

# Online

# WHY ADVERTISE WITH US?

## **PREMIUM AUDIENCE**

We communicate with the best people. Our web platforms are used by the most affluent, successful, and influential figures in Czechia and Slovakia.

## **PREMIUM MEDIA**

We create exceptional content for the most discerning audience about their key areas of interest, i.e. real estate, investments, finance, architecture, arts, design, sports, and gastronomy.

## **PREMIUM QUALITY**

Our online magazines are created by authors who are experts in their individual fields and have an extraordinary talent for communicating them to the broadest group of readers possible. The editors take pride in their independence and professional ethics.

The unique content is shared not only via online platforms but also through an unparalleled communication mix based on the most effective combination of print, online media, and direct distribution.



# AVERAGE MONTHLY WEB TRAFFIC

## **InvesticniWeb.cz**

250,000 page views, 220,000 users

## **Estate.cz**

34,000 page views, 27,000 users

## **Artplus.cz**

123,000 page views, 16,000 users

## **Iconiq.cz**

10,000 page views, 7,000 users

## **PremiumSports.cz**

4,500 page views, 3,500 users

# NEWSLETTERS

## **Newsletter subscribers:**

65,000

Newsletter subscribers are regularly evaluated to achieve the highest open rate.

## **Average total open rate:**

20% - 38% (depending on the type of newsletter)

# SOCIAL MEDIA



## **Facebook:**

47,500 followers



## **Instagram:**

31,000 followers



## **Twitter:**

19,000 followers



## **YouTube:**

32,000 subscribers

Web

# www.investicniweb.cz

An independent guide to equity, bond, commodity, currency, and other markets in the form of analyses, commentaries, and videos. The website targets readers interested in investing. More than 35% of visitors belong to the socio-economic group A (the group with the highest social status in society and the highest incomes).

**220,000** real monthly users

**250,000** monthly page views

**14,200** Facebook followers

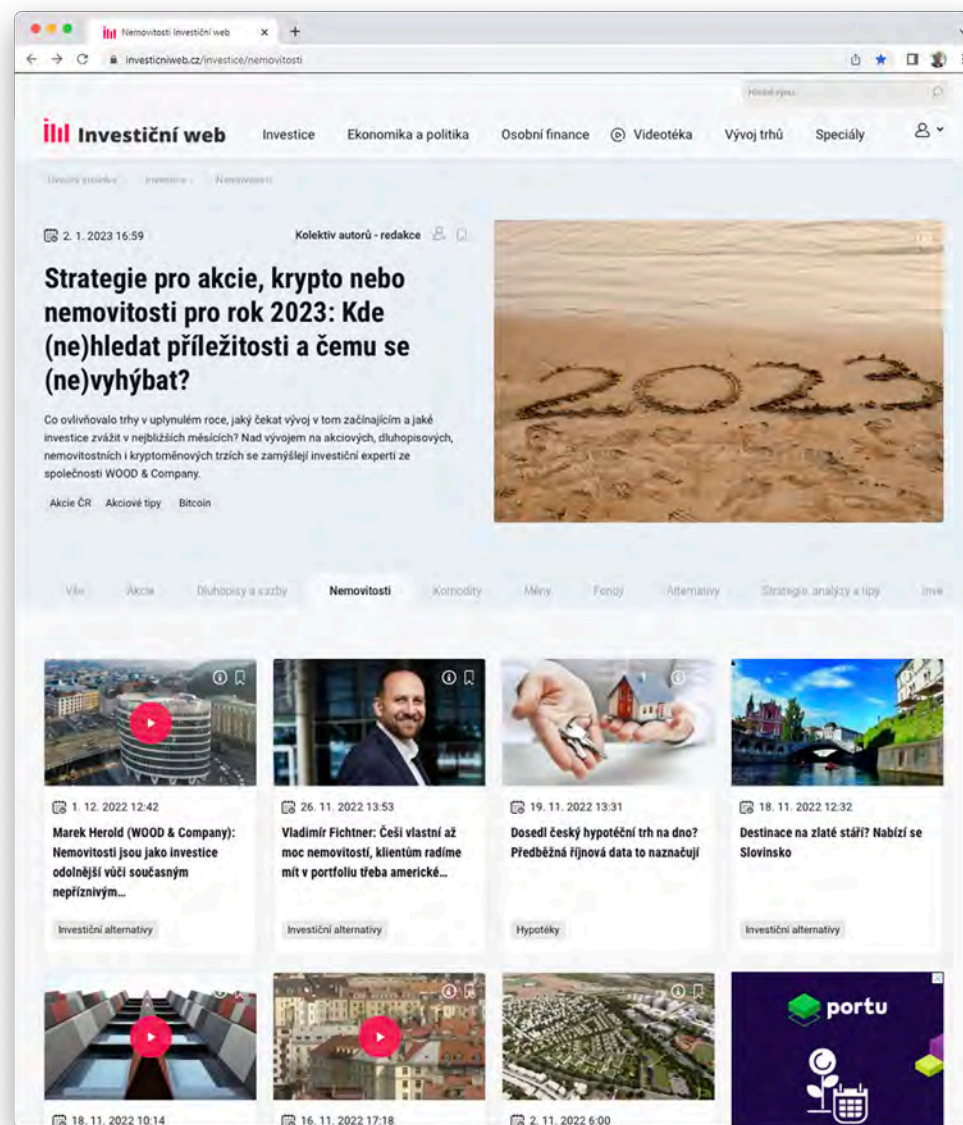
**16,700** Twitter followers

**2,200** Twitter Investiční web live followers

**32,000** YouTube followers

**2,500** newsletter subscribers

**22%** average total open rate



# BANNER ADS

## Price list and specifications

DISCOUNTS ON RECURRING ADS depend on the volume.

### REKLAMNÍ FORMÁTY

- |  |            |                    |
|--|------------|--------------------|
| <b>1a. Fullbrand top</b> - 1366 x 210 px           | } branding | 90,000 CZK / month |
| <b>1b. Fullbrand left</b> - 180 x 768 px (sticky)  |            |                    |
| <b>1c. Fullbrand right</b> - 180 x 768 px (sticky) |            |                    |
| <b>2. Header for desktop and mobile</b>            |            |                    |
| <b>2a. Desktop</b> - 970 x 210 px                  | }          | 50,000 CZK / month |
| <b>2b. Mobile</b> - 320 x 100 px                   |            |                    |
| <b>3. Sticky halfpage for desktop and mobile</b>   |            |                    |
| <b>3a. Desktop</b> - 970 x 210 px                  | }          | 40,000 CZK / month |
| <b>3b. Mobile</b> - 320 x 100 px                   |            |                    |
| <b>4. Bottom</b> - 970 x 310 px                    |            | 40,000 CZK / month |

Custom format is available on request.

