Social Classification ABC: 67,0%

## Reader structure (PC) by gender:

Men: 35,0%

Women: 65,0%

## Sociodemography (Mobiles):

Age 20 – 49: 62,0%

Schools: 67,0%

Salary over 25 000 Kč: 58,0%

Social Classification ABC: 50,0%

## Reader structure (Mobiles) by gender:

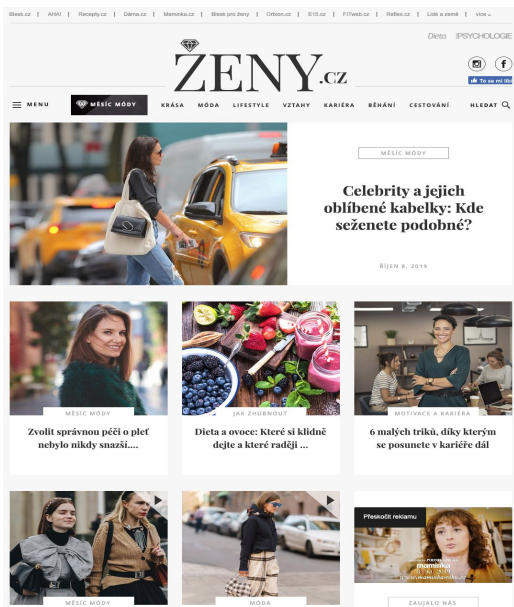
Men: 28,0%

Women: 72,0%

\* new ABCDE socio-economic classification according to Nielsen Adsmphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020





*Lifestyle portal for women who are not afraid to move the world. Focused on lifestyle, beauty, fashion, design, career. It brings inspiration to its realization, active life and its fulfillment. You can also find selected articles from printed magazines Dieta and Moje Psychologie on the web.*

# ŽENY.cz

## Number of visits

**520 822 RU/month**

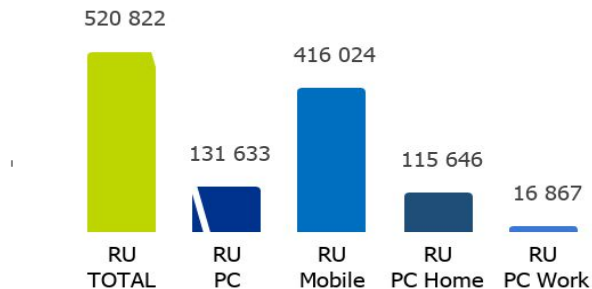
**3 127 287 PV/month**

131 633 RU/month - PC

416 024 RU/month - mobile d.

115 646 RU/month PC Home.

16 867 RU/month PC Work



## Sociodemography (PC):

Age 20 – 49: 50,0%

Schools: 61,0%

Salary over 25 000 Kč: 50,0%

Social Classification ABC: 61,0%

## Reader structure (PC) by gender:

Men: 29,0%

Women: 71,0%

## Sociodemography (Mobiles):

Age 20 – 49: 62,0%

Schools: 67,0%

Salary over 25 000 Kč: 58,0%

Social Classification ABC: 50,0%

## Reader structure (Mobiles) by gender:

Men: 45,0%

Women: 55,0%

PSYCHOLOGIE **Dieta**

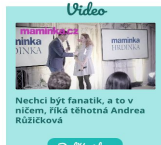
\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020



**Opravdu potřebujete v těhotenství listovku či další doplňky stravy?**

Dnes 6:00



Další videa



**Očkování**  
Lékařka: Nemoci nejsou vymýcené, držíme je pod kontrolou očkováním  
5. 10. 2019



**Kojenec**  
Zahodte tabulky a vyčkejte, až se dítě posadí samo. Vyplatí se to!  
Dnes 10:44



**Váš domov**  
Zapomněte na figurky z dříví a vytvořte si opravdové podzimní dekorace  
Dnes 9:29

**MALL.CZ**

**PRVNÍ A JEDINÁ BEBA COMFORT HM-O**

Beba Comfort 2 HM-O

**BEBA COMFORT**

**299 Kč/ks** při koupi 6 ks

Více zde

It is the second largest magazine website for parents in the Czech Republic, focusing primarily on future mothers and mothers of children under 6 years of age. Offers counseling and discussion groups. It uses a wide background of reliability from among renowned experts. It brings advice from other parents and specialized articles for all who care and love their children. Every year there is an event in the form of the choice of Mother of the Year, available at maminkaroku.maminka.cz

# maminka



## Number of visits

**643 610 RU/month**

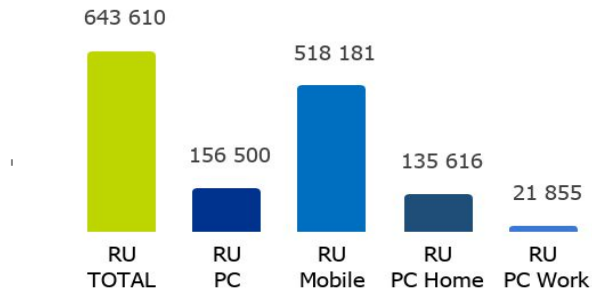
**8 010 075 PV/month**

156 500 RU/month - PC

518 181 RU/month - mobile d.

135 616 RU/month PC Home.

21 855 RU/month PC Work



## Sociodemography (PC):

Age 20 – 49: 62,0%

Schools: 73,0%

Salary over 25 000 Kč: 57,0%

Social Classification ABC: 73,0%

## Reader structure (PC) by gender:

Men: 29,0%

Women: 71,0%



## Sociodemography (Mobiles):

Age 20 – 49: 75,0%

Schools: 69,0%

Salary over 25 000 Kč: 56,0%

Social Classification ABC: 53,0%

## Reader structure (Mobiles) by gender:

Men: 26,0%

Women: 74,0%

\* new ABCDE socio-economic classification according to Nielsen Atmosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020





*The third largest community site focused on moms and pregnant women. In addition to the classic bazaar, you will find reviews, blogs, discussions, recipes and life experiences. Women are very active here and spend a lot of time here.*

# mimibazar.cz

## Number of visits

997 720 RU/month

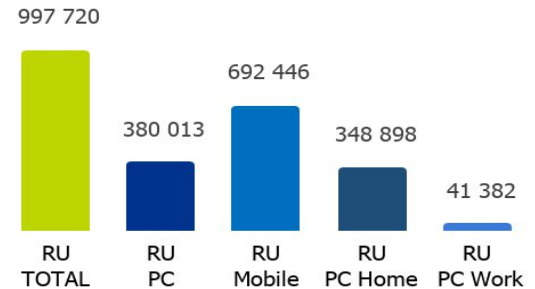
20 982 362 PV/month

380 013 RU/month - PC

692 446 RU/month - mobile d.

348 898 RU/month PC Home.

41 382 RU/month PC Work



## Sociodemography (PC):

Age 20 – 49: 56,0%

Schools: 61,0%

Salary over 25 000 Kč: 50,0%

Social Classification ABC: 67,0%

## Reader structure (PC) by gender:

Men: 25,0%

Women: 75,0%

## Sociodemography (Mobiles):

Age 20 – 49: 74,0%

Schools: 68,0%

Salary over 25 000 Kč: 61,0%

Social Classification ABC: 58,0%

## Reader structure (Mobiles) by gender:

Men: 21,0%

Women: 79,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020

Super mamy - Zdraví a nemoci

### Zdraví a nemoci

**Pozor, sedí vaše dítě mezi patami? Odnaučte ho to, ničí si zdraví**



Když roční dítě sedí mezi patami tak, že zaujímají polohu jako písmeno "w", není to ideální, ale dá se doúfkat, že z toho vyroste. Ale pokud tak při hře i jiný sedí dítě dvouleté a starší, je to špatně, protože to ohraničuje jeho budoucí motorický vývoj. Podobně škodlivý je také takzvaný překázkový sed, jak by dítě mělo sedět správně a jak mu k tomu pomoci?