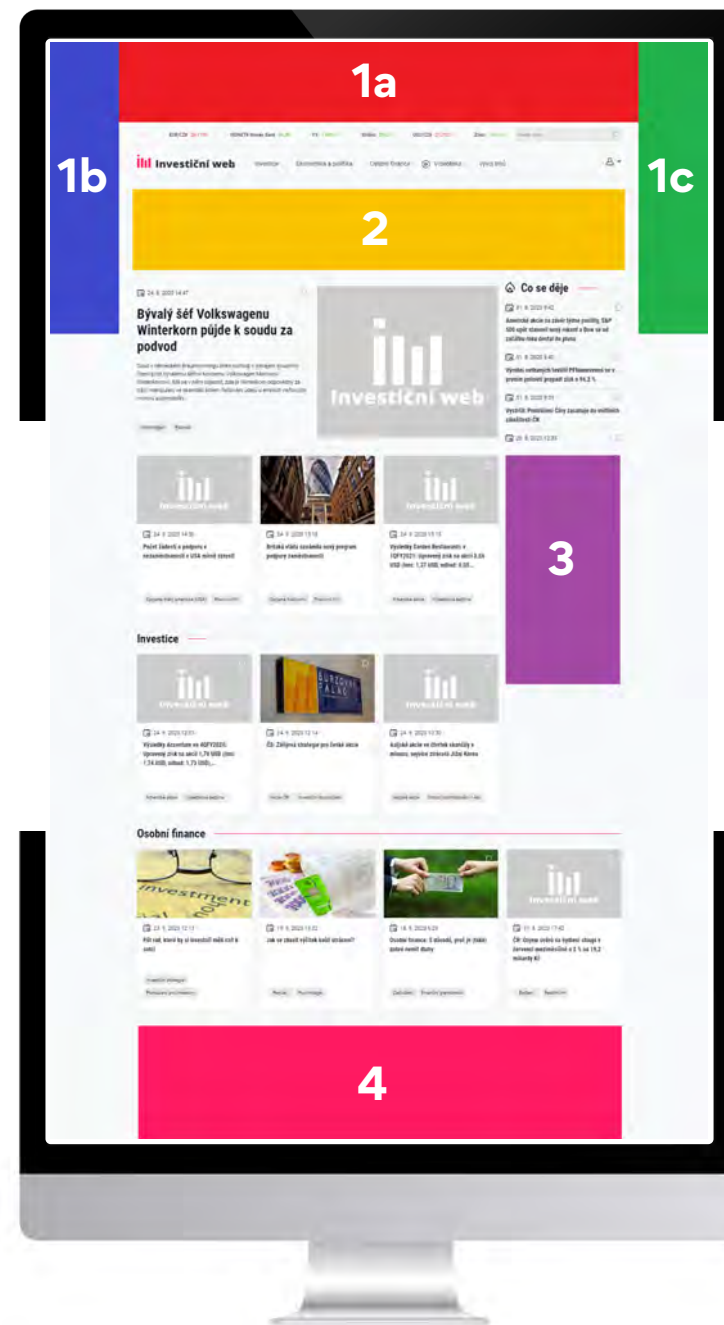
### BANNER SPECIFICATIONS

**Format:** JPG / PNG / HTML / GIF

**Max. size:** 250 kB

**Link on request** (links should include a UTM code to enable banner click-through tracking)

**At most 3 banners in rotation**





# CONTENT PARTNERSHIP

## Price list and specifications



### PR ARTICLE / INTERVIEW / SPECIALISED CONTENT

#### BY THE EDITORS

**Price:** 20,000 CZK + 5,000 CZK, included in the article listing of the Morning Call NL (optional)

### PR ARTICLE / INTERVIEW / SPECIALISED CONTENT

#### BY THE CLIENT

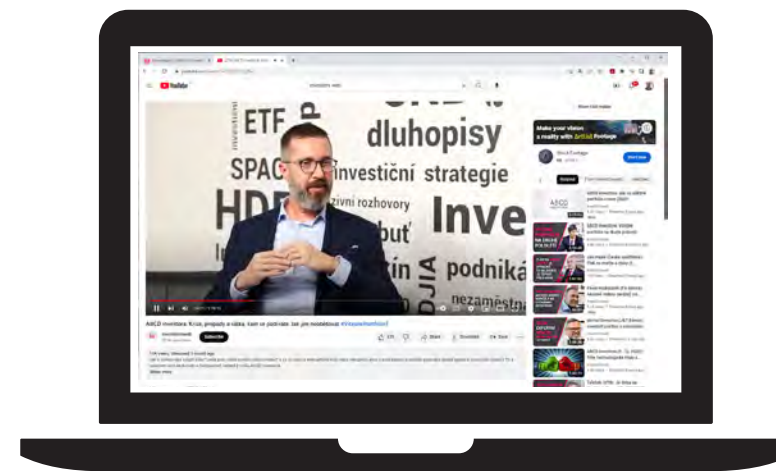
**Price:** 12,000 CZK + 5,000 CZK, included in the article listing of the Morning Call NL (optional)

### MATERIAL SPECIFICATIONS

**Scale:** max. 1 to 2 standard pages (at most 3,600 characters, spaces included)

**Ilustrační podklady:** max. 4 photographs

Texts can include dofollow click-throughs to the advertiser's website, with a UTM parameter added.



### VIDEO INTERVIEWS

Video interviews conducted in our studio may regard analyses, recommendations, prognoses, outlooks, and commentaries on current events in capital markets and the economy.

### FORMAT AND RUNNING TIME

<b>Commentary or interview</b> up to 5 minutes	25,000 CZK
<b>Interview</b> up to 10 minutes	34,000 CZK
<b>Interview</b> up to 30 minutes	49,000 CZK

If necessary, individual specifications can be negotiated with the editors. Each video interview is advertised by a brief article with a partial transcript.

# YEAR-LONG PARTNERSHIP

## Gold

video interview, up to 30 minutes	4 x year	600,000 CZK
PR article / interview	12 x year	
newsletter—banner with a link to the client's site	1 x week	
desktop&mobile banner—300 x 600— half-page	6 months a year	
		346,000 CZK saved

## Silver

video interview, up to 30 minutes	2 x year	300,000 CZK
PR article / interview	6 x year	
newsletter—banner with a link to the client's site	2 x month	
desktop&mobile banner—300 x 600— half-page	3 months a year	
		158,000 CZK saved

## Bronze

video interview, up to 30 minutes	1 x year	150,000 CZK
PR article / interview	3 x year	
newsletter—banner with a link to the client's site	1 x month	
desktop&mobile banner—300 x 600— half-page	1 month a year	
		59,000 CZK saved



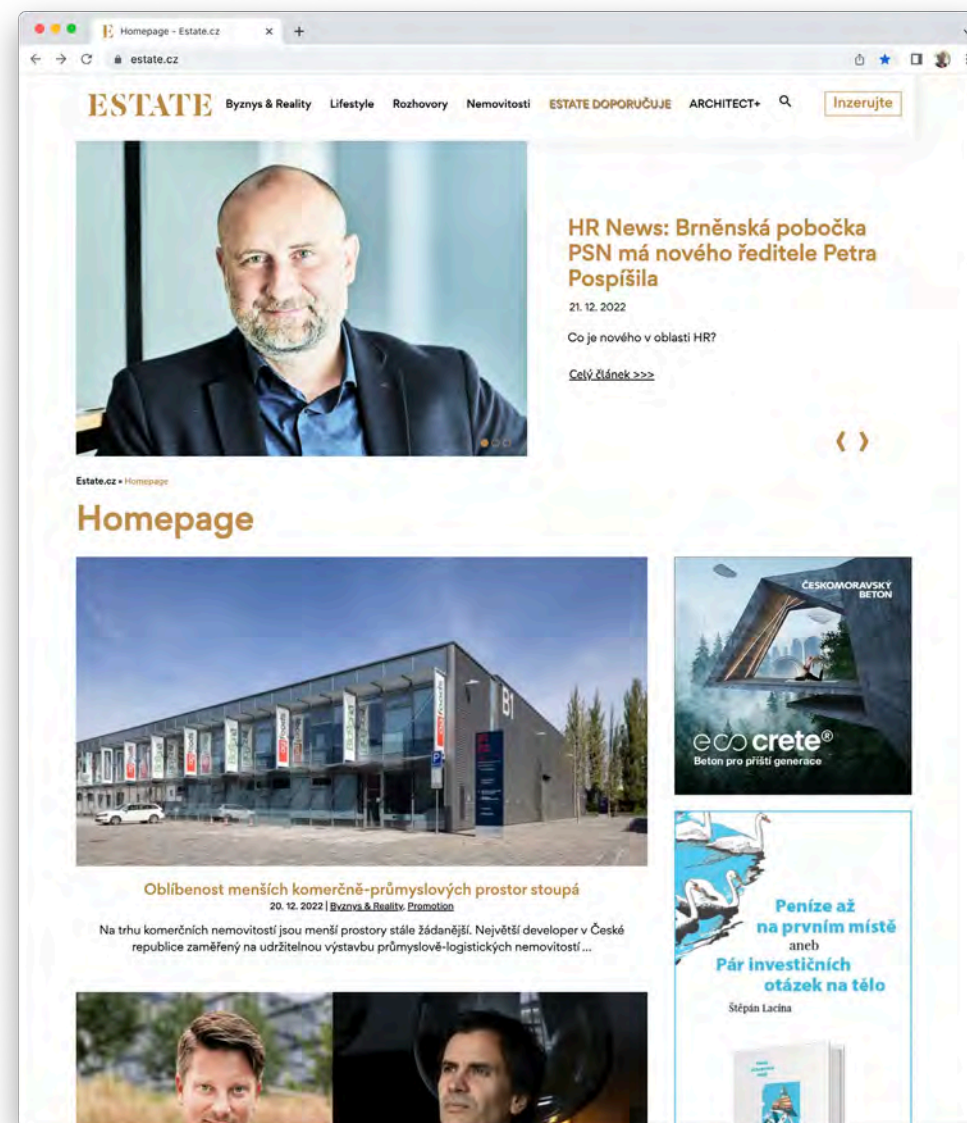
# www.estate.cz

A unique portal packed with exclusive content on the real-estate and property development market. News, analyses, and the latest trends from the Czech Republic and the rest of the world, prepared by Estate magazine's professional editors. The website also features other attractive lifestyle topics (food, cars, fashion, design, travel, etc.).

**27,000** real monthly users  
**34,000** monthly page views

**5,800** Facebook followers  
**8,100** Instagram followers

**53,000** newsletter subscribers  
**24%** average total open rate



# BANNER ADS

## Price list and specifications

DISCOUNTS ON RECURRING ADS depend on the volume.

### ADVERTISING FORMATS

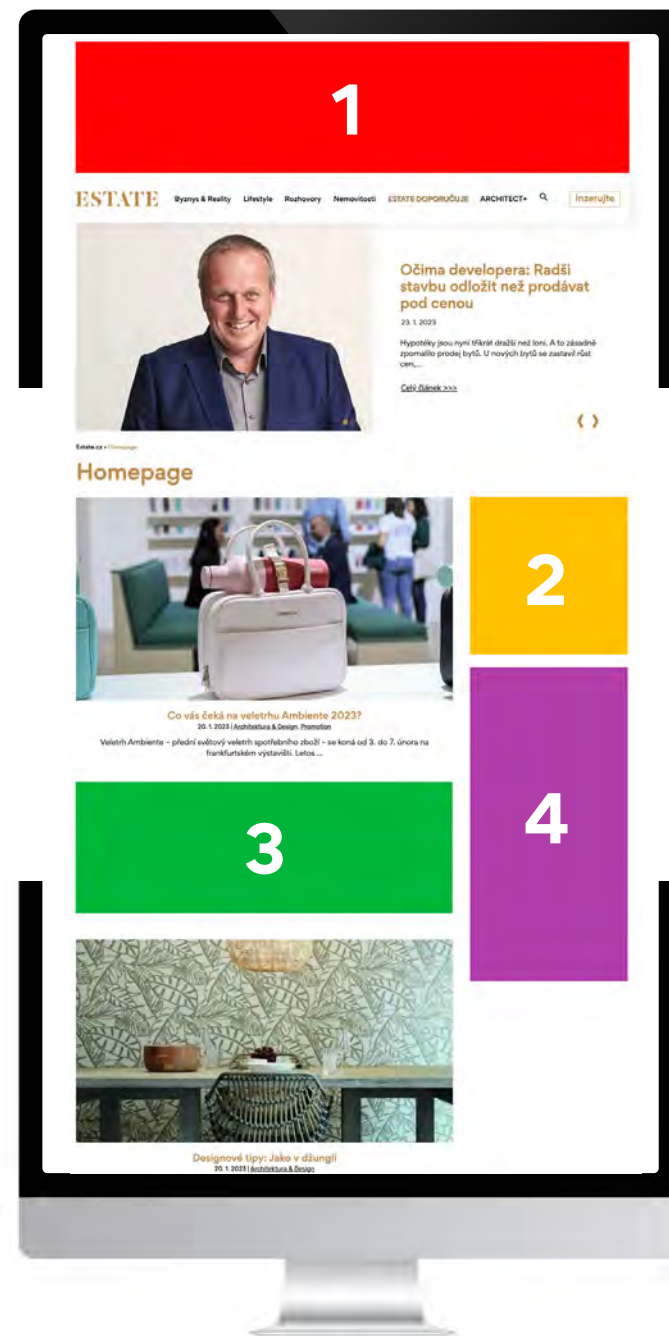
<b>1. Leaderboard</b> - 1060 x 250 px or 970 x 250 px (includes a banner for the mobile version)	40,000 CZK / 14 days
<b>2. Square</b> - 300 x 300 px (includes a banner for the mobile version)	20,000 CZK / 14 days
<b>3. Article</b> - 707 x 250 or 468 x 60 px (includes a banner for the mobile version)	30,000 CZK / 14 days
<b>4. Halfpage</b> - 300 x 600 px	30,000 CZK / 14 days
<b>5. Interscroller</b> - 360 x 640 px (banner for mobile only)	20,000 CZK / 14 days

### BANNER SPECIFICATIONS

**Format:** JPG / PNG / HTML / GIF

**Max. size:** 250 kB

**Link on request** (links should include a UTM code to enable banner click-through tracking)



# CONTENT PARTNERSHIP

## Price list and specifications



### PREMIUM NATIVE

#### BY THE EDITORS

**Price:** 65,000 CZK

**PR article with custom graphics.**

### MATERIAL SPECIFICATIONS

**Scale:** up to 10,000 characters, spaces included

**Illustration materials:** photographs, videos, animation, graphs, tables, etc. as per the client's requirements

Texts can include CTA with effective clickthrough to the advertiser's website, with an added UTM parameter.



### PR ARTICLE

#### BY THE EDITORS

**Price:** 20,000 CZK

### PR ARTICLE

#### BY THE CLIENT

**Price:** 12,000 CZK

### MATERIAL SPECIFICATIONS

**Scale:** max. 1 to 2 standard pages (at most 3,600 characters, spaces included)

**Illustration materials:** max. 4 photographs

Texts can include dofollow click-throughs to the advertiser's website, with an added UTM parameter.



# www.artplus.cz

Artplus.cz is an exclusive tool designed to help users effectively navigate the Czech art and antiques market. The portal has an extensive database and news-analysis section addressing current events on the domestic and foreign market. The website was created in close cooperation with the 15-year-old Art Antiques magazine, the only monthly in the Czech Republic to offer the most important news from the world of fine art, architecture, design, and antiques. Artplus.cz is a unique source of specialised information, as borne out by the fact that direct subscribers include the Czech News Agency and the most popular domestic media. It is also quoted by prestigious portals reporting on the art market abroad.

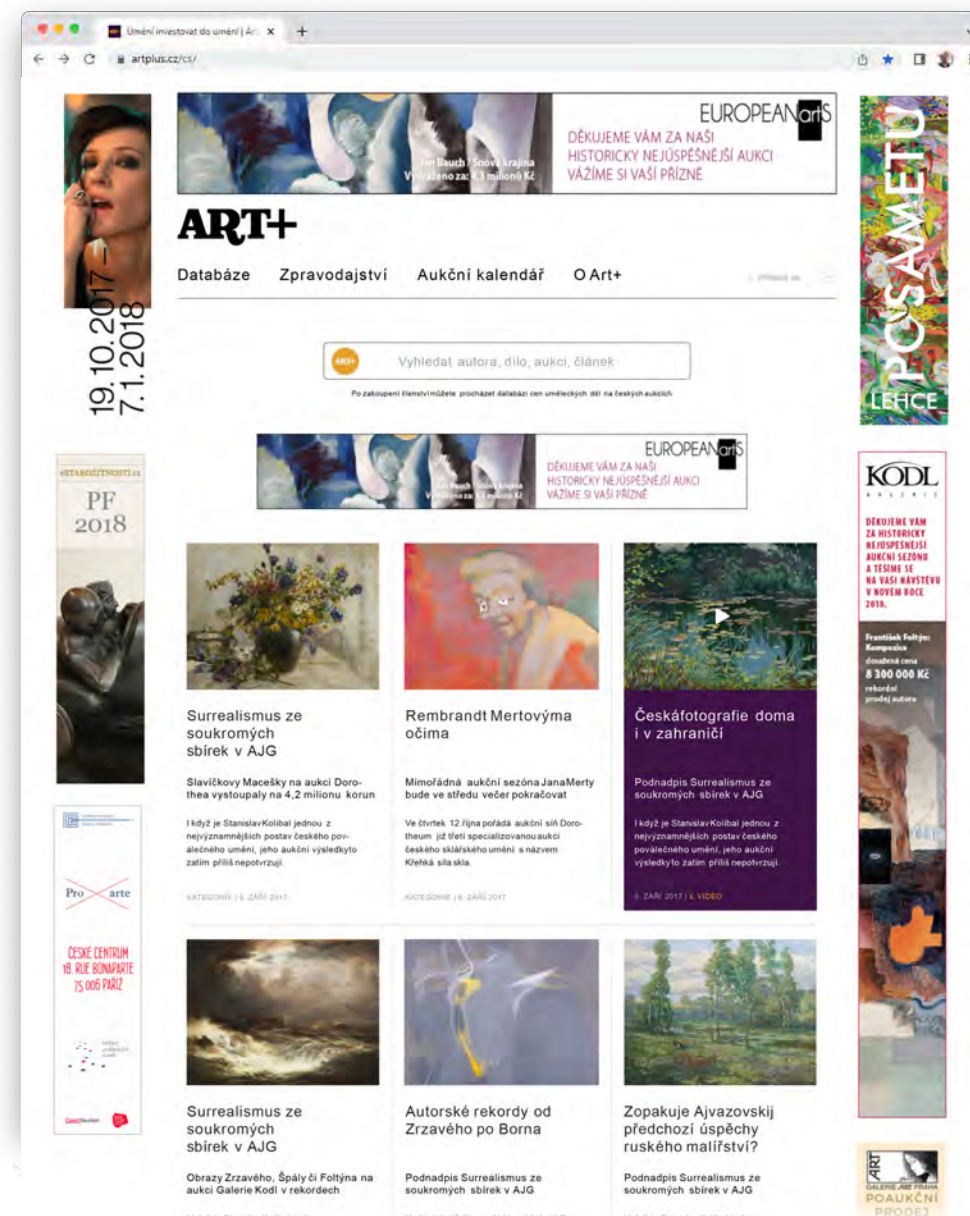
**16,000** real monthly users

**123,000** monthly page views

**2,300** Facebook followers

**10,000** newsletter subscribers

**27%** open rate



DISCOUNTS ON RECURRING ADS depend on the volume.