**Nejnovější články**

- Mamku nagroste! Sotvořte pohádku novorozence! Proč?
- Co můžete udělat pro svého školáka? 8 jednoduchých tipů!
- Pozor, sedí vaše dítě mezi patami? Odnaučte ho to, ničí si zdraví!
- S dítě, které nechce dělat dospěláček. Proč? Pomůže jim

Jak vychovat zdravé dítě? 5 jednoduchých rad přímo od lékařů!

Je to síla! Fotky zachycují porod z naprosté blízkosti

**Prevenar 13**  
Očkování pomáhá chránit vaše děti před nebezpečnými pneumokoky

**MALL.CZ**  
Nová generace ohříváčů vody

Supermamycz website dedicated to pregnancy, parenting and partner relationships. Unlike Maminka.cz, there are women who have older children in pre-school age. You can also access the website through the Family section at bleskprozeny.cz

Super MAMY

### Number of visits

122 519 RU/month

671 705 PV/month

27 668 RU/month - PC

95 598 RU/month - mobile d.

25 064 RU/month PC Home.

-

122 519



RU TOTAL

27 668



RU PC

95 598



RU Mobile

25 064



RU PC Home

RU PC Work

### Sociodemography (PC):

Age 20 – 49: 73,0%

Schools: 71,0%

Salary over 25 000 Kč: 53,0%

Social Classification ABC: 62,0%

### Reader structure (PC) by gender:

Men: 21,0%

Women: 79,0%

### Sociodemography (Mobiles):

Age 20 – 49: 73,0%

Schools: 69,0%

Salary over 25 000 Kč: 48,0%

Social Classification ABC: 51,0%

### Reader structure (Mobiles) by gender:

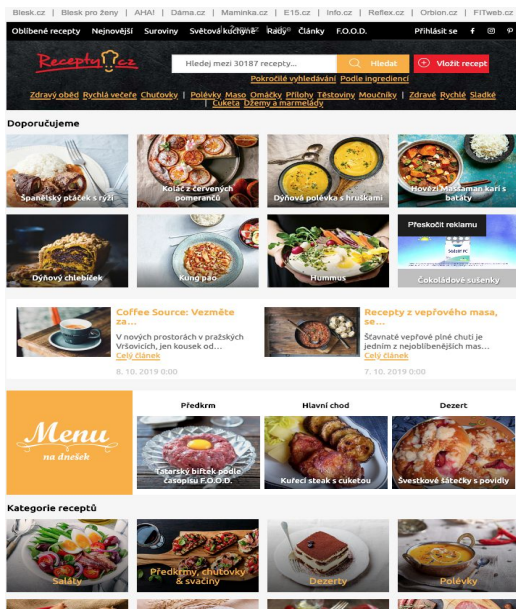
Men: 25,0%

Women: 75,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020





One of the 3 largest community sites focused primarily on recipes. This cooking site contains more than twenty-eight thousand recipes from other readers. Culinary advice and tips are tied to our printed magazine F.O.O.D.



## Number of visits

1 940 028 RU/month

10 481 774 PV/month

693 136 RU/month - PC

1 511 490 RU/month - mobile d.

634 929 RU/month PC Home.

66 035 RU/month PC Work

1 940 028



## Sociodemography (PC):

Age 20 – 49: 54,0%

Schools: 62,0%

Salary over 25 000 Kč: 54,0%

Social Classification ABC: 64,0%

## Reader structure (PC) by gender:

Men: 36,0%

Women: 64,0%

## Sociodemography (Mobiles):

Age 20 – 49: 73,0%

Schools: 66,0%

Salary over 25 000 Kč: 61,0%

Social Classification ABC: 58,0%

## Reader structure (Mobiles) by gender:

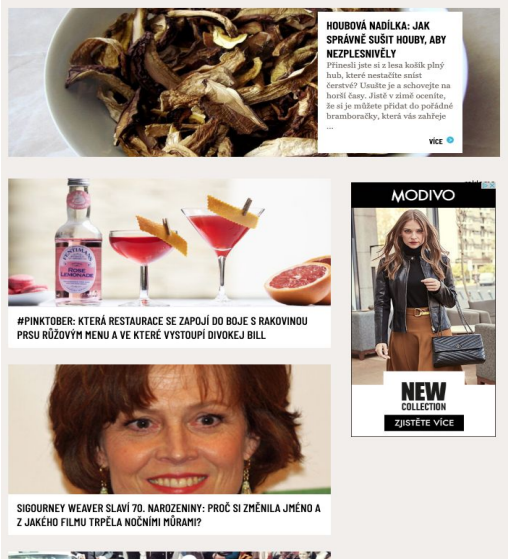
Men: 25,0%

Women: 75,0%

\* new ABCDE socio-economic classification according to Nielsen Atmosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020

FOOD



Lifee.cz is one of the represented websites of the Czech News Center portfolio. It is a trendy lifestyle online magazine that brings inspiration from the worlds of gastronomy, housing, psychology and travel. It responds to current events and trends. It breaks the stereotype and likes to have beautiful themes with an emphasis on positive content.

**Number of visits**

**1 505 110 RU/month**

**10 961 212 PV/month**

730 732 RU/month - PC

1 013 278 RU/month - mobile d.

642 618 RU/month PC Home.

124 566 RU/month PC Work

1 505 110



RU TOTAL



RU PC



RU Mobile



RU PC Home



RU PC Work

**Sociodemography (PC):**

Age 20 – 49: 41,0%

Schools: 62,0%

Salary over 25 000 Kč: 55,0%

Social Classification ABC: 65,0%

**Reader structure (PC) by gender:**

Men: 48,0%

Women: 52,0%

**Sociodemography (Mobiles):**

Age 20 – 49: 60,0%

Schools: 66,0%

Salary over 25 000 Kč: 64,0%

Social Classification ABC: 58,0%

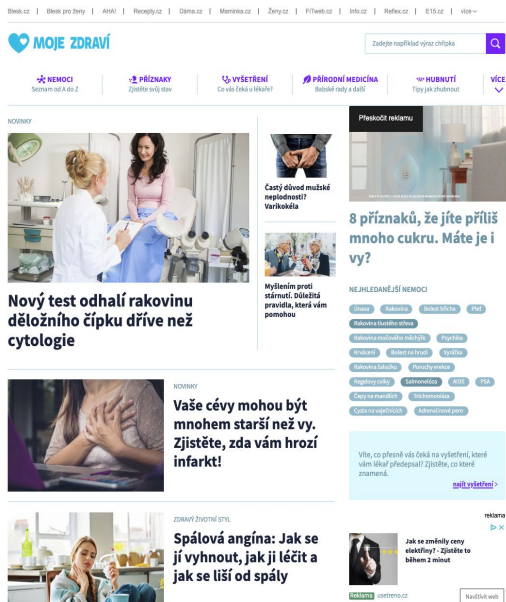
**Reader structure (Mobiles) by gender:**

Men: 42,0%

Women: 58,0%

\* new ABCDE socio-economic classification according to Nielsen Atmosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020



Specialized website with instructions for physical and mental health and well-being. It will help the reader to identify the symptoms of the disease and inform them about the best treatment available. It helps in communication with doctors. It places great emphasis on a healthy lifestyle and prevention, and also deals with topics such as natural medicine, healthy weight loss or anti-aging.



## Number of visits

578 066 RU/month

1 120 641 PV/month

167 038 RU/month - PC

443 974 RU/month - mobile d.

142 240 RU/month PC Home.