## ADVERTISING FORMATS

### Leaderboard

**desktop** - 900 x 120 px

**mobile** - 300 x 250 px

} 60,000 CZK / 14 days

### Vertical banners

**LH1** - 120 x 450 px

25,000 CZK / 14 days

**LH2** - 120 x 450 px

20,000 CZK / 14 days

**PH1** - 120 x 450 px

25,000 CZK / 14 days

**PH2** - 120 x 450 px

20,000 CZK / 14 days

**LD1** - 120 x 450 px

16,000 CZK / 14 days

**LD2** - 120 x 450 px

14,000 CZK / 14 days

**PD1** - 120 x 450 px

16,000 CZK / 14 days

**PD2** - 120 x 450 px

14,000 CZK / 14 days

### Cross banners

**1 desktop** - 670 x 105 px

30,000 CZK / 14 days

**2 desktop** - 670 x 105 px

20,000 CZK / 14 days

**1 mobile** - 300 x 250 px

30,000 CZK / 14 days

**2 mobile** - 300 x 250 px

20,000 CZK / 14 days

**Square** 300 x 300 px

(including banner for mobile)

20,000 CZK / 14 days

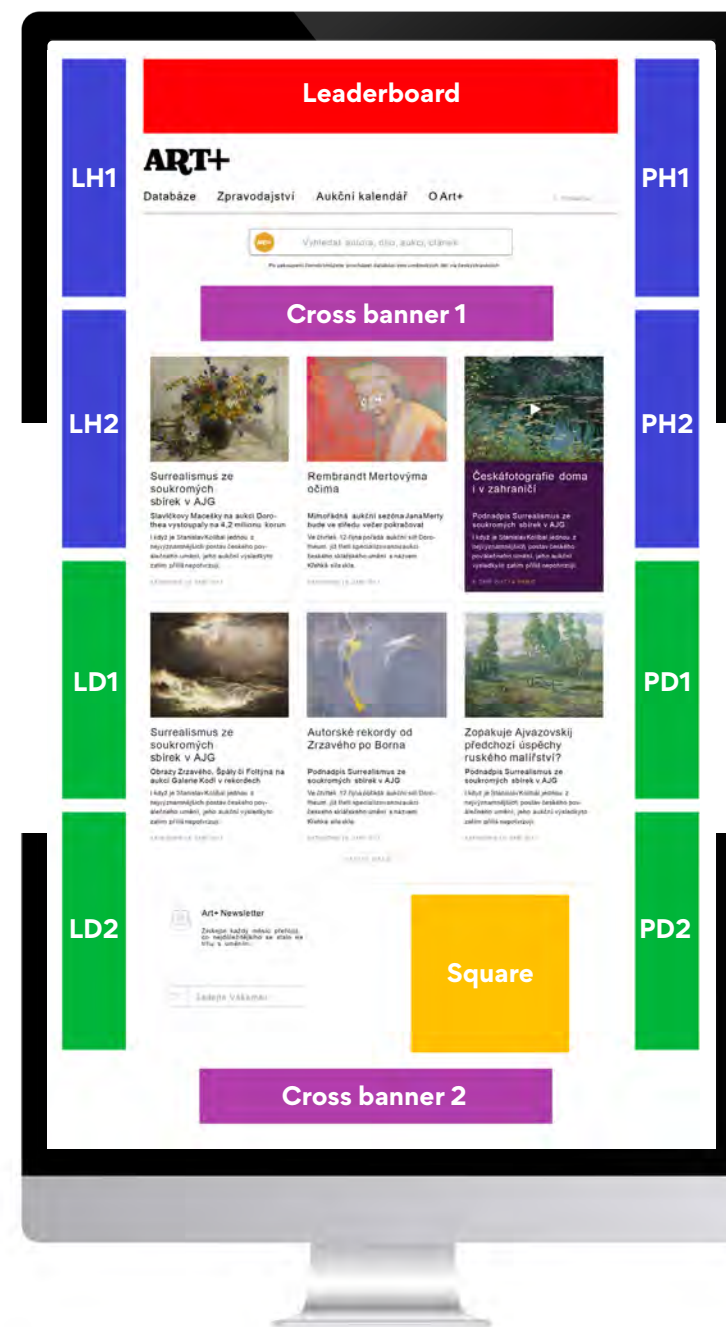
## BANNER SPECIFICATIONS

**Format:** JPG / PNG / HTML / GIF

**Max. size:** 250 kB

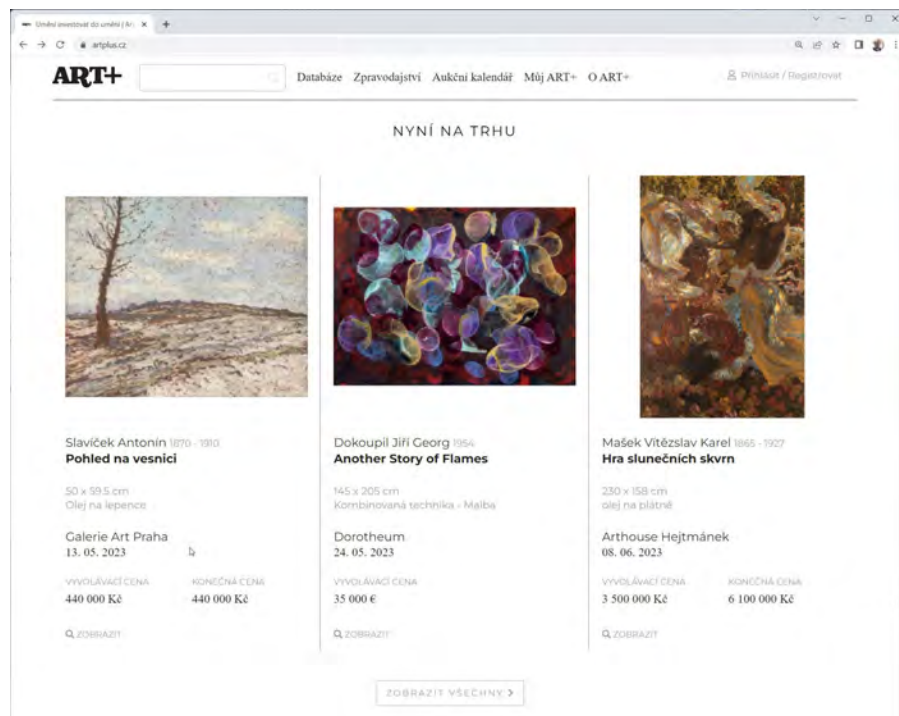
**Link on request** (links should include a UTM code to enable banner click-through tracking)

**At most 3 banners in rotation**



# CONTENT PARTNERSHIP

## Price list and specifications



### Homepage section ON THE MARKET NOW

Listing an auction item from the Art+ database in the section on the homepage

3x aukční položka..... 19,000 CZK

### MATERIAL SPECIFICATIONS

The condition is the placement of the auction item in the Art+ database



# www.iconiq.cz

Iconiq.cz is an online lifestyle magazine, an influencer offering users a daily link to the best of fashion, design, gastronomy, or beauty. It features the crème de la crème, the best of the best, moving in the fast world of online and social media with confidence and insight. It builds a community, sharing backstage information about new collections and shows. The iconic name is a guarantee of unique experiences from the world of luxury, thanks to key partners who supply iconiq.cz with exclusive content created by top lifestyle gurus.

**7,000** real monthly users

**10,000** monthly page views

**10,900** Facebook followers

**1,000** Instagram followers



# BANNER ADS

## Price list and specifications

DISCOUNTS ON RECURRING ADS depend on the volume.

### ADVERTISING FORMATS

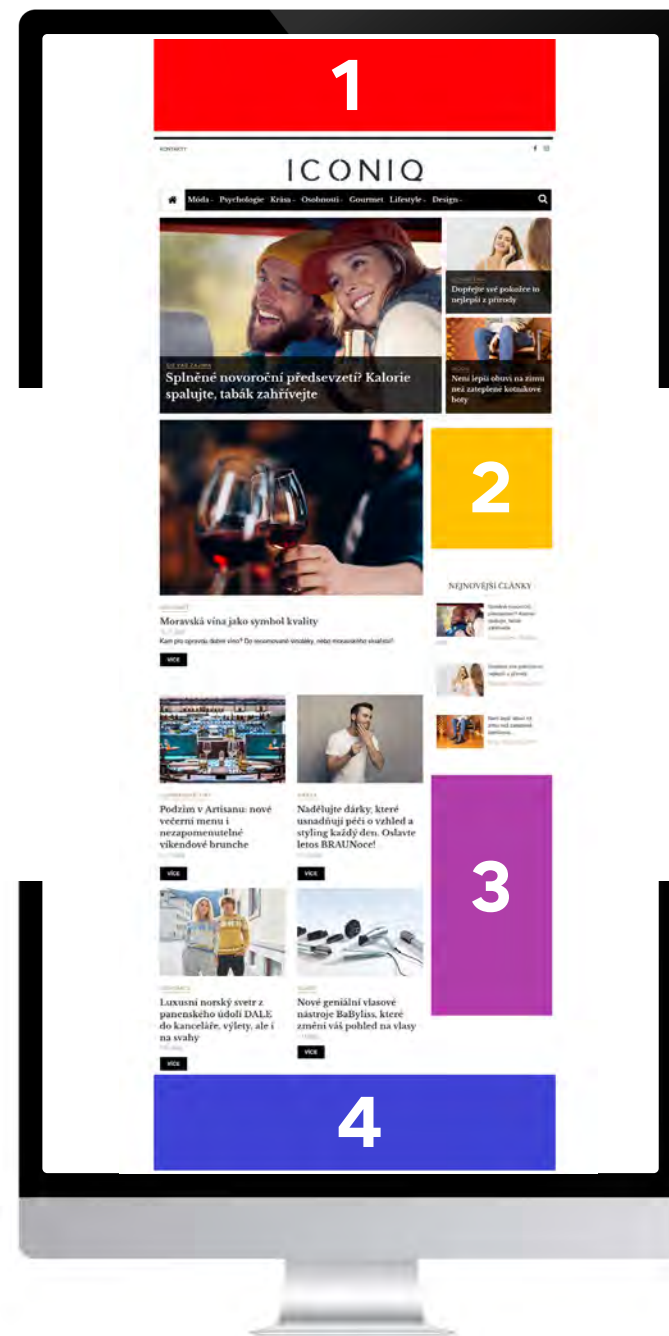
<b>1. Leaderboard</b> - 1060 x 250 px or 970 x 250 px (includes a banner for the mobile version)	40,000 CZK / 14 days
<b>2. Square</b> - 300 x 300 px (includes a banner for the mobile version)	20,000 CZK / 14 days
<b>3. Halfpage</b> - 300 x 600 px	30,000 CZK / 14 days
<b>4. Bottom</b> - 1060 x 250 or 970 x 250 px (includes a banner for the mobile version)	20,000 CZK / 14 days

### BANNER SPECIFICATIONS

**Format:** JPG / PNG / HTML / GIF

**Max. size:** 250 kB

**Link on request** (links should include a UTM code to enable banner click-through tracking)



# CONTENT PARTNERSHIP

## Price list and specifications

### PR ARTICLE

#### BY THE EDITORS

**Price:** from 20,000 CZK

### PR ARTICLE

#### BY THE CLIENT

**Price:** from 12,000 CZK

### MATERIAL SPECIFICATIONS

**Scale:** max. 1 to 2 standard pages (at most 3,600 characters, spaces included)

**Illustration materials:** max. 4 photographs

Texts can include dofollow click-throughs to the advertiser's website, with an added UTM parameter.

## Podzim v Artisanu: nové večerní menu i nezapomenutelné víkendové brunche

15.11.2022



Podzim již klepe na dveře a s ním i nové večerní menu restaurace The Artisan, kterou naleznete v centru Prahy v hotelu Marriott. Kromě vytříbené večerní nabídky nabízí tato restaurace svým hostům jedinečný kulinařský zážitek, a to v podobě tradičního nedělního brunche, který nadchne nejen velké, ale také malé gurmány.

### To nejlepší z českých farem, lesů a zahrad

Moderní česká kuchyně, řemeslná výroba, lokální dodavatelé, sezónnost, čerstvost a udržitelnost – to jsou hodnoty, kterými se dá popsat koncept restaurace The Artisan, jež má pod taktovkou ostřílený šéfkuchař David Rejthl. Ten společně s týmem zkušených kuchařů sestavil pro své hosty nové menu inspirované plody českých lesů, farem a zahrad.

Mezi delikatesy z večerní nabídky patří např. jeseter s kedlubnou a kaviárem z Rieslingu, „artisanská“ svíčková s karlovarským knedlíkem a vegetariáni si pochutnají třeba na grilovaném květáku s vejcem 62 a ořechy nebo hlívě ústřední s pohankou, klíčky jehličí a jalovcem. Večerní menu je také doplněno o prémiové stažené hovězí steaky z Josper grilu či

# www.premiumsports.cz

Web portal for anyone who loves premium sports. We live and breathe golf in the spring and summer, and spend our winters on the ski slopes, but fans of other sports, such as car racing and cycling, will also get their fill. Regular news and plenty of inspiration.

**3,500** real monthly users

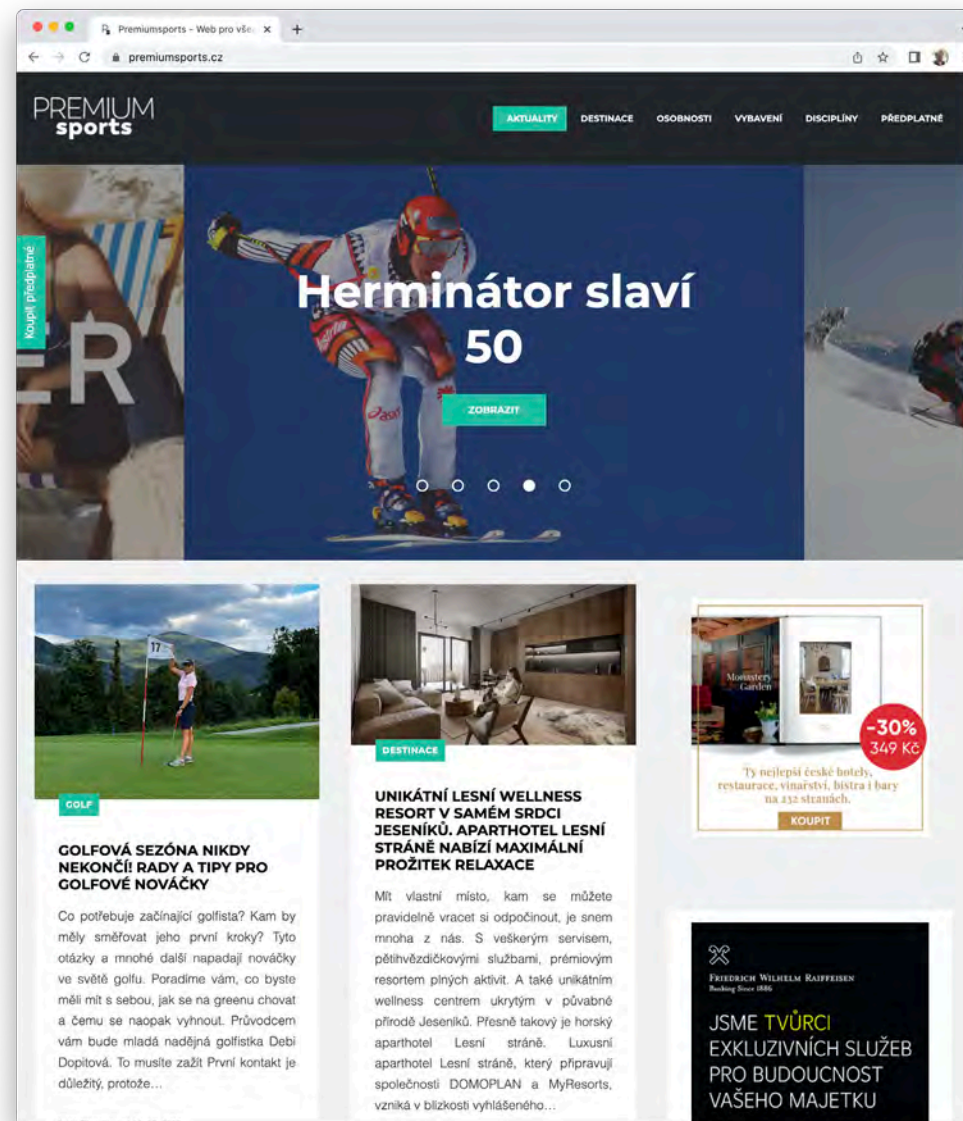
**4,500** monthly page views

**3,800** Facebook followers

**3,000** Instagram followers

**53,000** newsletter subscribers

**22%** average total open rate





# BANNER ADS

## Price list and specifications

DISCOUNTS ON RECURRING ADS depend on the volume.

### ADVERTISING FORMATS

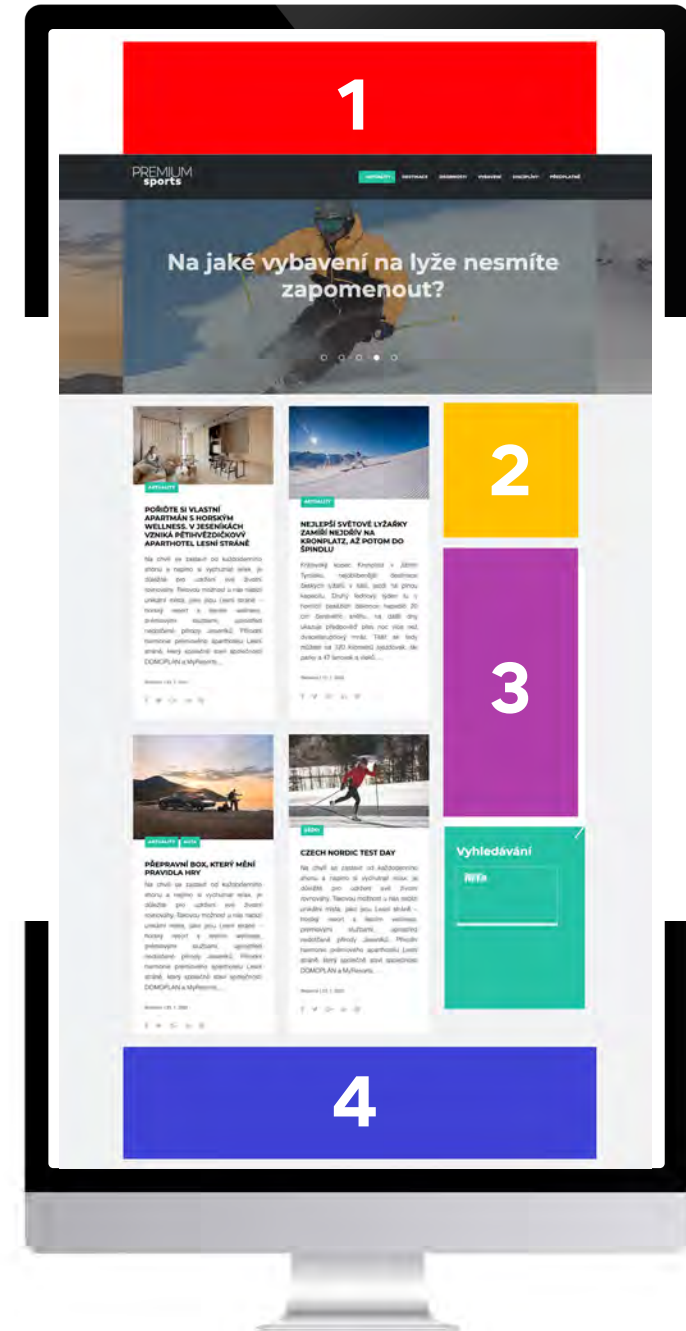
<b>1. Leaderboard</b> - 1060 x 250 px or 970 x 250 px (includes a banner for the mobile version)	40,000 CZK / 14 days
<b>2. Square</b> - 300 x 300 px (includes a banner for the mobile version)	20,000 CZK / 14 days
<b>3. Halfpage</b> - 300 x 600 px	30,000 CZK / 14 days
<b>4. Bottom</b> - 1060 x 250 or 970 x 250 px (includes a banner for the mobile version)	20,000 CZK / 14 days

### BANNER SPECIFICATIONS

**Format:** JPG / PNG / HTML / GIF

**Max. size:** 250 kB

**Link on request** (links should include a UTM code to enable banner click-through tracking)



# CONTENT PARTNERSHIP

## Price list and specifications

DISCOUNTS ON RECURRING ADS depend on the volume.