25 301 RU/month PC Work

578 066



RU  
TOTAL

167 038



RU  
PC

443 974



RU  
Mobile

142 240



RU  
PC Home

25 301



RU  
PC Work

## Sociodemography (PC):

Age 20 – 49: 67,0%

Schools: 68,0%

Salary over 25 000 Kč: 61,0%

Social Classification ABC: 71,0%

## Reader structure (PC) by gender:

Men: 38,0%

Women: 62,0%

## Sociodemography (Mobiles):

Age 20 – 49: 76,0%

Schools: 64,0%

Salary over 25 000 Kč: 53,0%

Social Classification ABC: 50,0%

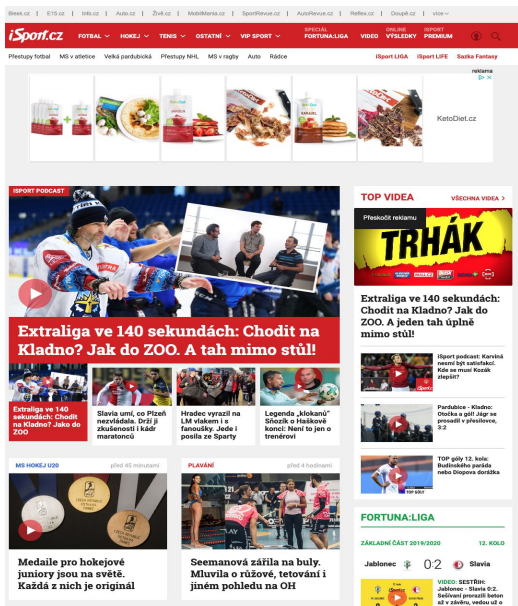
## Reader structure (Mobiles) by gender:

Men: 22,0%

Women: 78,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020



iSport.cz is the second most visited sports website on the Czech internet. You will find comments, analyzes, online broadcasts, interviews, videos, detailed results service, fantasy leagues, plus authentic moments from the life of sports stars with whom the team is in daily contact. Everything can be found under the domain isport.blesk.cz or sportrevue.isport.blesk.cz. Active sportsmen can be found at isport.blesk.cz/isportlife and the web application app.superlife.cz.

# iSport.cz



## Number of visits

1 695 784 RU/month

34 329 667 PV/month

503 329 RU/month - PC

1 410 440 RU/month - mobile d.

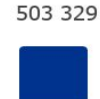
442 653 RU/month PC Home.

86 628 RU/month PC Work

1 695 784



RU  
TOTAL



RU  
PC



RU  
Mobile



RU  
PC Home



RU  
PC Work

## Sociodemography (PC):

Age 20 – 49: 54,0%

Schools: 63,0%

Salary over 25 000 Kč: 60,0%

Social Classification ABC: 67,0%

## Reader structure (PC) by gender:

Men: 65,0%

Women: 35,0%



## Sociodemography (Mobiles):

Age 20 – 49: 62,0%

Schools: 62,0%

Salary over 25 000 Kč: 60,0%

Social Classification ABC: 54,0%

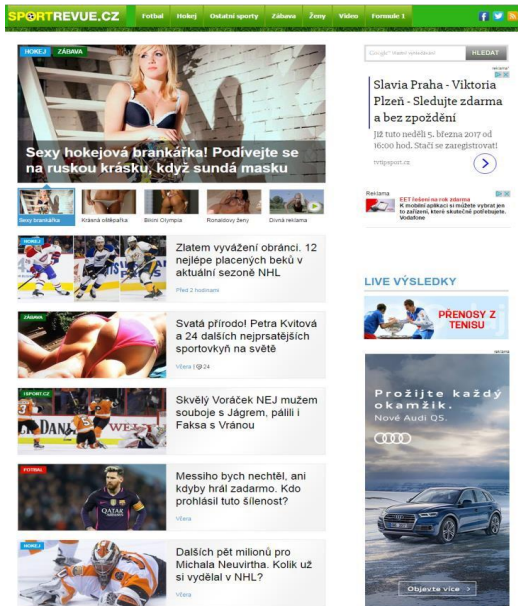
## Reader structure (Mobiles) by gender:

Men: 62,0%

Women: 38,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020



*SportRevue.cz is a popular form of football and hockey. However, visitors to the site can also find information about other sports here. Emphasis is placed on quality photos and videos.*



## Number of visits

**180 294 RU/month**

**6 747 873 PV/month**

87 861 RU/month - PC

97 881 RU/month - mobile d.

79 092 RU/month PC Home.

10 067 RU/month PC Work

## Sociodemography (PC):

Age 20 – 49: 48,0%

Schools: 66,0%

Salary over 25 000 Kč: 67,0%

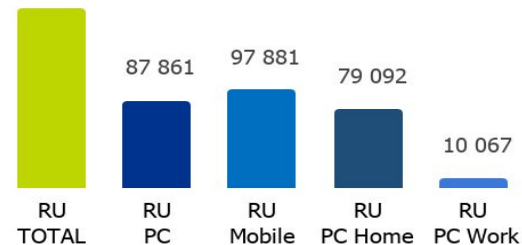
Social Classification ABC: 73,0%

## Reader structure (PC) by gender:

Men: 84,0%

Women: 16,0%

180 294



## Sociodemography (Mobiles):

Age 20 – 49: 52,0%

Schools: 63,0%

Salary over 25 000 Kč: 60,0%

Social Classification ABC: 55,0%

## Reader structure (Mobiles) by gender:

Men: 71,0%

Women: 29,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020





Official website of Czech hockey. It focuses on news from national events and all domestic competitions, including youth. In addition to the complete program, online broadcasts, results and statistics, you can also find live broadcasts and excerpts from Tipsport Extraliga within the Hokejka.cz project. Web traffic is seasonal sensitive.

hokej.cz

### Number of visits

413 948 RU/month

6 837 315 PV/month

136 970 RU/month - PC

314 028 RU/month - mobile d.

115 033 RU/month PC Home.

29 758 RU/month PC Work

413 948



RU  
TOTAL

136 970



RU  
PC

314 028



RU  
Mobile

115 033



RU  
PC Home

29 758



RU  
PC Work

### Sociodemography (PC):

Age 20 – 49: 66,0%

Schools: 66,0%

Salary over 25 000 Kč: 64,0%

Social Classification ABC: 69,0%

### Reader structure (PC) by gender:

Men: 77,0%

Women: 23,0%

### Sociodemography (Mobiles):

Age 20 – 49: 61,0%

Schools: 60,0%

Salary over 25 000 Kč: 64,0%

Social Classification ABC: 62,0%

### Reader structure (Mobiles) by gender:

Men: 78,0%

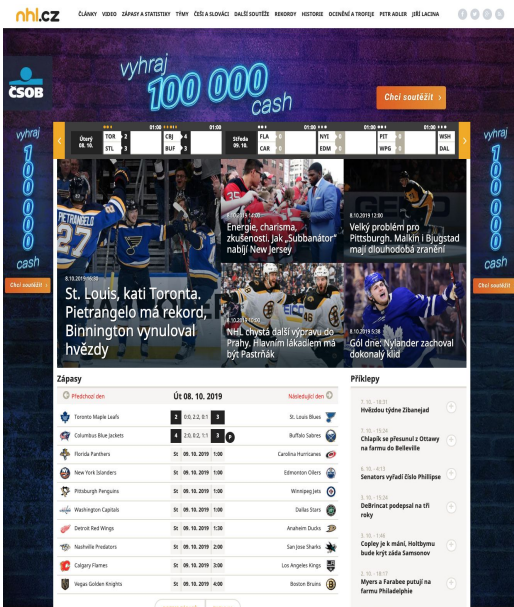
Women: 22,0%

\* new ABCDE socio-economic classification according to Nielsen Atmosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020







Part of the website Hokej.cz is a section dedicated to the best hockey league in the world NHL. Besides the latest news, online broadcasts and full scores service, you can find detailed official statistics of the competition here.

nhl.cz

Number of visits

84 890 RU/month

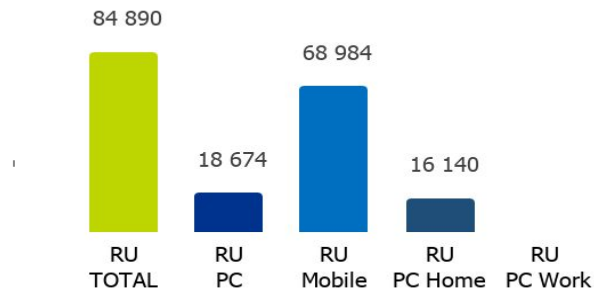
1 078 741 PV/month

18 674 RU/month - PC

68 984 RU/month - mobile d.

16 140 RU/month PC Home.