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### PR ARTICLE

#### BY THE EDITORS

**Price:** from 20,000 CZK

### PR ARTICLE

#### BY THE CLIENT

**Price:** from 12,000 CZK

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### MATERIAL SPECIFICATIONS

**Scale:** max. 1 to 2 standard pages (at most 3,600 characters, spaces included)


**Illustration materials:** max. 4 photographs

Texts can include dofollow click-throughs to the advertiser's website, with an added UTM parameter.

DESTINACE

**Unikátní lesní wellness resort v samém srdci Jeseníků. Aparthotel Lesní stráně nabízí maximální prožitek relaxace**

Redakce | 12. 12. 2022



Mít vlastní místo, kam se můžete pravidelně vracet si odpočinout, je snem mnoha z nás. S veškerým servisem, pětihvězdičkovými službami, prémiovým resortem plných aktivit. A také unikátním wellness centrem ukrytým v půvabné přírodě Jeseníků. Přesně takový je horský aparthotel Lesní stráně.

Luxusní aparthotel Lesní stráně, který připravují společnosti DOMOPLAN a MyResorts, vzniká v blízkosti vyhlášeného lyžařského areálu Ramzová – na ideálním místě pro zimní i letní radovánky. Atraktivní polohu umocňuje jedinečný koncept wellness resortu, který je v podobě privátních kabin umístěn do blízkého lesa. Zážitekové masáže, koupele, sauny a vodní prvky, které posouvají relaxaci na zcela novou úroveň, čekají na rezidenty kromě venkovní části i v samotném aparthotelu.





# Newsletters

# MORNING CALL Newsletter

Daily selection of exclusive information about the economy, finances, investments, and current news from the world of capital markets, presented by the editors of Investiční web.

**2,500** subscribers

**22%** average total open rate

**PERIODICITY:** Monday—Friday morning

## ADVERTISING FORMATS

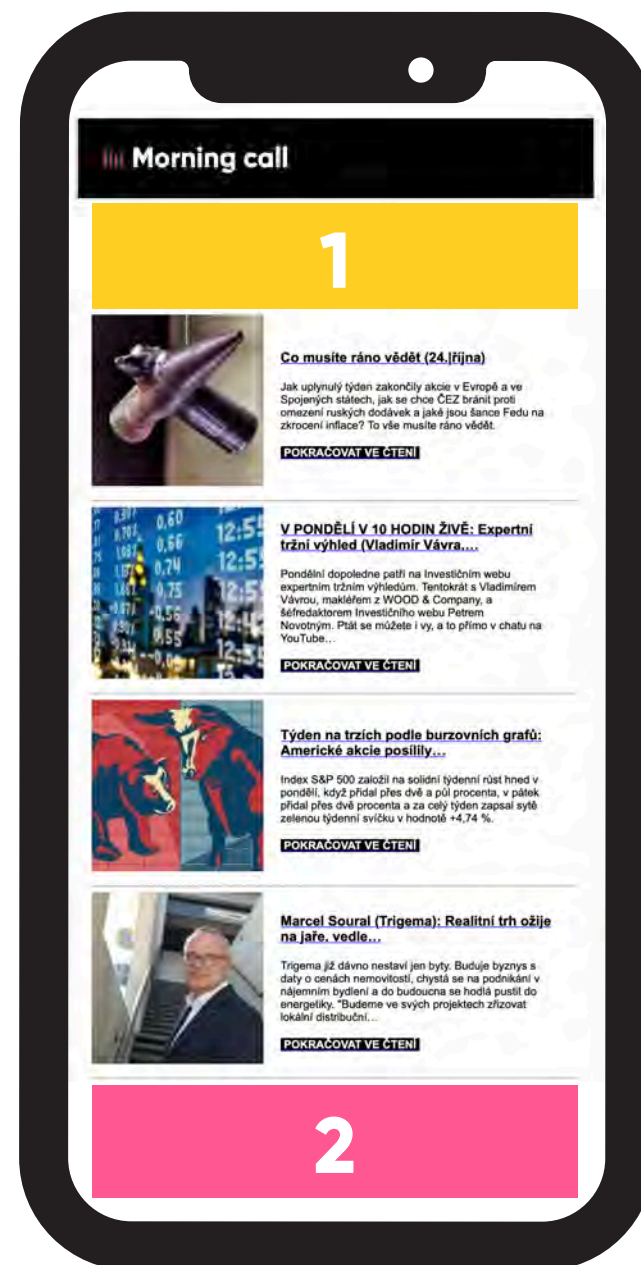
<b>1. Leaderboard</b> - 1060 x 250 px	10,000 CZK
<b>2. Banner</b> - 1060 x 250 px	5,000 CZK

## BANNER SPECIFICATIONS

**Format:** JPG / PNG

**Max. size:** 250 kB

**Link on request** (links should include a UTM code to enable banner click-through tracking)



# ART+ Newsletter

The most recent news from the [www.artplus.cz](http://www.artplus.cz) portal. Topics from the domestic and foreign art market, investment tips.

**10,000** subscribers

**27%** average total open rate

**PERIODICITY:** 1 x month

## ADVERTISING FORMATS

**Banner** - 680 x 200 px

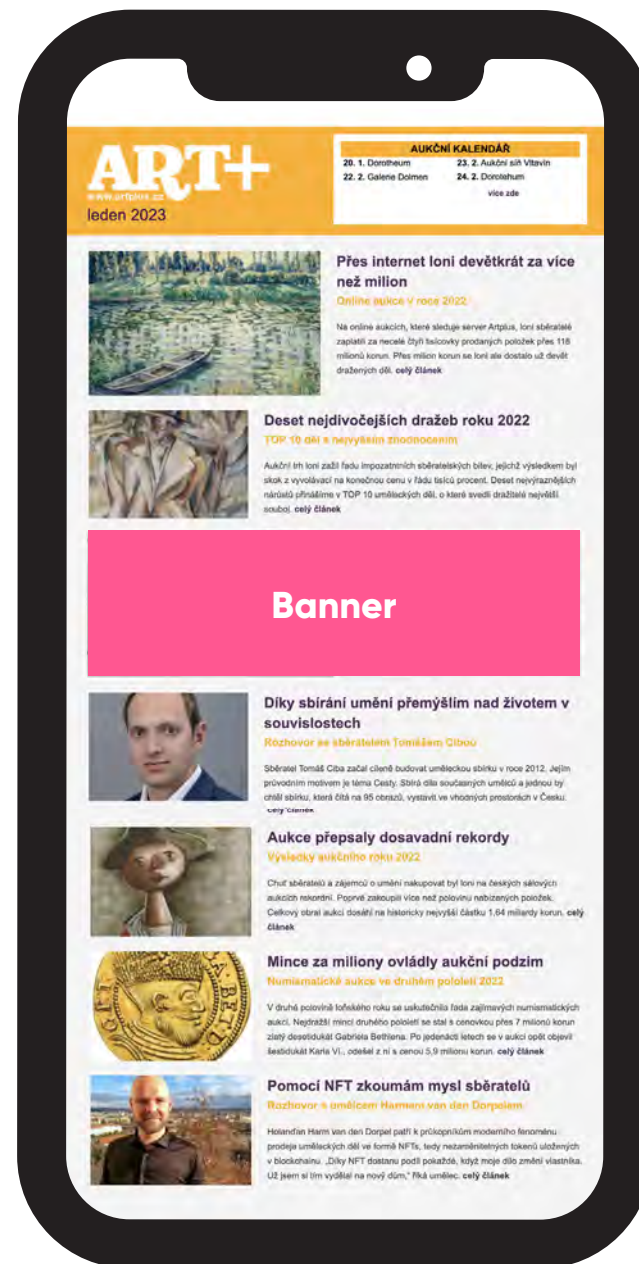
50,000 CZK

## BANNER SPECIFICATIONS

**Format:** JPG / PNG

**Max. size:** 250 kB

**Link on request** (links should include a UTM code to enable banner click-through tracking)



# ESTATE Newsletter

Selection of the most interesting topics from the world of business. News from real estate and development. Trends in lifestyle, design, travelling, and architecture.