-



### Sociodemography (PC):

Age 20 – 49: 82,0%

Schools: 85,0%

Salary over 25 000 Kč: 83,0%

Social Classification ABC: 73,0%

### Reader structure (PC) by gender:

Men: 89,0%

Women: 11,0%

### Sociodemography (Mobiles):

Age 20 – 49: 66,0%

Schools: 60,0%

Salary over 25 000 Kč: 69,0%

Social Classification ABC: 66,0%

### Reader structure (Mobiles) by gender:

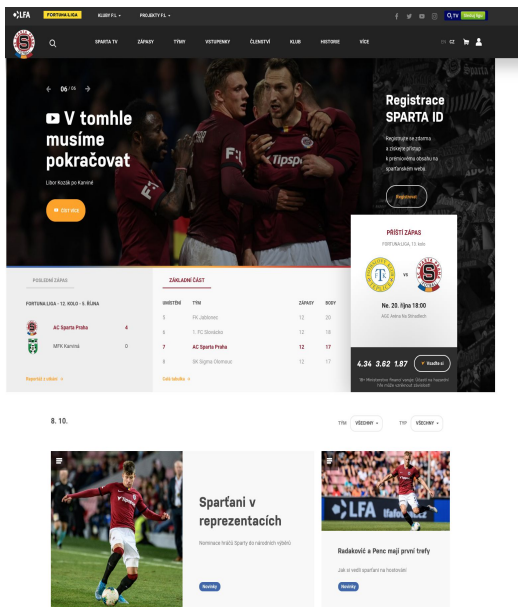
Men: 78,0%

Women: 22,0%

\* new ABCDE socio-economic classification according to Nielsen Atmosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020





*Sparta.cz is the official website of the football club AC Sparta Prague. This club has long been the most important and in the sports field one of the most successful clubs of Czech football. For more than 120 years of its existence, it has achieved success both in domestic competitions and on the international football scene.*



### Number of visits

**85 023 RU/month**

**353 708 PV/month**

30 092 RU/month - PC

56 648 RU/month - mobile d.

26 963 RU/month PC Home.

3 495 RU/month PC Work

85 023



RU  
TOTAL

30 092



RU  
PC



RU  
Mobile

26 963



RU  
PC Home

3 495



RU  
PC Work

### Sociodemography (PC):

Age 20 – 49: 79,0%

Schools: 52,0%

Salary over 25 000 Kč: 69,0%

Social Classification ABC: 74,0%

### Reader structure (PC) by gender:

Men: 85,0%

Women: 15,0%

### Sociodemography (Mobiles):

Age 20 – 49: 69,0%

Schools: 65,0%

Salary over 25 000 Kč: 73,0%

Social Classification ABC: 56,0%

### Reader structure (Mobiles) by gender:

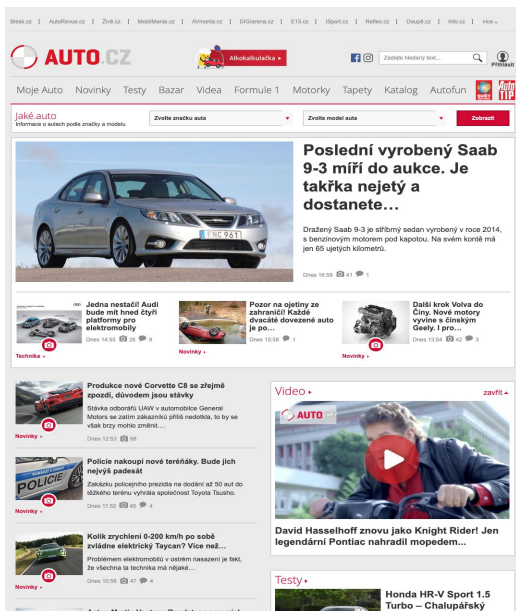
Men: 84,0%

Women: 16,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020





The third largest domestic automotive website. In addition to expert tests, Auto.cz also contains extensive photo galleries of new models, video reviews and of course the latest news. A strong community of readers create their own content in the form of blogs, discussions or continually updated car profiles. Within the website you will find various specialized sections such as [flsport.auto.cz](http://flsport.auto.cz), [bazar.auto.cz](http://bazar.auto.cz), or [moje.auto.cz](http://moje.auto.cz).



## Number of visits

1 145 263 RU/month

32 555 935 PV/month

411 334 RU/month - PC

887 425 RU/month - mobile d.

346 182 RU/month PC Home.

81 370 RU/month PC Work

1 145 263



RU  
PC

887 425



RU  
Mobile

346 182



RU  
PC Home

81 370



RU  
PC Work

## Sociodemography (PC):

Age 20 – 49: 65,0%

Schools: 65,0%

Salary over 25 000 Kč: 64,0%

Social Classification ABC: 69,0%

## Reader structure (PC) by gender:

Men: 81,0%

Women: 19,0%

## Sociodemography (Mobiles):

Age 20 – 49: 65,0%

Schools: 59,0%

Salary over 25 000 Kč: 62,0%

Social Classification ABC: 56,0%

## Reader structure (Mobiles) by gender:

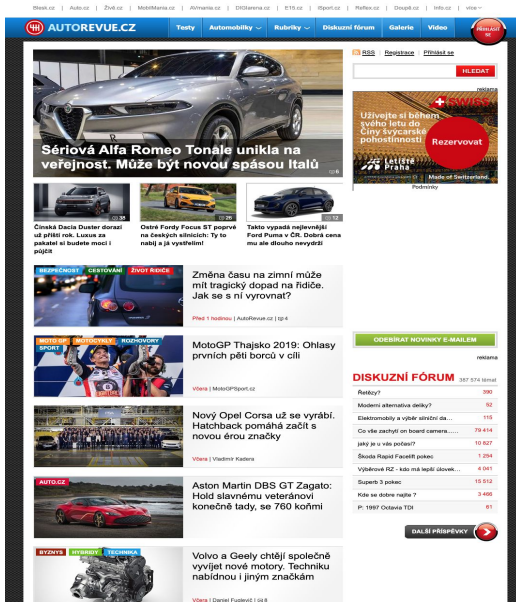
Men: 85,0%

Women: 15,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020





One of the four largest internet journals about cars and drivers. It was founded in 2001. Readers can find here daily news, detailed tests and journalistic articles. They have a very active discussion forum and photo gallery where they can put their own pictures of cars. The site also includes a section dedicated to [motogpsport.autorevue.cz](http://motogpsport.autorevue.cz).



## Number of visits

549 301 RU/month

9 855 838 PV/month

209 308 RU/month - PC

398 751 RU/month - mobile d.

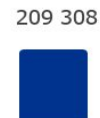
188 793 RU/month PC Home.

27 403 RU/month PC Work

549 301



RU  
TOTAL



RU  
PC



RU  
Mobile



RU  
PC Home



RU  
PC Work

## Sociodemography (PC):

Age 20 – 49: 61,0%

Schools: 59,0%

Salary over 25 000 Kč: 56,0%

Social Classification ABC: 68,0%

## Reader structure (PC) by gender:

Men: 82,0%

Women: 18,0%

## Sociodemography (Mobiles):

Age 20 – 49: 70,0%

Schools: 65,0%

Salary over 25 000 Kč: 69,0%

Social Classification ABC: 59,0%

## Reader structure (Mobiles) by gender:

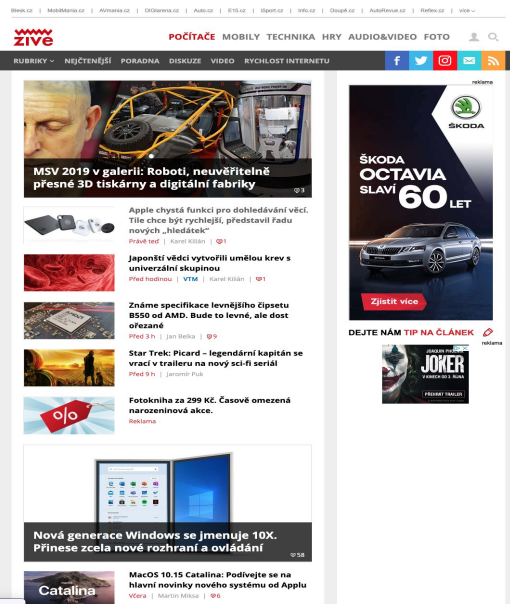
Men: 89,0%

Women: 11,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020





The largest online IT server with mobile and digital technology on the Czech market. This web journal keeps track of current developments in the field of computer technology, new trends and has a wide range of professional collaborators. In addition, it offers a computer consulting room, a discussion forum and other services. It also includes specialized sections such as DIGIarena, Avmania, Lair or Connect



## Number of visits

1 667 190 RU/month

22 691 848 PV/month

957 547 RU/month - PC

980 116 RU/month - mobile d.

859 784 RU/month PC Home.

129 476 RU/month PC Work

1 667 190



RU  
TOTAL



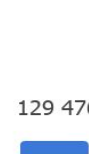
RU  
PC



RU  
Mobile



RU  
PC Home



RU  
PC Work

## Sociodemography (PC):

Age 20 – 49: 65,0%

Schools: 62,0%

Salary over 25 000 Kč: 58,0%

Social Classification ABC: 68,0%

## Reader structure (PC) by gender:

Men: 71,0%

Women: 29,0%

## Sociodemography (Mobiles):

Age 20 – 49: 68,0%

Schools: 63,0%

Salary over 25 000 Kč: 63,0%

Social Classification ABC: 54,0%

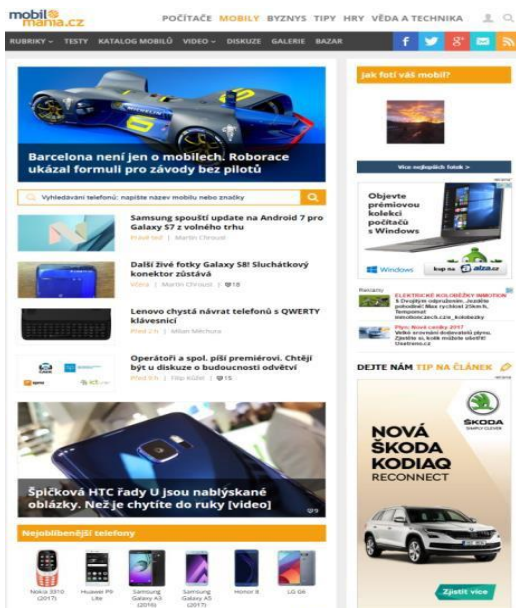
## Reader structure (Mobiles) by gender:

Men: 72,0%

Women: 28,0%

\* new ABCDE socio-economic classification according to Nielsen Atmosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020



Web journal focused on mobile phones and telephoning. It contains an extensive catalog of mobile phones and offers a popular community discussion forum. You can also find the website as a section on Zive.cz.

### Number of visits

1 145 260 RU/month

10 026 422 PV/month

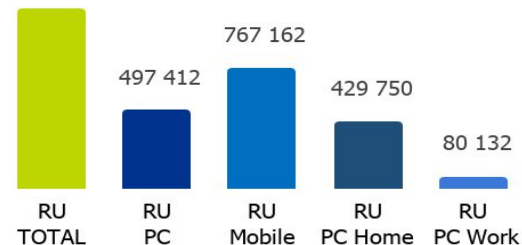
497 412 RU/month - PC

767 162 RU/month - mobile d.

429 750 RU/month PC Home.

80 132 RU/month PC Work

1 145 260



### Sociodemography (PC):

Age 20 – 49: 63,0%

Schools: 65,0%

Salary over 25 000 Kč: 59,0%

Social Classification ABC: 71,0%

### Reader structure (PC) by gender:

Men: 68,0%

Women: 32,0%

### Sociodemography (Mobiles):

Age 20 – 49: 68,0%

Schools: 65,0%

Salary over 25 000 Kč: 67,0%

Social Classification ABC: 55,0%

### Reader structure (Mobiles) by gender:

Men: 71,0%

Women: 29,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020



AVmánía was founded in 2007 and is dedicated to consumer electronics in the field of audio and video. It provides readers with news in the segment of televisions, digital television, home theater, video cameras, players, speakers and other hi-fi fields. In the AVmania forum, in addition to discussions, there are user reviews, and the AV gallery is part of the website.

Number of visits

354 356 RU/month

6 493 850 PV/month

180 368 RU/month - PC

185 446 RU/month - mobile d.

161 023 RU/month PC Home.

22 974 RU/month PC Work

354 356



RU TOTAL



RU PC



RU Mobile



RU PC Home



RU PC Work

Sociodemography (PC):

Age 20 – 49: 64,0%

Schools: 62,0%

Salary over 25 000 Kč: 61,0%

Social Classification ABC: 71,0%

Reader structure (PC) by gender:

Men: 74,0%

Women: 26,0%

Sociodemography (Mobiles):

Age 20 – 49: 72,0%

Schools: 63,0%

Salary over 25 000 Kč: 53,0%

Social Classification ABC: 52,0%

Reader structure (Mobiles) by gender:

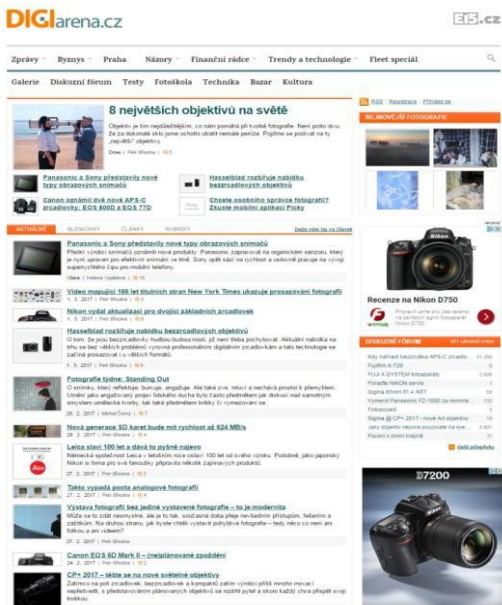
Men: 82,0%

Women: 18,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020





DIGIarena is an online magazine that has been dedicated to digital photography since 2004. Publishes news, detailed tests, tutorials, tips and tricks for photographers. Users can present and rate their photos in a gallery or discuss in a forum.

**Number of visits**

**91 260 RU/month**

**1 285 087 PV/month**

50 726 RU/month - PC

42 195 RU/month - mobile d.

43 876 RU/month PC Home.

7 373 RU/month PC Work

91 260



RU TOTAL



RU PC



RU Mobile



RU PC Home



RU PC Work

**Sociodemography (PC):**

Age 20 – 49: 68,0%

Schools: 69,0%

Salary over 25 000 Kč: 66,0%

Social Classification ABC: 69,0%

**Reader structure (PC) by gender:**

Men: 79,0%

Women: 21,0%

**Sociodemography (Mobiles):**

Age 20 – 49: 44,0%

Schools: 58,0%

Salary over 25 000 Kč: 70,0%

Social Classification ABC: 56,0%

**Reader structure (Mobiles) by gender:**

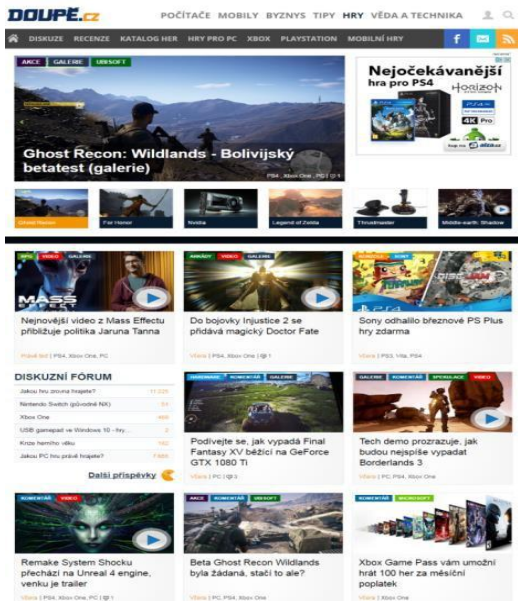
Men: 82,0%

Women: 18,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020





*It brings daily fresh articles on computer games for all platforms: PC, Nintendo, Xbox, Playstation. There is also an extensive catalog of games and an active readers discussion forum. Web is part of Zive.cz*



### Number of visits

125 433 RU/month

1 692 870 PV/month

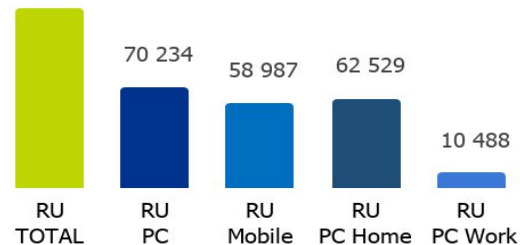
70 234 RU/month - PC

58 987 RU/month - mobile d.