**53,000** subscribers

**24%** average total open rate

**PERIODICITY:** 1x month

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## ADVERTISING FORMATS

<b>1. Leaderboard</b> - 1060 x 250 px	50,000 CZK
<b>2. Banner</b> - 1060 x 250 px	30,000 CZK
<b>3. PR ARTICLE in the article listing</b> (incl. the article's publishing on estate.cz)	40,000 CZK

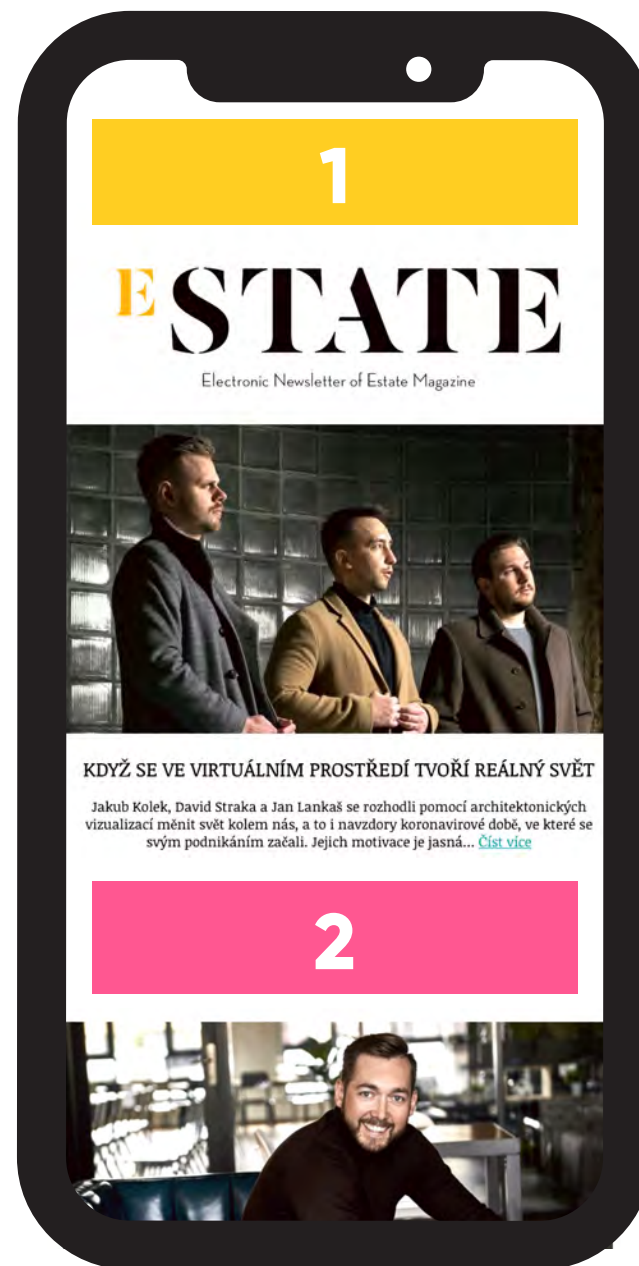
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## BANNER SPECIFICATIONS

**Format:** JPG / PNG

**Max. size:** 250 kB

**Link on request** (links should include a UTM code to enable banner click-through tracking)



# PREMIUM SKI and PREMIUM GOLF Newsletters

Selection of the best from golfing and skiing.

**53,000** subscribers

**22%** average total open rate

**PERIODICITY:** with every issue of the Premium Ski and Premium Golf magazine

## ADVERTISING FORMATS

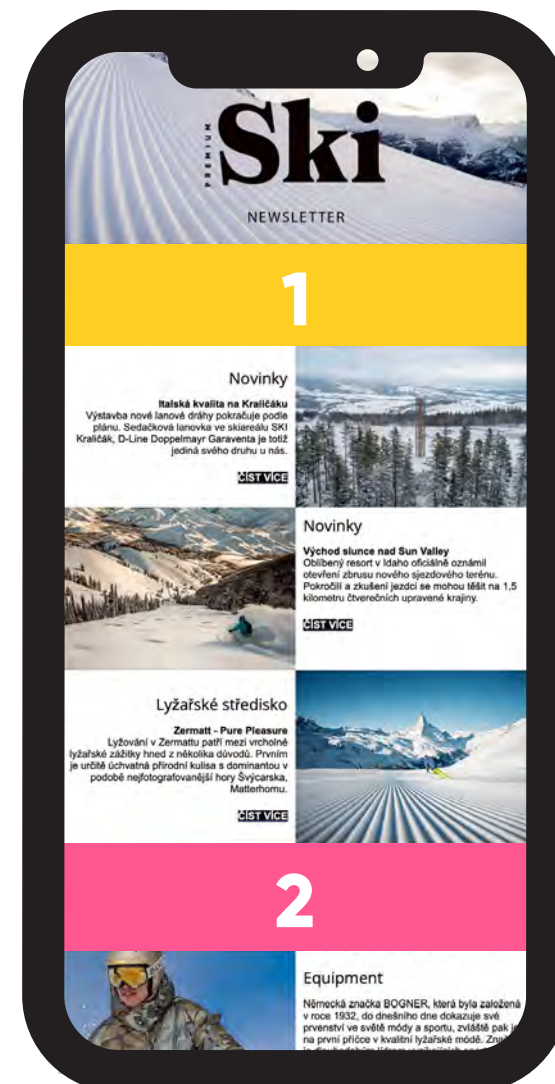
- |   |            |
|---|------------|
| <b>1. Leaderboard</b> - 1060 x 250 px   | 50,000 CZK |
| <b>2. Banner</b> - 1060 x 250 px  | 30,000 CZK |
| <b>3. PR ARTICLE in the article listing</b><br>(incl. the article's publishing on premiumsports.cz) | 40,000 CZK |

## BANNER SPECIFICATIONS

**Format:** JPG / PNG

**Max. size:** 250 kB

**Link on request** (links should include a UTM code to enable banner click-through tracking)





# PREMIUM BRNO Newsletter

The hottest news from Moravia's largest city and its vicinity. The most interesting people, businesses, and projects from the South-Moravian entrepreneurship and social scene, as well investment, culture, design, arts, and lifestyle topics.

**53,000** subscribers

**22%** average total open rate

**PERIODICITY:** with every issue of PREMIUM BRNO.

## ADVERTISING FORMATS

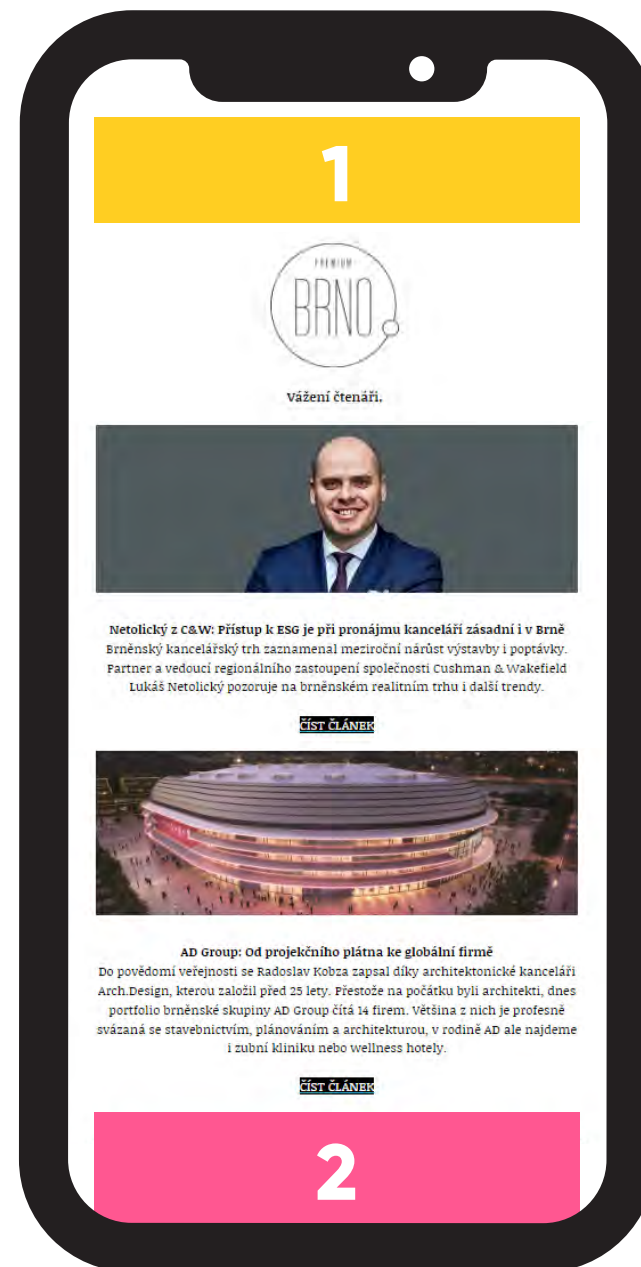
<b>1. Leaderboard</b> - 1060 x 250 px	50,000 CZK
<b>2. Banner</b> - 1060 x 250 px	30,000 CZK
<b>3. PR ARTICLE in the article listing</b> (incl. the article's publishing on estate.cz)	40,000 CZK

## BANNER SPECIFICATIONS

**Format:** JPG / PNG

**Max. size:** 250 kB

**Link on request** (links should include a UTM code to enable banner click-through tracking)





# ARCHITECT+ Newsletter

The most successful newsletter with news from architecture and design, for anyone who loves quality architecture.