62 529 RU/month PC Home.

10 488 RU/month PC Work

125 433



### Sociodemography (PC):

Age 20 – 49: 68,0%

Schools: 53,0%

Salary over 25 000 Kč: 60,0%

Social Classification ABC: 70,0%

### Reader structure (PC) by gender:

Men: 87,0%

Women: 13,0%

### Sociodemography (Mobiles):

Age 20 – 49: 89,0%

Schools: 65,0%

Salary over 25 000 Kč: 71,0%

Social Classification ABC: 70,0%

### Reader structure (Mobiles) by gender:

Men: 77,0%

Women: 23,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020



Connect.cz is intended for demanding readers from the ranks of managers of technology companies, administrators or IT specialists. It provides practical information about professional IT, reports from technology companies and interviews with people in the industry. Currently you can find the web as a section on Zive.cz

# CONNECT!

# 7

## Number of visits

51 496 RU/month

148 047 PV/month

28 967 RU/month - PC

22 903 RU/month - mobile d.

24 773 RU/month PC Home.

5 565 RU/month PC Work

51 496



RU  
TOTAL



RU  
PC



RU  
Mobile



RU  
PC Home



RU  
PC Work

## Sociodemography (PC):

Age 20 – 49: 65,0%

Schools: 71,0%

Salary over 25 000 Kč: 62,0%

Social Classification ABC: 74,0%

## Reader structure (PC) by gender:

Men: 92,0%

Women: 8,0%

## Sociodemography (Mobiles):

Age 20 – 49: 74,0%

Schools: 92,0%

Salary over 25 000 Kč: 66,0%

Social Classification ABC: 63,0%

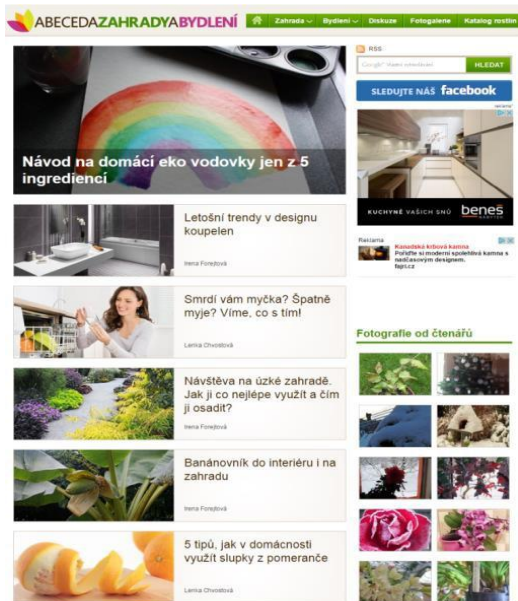
## Reader structure (Mobiles) by gender:

Men: 67,0%

Women: 33,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020



Abecedazahrady.cz is a website for all lovers of the trends of garden and modern living, which since 2004 every day brings readers useful and modern ideas, advice, tips and procedures such as "how to".



### Number of visits

334 365 RU/month

2 489 873 PV/month

122 681 RU/month - PC

227 080 RU/month - mobile d.

113 024 RU/month PC Home.

9 832 RU/month PC Work

334 365



RU  
TOTAL

122 681



RU  
PC

227 080



RU  
Mobile

113 024



RU  
PC Home

9 832



RU  
PC Work

### Sociodemography (PC):

Age 20 – 49: 45,0%

Schools: 71,0%

Salary over 25 000 Kč: 57,0%

Social Classification ABC: 67,0%

### Reader structure (PC) by gender:

Men: 37,0%

Women: 63,0%

### Sociodemography (Mobiles):

Age 20 – 49: 71,0%

Schools: 71,0%

Salary over 25 000 Kč: 58,0%

Social Classification ABC: 57,0%

### Reader structure (Mobiles) by gender:

Men: 22,0%

Women: 78,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020





*Blesk Bydlení is a section of Blesk.cz, which advises on the furnishing of the interior, provides advice and tips on building a house, inspires in design and also lovers of flowers and greenery.*



### Number of visits

**371 375** RU/month

**1 382 816** PV/month

113 008 RU/month - PC

277 176 RU/month - mobile d.

104 714 RU/month PC Home.

8 859 RU/month PC Work

371 375



RU  
TOTAL

113 008



RU  
PC

277 176



RU  
Mobile

104 714



RU  
PC Home

8 859



RU  
PC Work

### Sociodemography (PC):

Age 20 – 49: 49,0%

Schools: 65,0%

Salary over 25 000 Kč: 52,0%

Social Classification ABC: 69,0%

### Reader structure (PC) by gender:

Men: 36,0%

Women: 64,0%



### Sociodemography (Mobiles):

Age 20 – 49: 53,0%

Schools: 76,0%

Salary over 25 000 Kč: 62,0%

Social Classification ABC: 48,0%

### Reader structure (Mobiles) by gender:

Men: 26,0%

Women: 74,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020



Since March 2013 Extra.cz brings clear entertaining news about Czech and foreign show business. Since its foundation, it has been the second most read tabloid website in the Czech Republic. Every day, it offers readers new information about relationships, embarrassing and emotions of Czech and foreign personalities regularly contribute to the web.



### Number of visits

**3 427 550 RU/month**

**76 425 332 PV/month**

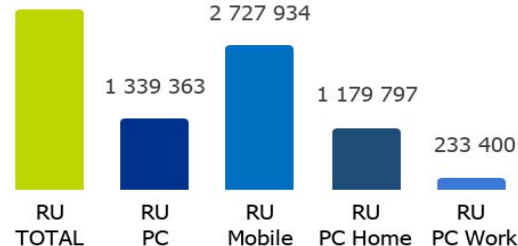
1 339 363 RU/month - PC

2 727 934 RU/month - mobile d.

1 179 797 RU/month PC Home.

233 400 RU/month PC Work

3 427 550



### Sociodemography (PC):

Age 20 – 49: 53,0%

Schools: 62,0%

Salary over 25 000 Kč: 55,0%

Social Classification ABC: 64,0%

### Reader structure (PC) by gender:

Men: 50,0%

Women: 50,0%

### Sociodemography (Mobiles):

Age 20 – 49: 69,0%

Schools: 64,0%

Salary over 25 000 Kč: 61,0%

Social Classification ABC: 55,0%

### Reader structure (Mobiles) by gender:

Men: 42,0%

Women: 58,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020





News from the society live and spicy information from the world of show business. Part of Aha! is Aha! for women who develop the content of Aha! for women weekly - the story of readers, NÁPADník, health and relaxation, recipes, VIP world, relationship advisor, etc.



## Number of visits

**2 160 828 RU/month**

**33 446 713 PV/month**

455 319 RU/month - PC

1 917 801 RU/month - mobile d.

413 451 RU/month PC Home.