**21,000** subscribers

**38%** average total open rate

**PERIODICITY:** every month

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## ADVERTISING FORMATS

<b>1. Leaderboard</b> - 1060 x 250 px	50,000 CZK
<b>2. Banner</b> - 1060 x 250 px	30,000 CZK
<b>3. PR ARTICLE in the article listing</b> (incl. the article's publishing on estate.cz in the ARCHITECT+ section)	40,000 CZK

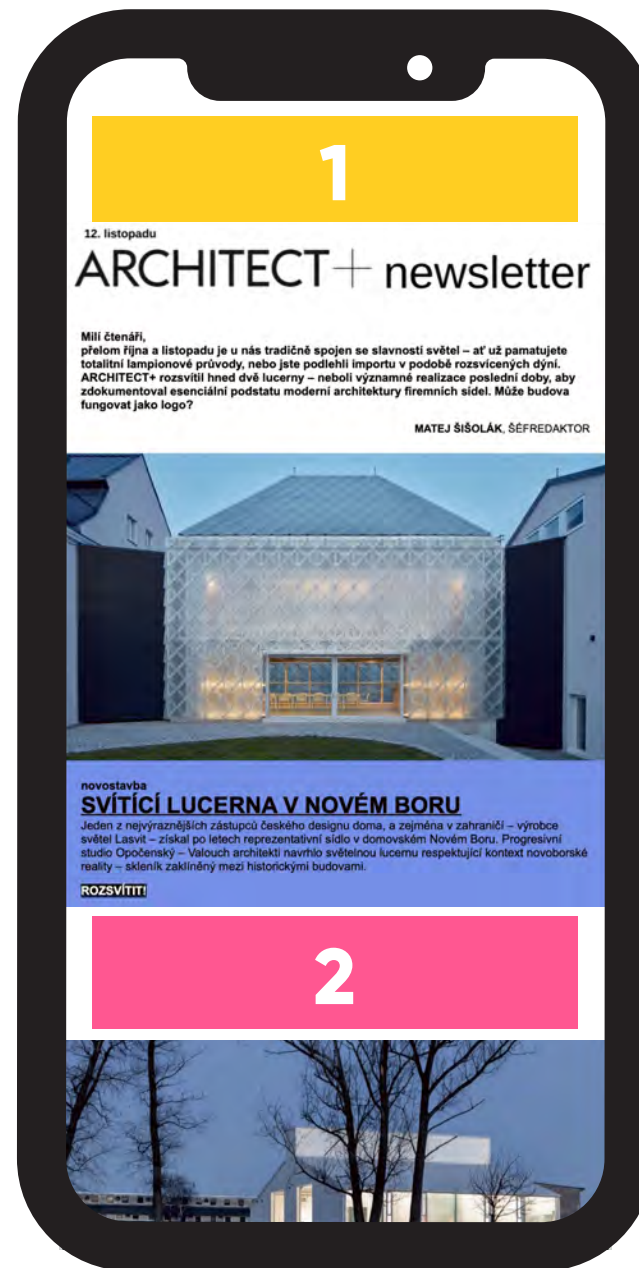
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## BANNER SPECIFICATIONS

**Format:** JPG / PNG

**Max. size:** 250 kB

**Link on request** (links should include a UTM code to enable banner click-through tracking)



# ARCHITECT+ MARKETPLACE Newsletter

Special newsletter of the ARCHITECT+ magazine, with product tips from the world of luxury architecture and design.

**53,000** subscribers

**21%** average total open rate

**PERIODICITY:** with every issue of the ARCHITECT+ magazine

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## ADVERTISING FORMATS

- |  |            |
|--|------------|
| <b>1. Leaderboard</b> - 1060 x 250 px  | 40,000 CZK |
| <b>2. Banner</b> - 1060 x 250 px   | 30,000 CZK |
| <b>3. Inclusion of the product tip in the content, with a link to a website of the client's choosing</b><br>(the link should contain a UTM code to allow click-through tracking) | 30,000 CZK |

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## BANNER SPECIFICATIONS

**Format:** JPG / PNG

**Max. size:** 250 kB

**Link on request** (links should include a UTM code to enable banner click-through tracking)



# INSIDE REPORT Newsletter

Inside Report is a unique product on the Czech market. Published in English, every Tuesday it brings key behind-the-scenes information and analyses from the world of Czech politics, as well as exclusive data viewed from the perspective of its direct impact on business and investments. The weekly report is created in cooperation with the CEC Group consulting company and Tomáš Klvaňa, a leading political insider and experienced political commentator. A number of international businesses, expats, and diplomatic mission representatives are among the report's subscribers.

Subscribe yourself and be one step ahead of everyone else.

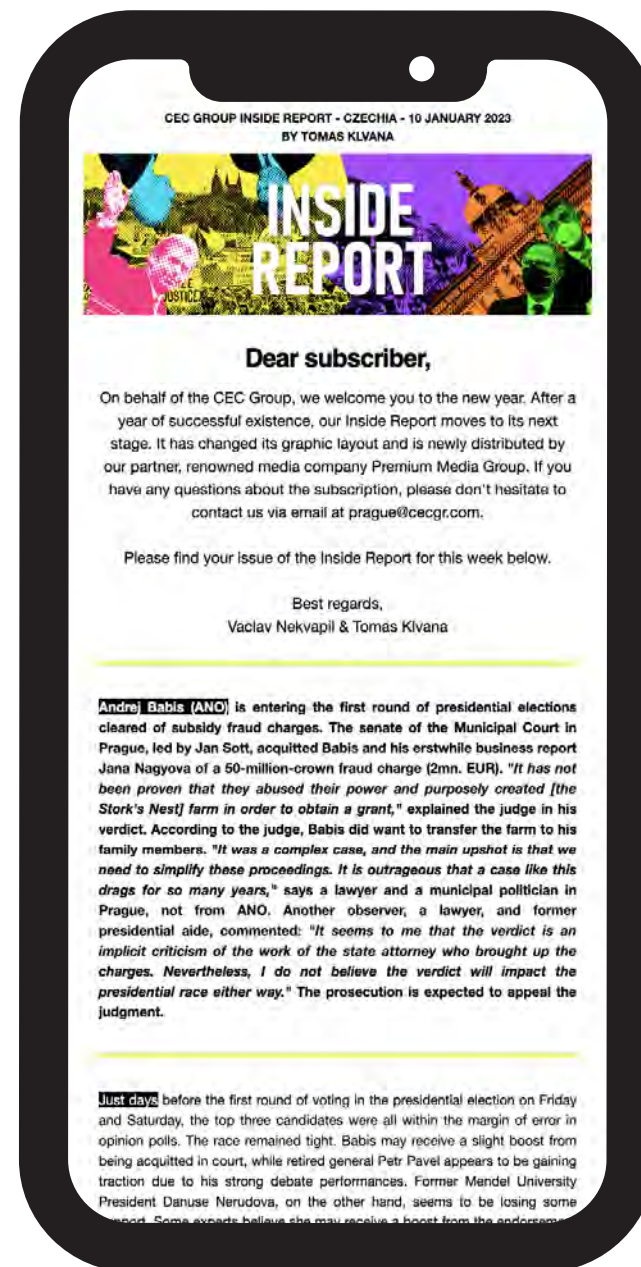
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**PERIODICITY:** every Tuesday morning

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## SUBSCRIPTION

1. Monthly	8,000 CZK
2. Quarterly	22,000 CZK
3. Semi-annual	42,000 CZK
4. Annual	86,000 CZK



# Social Media

# CONTENT PARTNERSHIP

## Price list and specifications

DISCOUNTS ON RECURRING ADS depend on the volume.

### Estate

**5,800** Facebook followers

**8,100** Instagram followers

### ARCHITECT+

**8,000** Facebook followers

**17,500** Instagram followers

### Premium SKI

**2,800** Facebook followers

**1,050** Instagram followers

### Premium GOLF

**950** Facebook followers

**2,000** Instagram followers

### PREMIUM BRNO.

**2,300** Facebook followers

**1,400** Instagram followers

### ICONIQ

**10,900** Facebook followers

**1,000** Instagram followers



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## ADVERTISING FORMATS ON FACEBOOK OR INSTAGRAM

**1x post or story**  
(no reach guarantee)

3,000 CZK

## Monthly Estate or ARCHITECT+ partnership

**4x post a 2x stories**

(reach guarantee based on an agreement with the client)

24,000 CZK

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## TECHNICAL SPECIFICATIONS

### Recommended size:

**FB post:** 1200 x 630 px

**FB stories:** 1080 x 1920 px

**IG post:** 1080 x 566 px or 1080 x 1350 px or 1080 x 1080 px

**IG stories:** 1080 x 1920 px

**Format:** JPG / PNG

**Max. size:** 250 kB

Link on request

**PREMIUM  
MEDIA  
GROUP**

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