52 316 RU/month PC Work

2 160 828



RU  
TOTAL

455 319



RU  
PC

1 917 801



RU  
Mobile

413 451



RU  
PC Home

52 316



RU  
PC Work

## Sociodemography (PC):

Age 20 – 49: 49,0%

Schools: 67,0%

Salary over 25 000 Kč: 56,0%

Social Classification ABC: 66,0%

## Reader structure (PC) by gender:

Men: 41,0%

Women: 59,0%

## Sociodemography (Mobiles):

Age 20 – 49: 61,0%

Schools: 64,0%

Salary over 25 000 Kč: 61,0%

Social Classification ABC: 53,0%

## Reader structure (Mobiles) by gender:

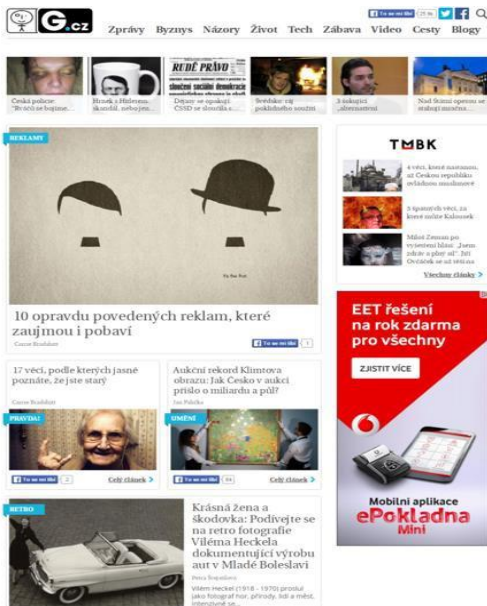
Men: 43,0%

Women: 57,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020





*G.cz is a social, cleverly entertaining magazine designed to drive boredom out of the office and want to be content positive. Content works in an entertaining way with video content, processing information related to news in the world of science and technology or art.*



## Number of visits

**736 402 RU/month**

**3 634 099 PV/month**

288 418 RU/month - PC

488 424 RU/month - mobile d.

258 273 RU/month PC Home.

33 165 RU/month PC Work

## Sociodemography (PC):

Age 20 – 49: 47,0%

Schools: 57,0%

Salary over 25 000 Kč: 50,0%

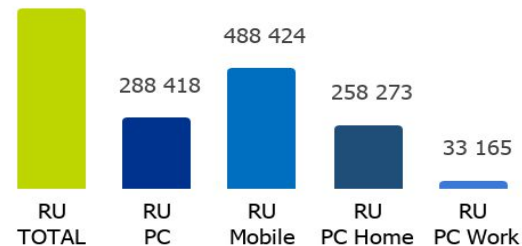
Social Classification ABC: 61,0%

## Reader structure (PC) by gender:

Men: 63,0%

Women: 37,0%

736 402



## Sociodemography (Mobiles):

Age 20 – 49: 64,0%

Schools: 61,0%

Salary over 25 000 Kč: 59,0%

Social Classification ABC: 56,0%

## Reader structure (Mobiles) by gender:

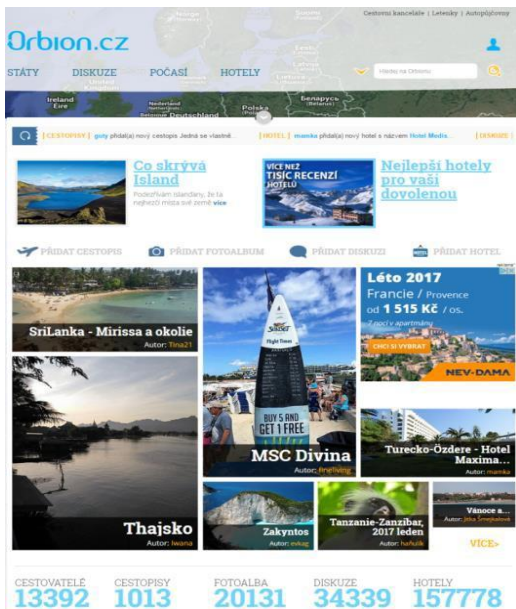
Men: 49,0%

Women: 51,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020





An independent travel portal, a large part of which is the very input of travelers and users. It offers a detailed description of 240 countries from around the world, ie over 2000 destinations, hotel reviews, travel books and a discussion forum.

# Orbion.cz

# 7

## Number of visits

36 425 RU/month

80 431 PV/month

16 192 RU/month - PC

20 343 RU/month - mobile d.

14 934 RU/month PC Home.

-

36 425



RU  
TOTAL

16 192



RU  
PC

20 343



RU  
Mobile

14 934



RU  
PC Home

RU  
PC Work

## Sociodemography (PC):

Age 20 – 49: 43,0%

Schools: 47,0%

Salary over 25 000 Kč: 38,0%

Social Classification ABC: 76,0%

## Reader structure (PC) by gender:

Men: 29,0%

Women: 71,0%

## Sociodemography (Mobiles):

Age 20 – 49: 78,0%

Schools: 82,0%

Salary over 25 000 Kč: 48,0%

Social Classification ABC: 60,0%

## Reader structure (Mobiles) by gender:

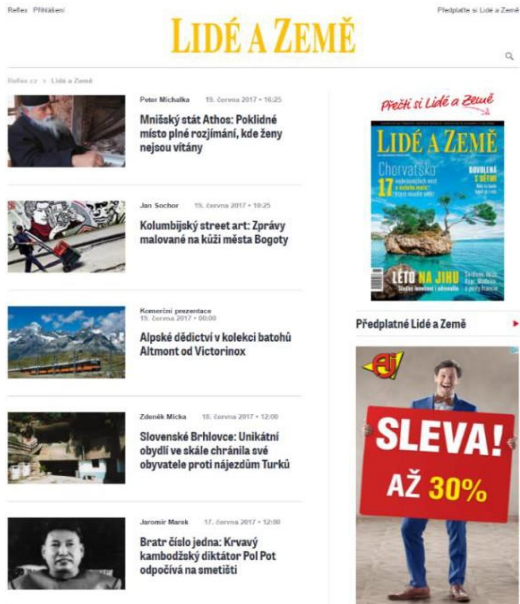
Men: 30,0%

Women: 70,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020





Lidé a Země is a geographic and travel site that offers travel updates, tips and interesting things from the world, travelogues and interesting photo reports. It is clearly divided across continents: Europe, Asia, North America, South America, Australia and Oceania. The website is included in the Czech News Center group as a section in Reflex - reflex.cz/lideazeme

## LIDÉ A ZEMĚ

### Number of visits

119 957 RU/month

733 490 PV/month

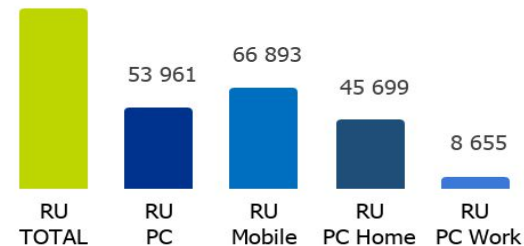
53 961 RU/month - PC

66 893 RU/month - mobile d.

45 699 RU/month PC Home.

8 655 RU/month PC Work

119 957



### Sociodemography (PC):

Age 20 – 49: 61,0%

Schools: 78,0%

Salary over 25 000 Kč: 59,0%

Social Classification ABC: 78,0%

### Reader structure (PC) by gender:

Men: 56,0%

Women: 44,0%

### Sociodemography (Mobiles):

Age 20 – 49: 67,0%

Schools: 63,0%

Salary over 25 000 Kč: 64,0%

Social Classification ABC: 66,0%

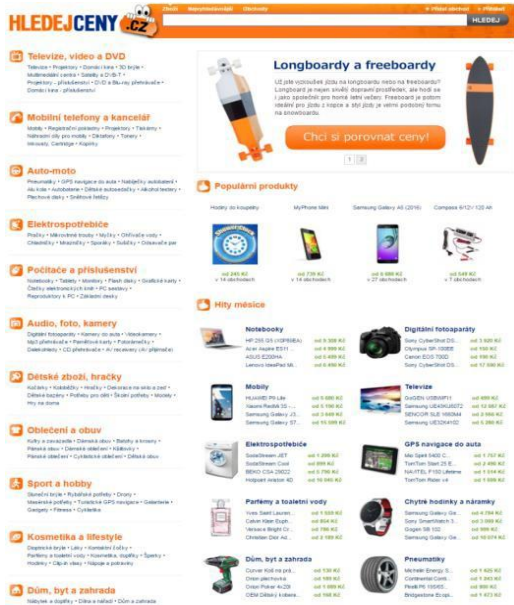
### Reader structure (Mobiles) by gender:

Men: 45,0%

Women: 55,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020



*HledejCeny.cz was founded in 2006 as one of the first product comparators in the Czech Republic and is now one of the largest players in this segment. On the web you can compare goods from more than 1500 online stores. HledejCeny.cz is one of the few comparators that provide goods filtering, offer the nearest physical store or provide information on the price, including shipping.*

Number of visits

183 853 RU/month

495 863 PV/month

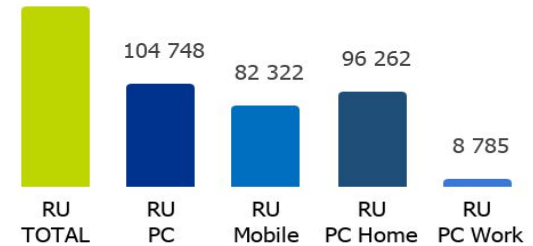
104 748 RU/month - PC

82 322 RU/month - mobile d.

96 262 RU/month PC Home.

8 785 RU/month PC Work

183 853



**Sociodemography (PC):**

Age 20 – 49: 52,0%

Schools: 60,0%

Salary over 25 000 Kč: 55,0%

Social Classification ABC: 68,0%

**Reader structure (PC) by gender:**

Men: 46,0%

Women: 54,0%

**Sociodemography (Mobiles):**

Age 20 – 49: 78,0%

Schools: 69,0%

Salary over 25 000 Kč: 61,0%

Social Classification ABC: 60,0%

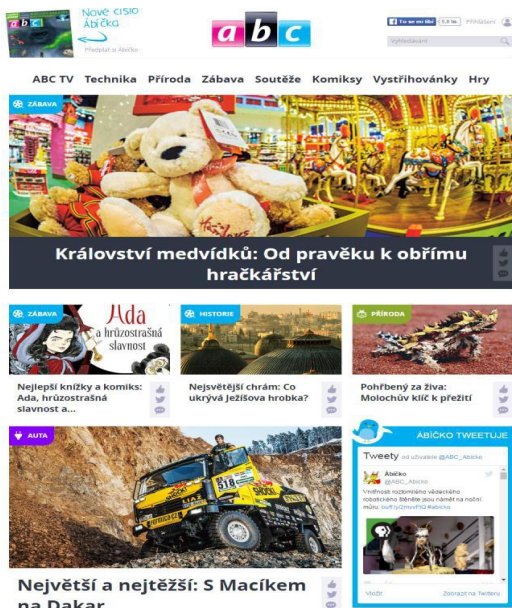
**Reader structure (Mobiles) by gender:**

Men: 44,0%

Women: 56,0%

\* new ABCDE socio-economic classification according to Nielsen Admsphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020



Web magazine for children from 10 to 15 years.



### Number of visits

143 261 RU/month

400 747 PV/month

74 633 RU/month - PC

71 818 RU/month - mobile d.

67 865 RU/month PC Home.

6 992 RU/month PC Work

143 261



RU  
TOTAL

74 633



RU  
PC

71 818



RU  
Mobile

67 865



RU  
PC Home

6 992



RU  
PC Work

### Sociodemography (PC):

Age 20 – 49: 58,0%

Schools: 65,0%

Salary over 25 000 Kč: 56,0%

Social Classification ABC: 64,0%

### Reader structure (PC) by gender:

Men: 60,0%

Women: 40,0%

### Sociodemography (Mobiles):

Age 20 – 49: 74,0%

Schools: 70,0%

Salary over 25 000 Kč: 56,0%

Social Classification ABC: 65,0%

### Reader structure (Mobiles) by gender:

Men: 11,0%

Women: 89,0%

\* new ABCDE socio-economic classification according to Nielsen Admosphere specification newly defined classes: A, B, C1, C2, C3, D1, D2, EA = upper class, B = upper middle class, C = middle class, D = lower middle class, E = lower class.

Source: NetMonitor - SPIR - Mediaresearch & Gemius, Fusion, BEAST 11/2020



## Advertising combination CNC FLOATING

Common users  
**RU (TOTAL) 7 230 763**

WEB	RU month	WEB	RU month	WEB	RU month	WEB	RU month
ahaonline.cz	2 160 828	<i>DIGlarena.cz</i>	91 260	orbion.cz	36 425	Blesk.cz - iSport	1 695 784
auto.cz	1 145 263	<i>Doupě</i>	125 433	recepty.cz	1 940 028	Reflex.cz - Lidé a země	119 957
autorevue.cz	549 301	<i>e15.cz</i>	1 554 276	reflex.cz	2 755 092	lifee.cz	1 505 110
AVmania.cz	354 356	<i>extra.cz</i>	3 427 550	sportrevue.cz	180 294	maminka.cz	643 610
blesk.cz	4 439 343	<i>extrastory.cz</i>	428 449	Maminka.cz - Supermámy	122 519	mojezdravi.cz	578 066
Blesk pro ženy	1 596 564	<i>extralife.cz</i>	366 163	zeny.cz	520 822	mobilmania.cz	1 145 260
Connect.cz	51 496	<i>g.cz</i>	736 402	zive.cz	1 667 190	nhl.cz	84 890
dama.cz	934 899	<i>onetcz.cz</i>	-	info.cz	452 983		

## Advertising combination CNC MEN

#N/A  
RU (TOTAL) 3 688 578Blesk.cz - iSport  
Affinity 125  
RU CZE 1 695 784Auto.cz  
Affinity 167  
RU CZE 1 145 263Autorevue.cz  
Affinity 184  
RU CZE 549 301Reflex.cz  
Affinity 114  
RU CZE 2 755 092

Mzone.cz\*

Sportrevue.cz\*  
RU CZE 180 294Extrastory.cz  
Affinity 132  
RU CZE 428 449Doupě  
Affinity 161  
RU CZE 125 433

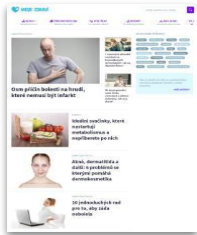
Bleskpromuže.cz\*

Nhl.cz  
Affinity 175  
RU CZE 84 890

## Advertising combination CNC WOMEN

Affinity women: 111  
RU (TOTAL) 5 021 726

Mojezdravi.cz  
Affinity 153  
RU CZE  
578 066



Blesk.cz - Celebrity  
Affinity 127  
RU CZE  
2 803 256



Extra.cz  
Affinity 117  
RU CZE  
3 427 550



Recepty.cz  
Affinity 151  
RU CZE  
1 940 028



Lifee.cz  
Affinity 121  
RU CZE  
1 505 110



Blesk pro ženy  
Affinity 132  
RU CZE  
1 596 564



Ahaonline.cz  
Affinity 123  
RU CZE  
2 160 828



Mimibazar.cz  
Affinity 165  
RU CZE  
997 720



Dama.cz  
Affinity 143  
RU CZE  
934 899



G.cz  
Affinity 96  
RU CZE  
736 402



Maminka.cz  
Affinity 156  
RU CZE  
643 610



Supermamy.cz\*



Zeny.cz  
Affinity 116  
RU CZE  
520 822



## Advertising combination CNC NEWS

Affinity: 18-50 age, Schools: 119  
**RU (TOTAL) 3 849 871**

**Blesk.cz - Zprávy**  
 Affinity 118  
 RU CZE 2 338 076



**E15.cz**  
 Affinity 114  
 RU CZE 1 554 276



**Reflex.cz**  
 Affinity 114  
 RU CZE 2 755 092



**Info.cz**  
 Affinity 125  
 RU CZE 452 983



# Do you have any questions? Write us!

## David Začal

*Manager Online Sales*

[david.zacal@cncenter.cz](mailto:david.zacal@cncenter.cz)

Mobile.: +420 724 342 206

## Michael Hejkal

*Manager Online Sales*

[michael.hejkal@cncenter.cz](mailto:michael.hejkal@cncenter.cz)

Mobile.: +420 725 491 003

## Lucie Zadák Pěnkavová

*Manager Online Sales*

[lucie.zadak@cncenter.cz](mailto:lucie.zadak@cncenter.cz)

Mobile.: +420 602 293 715