

MLADÁ FRONTA

DNES

Your smart investments start in MF DNES!

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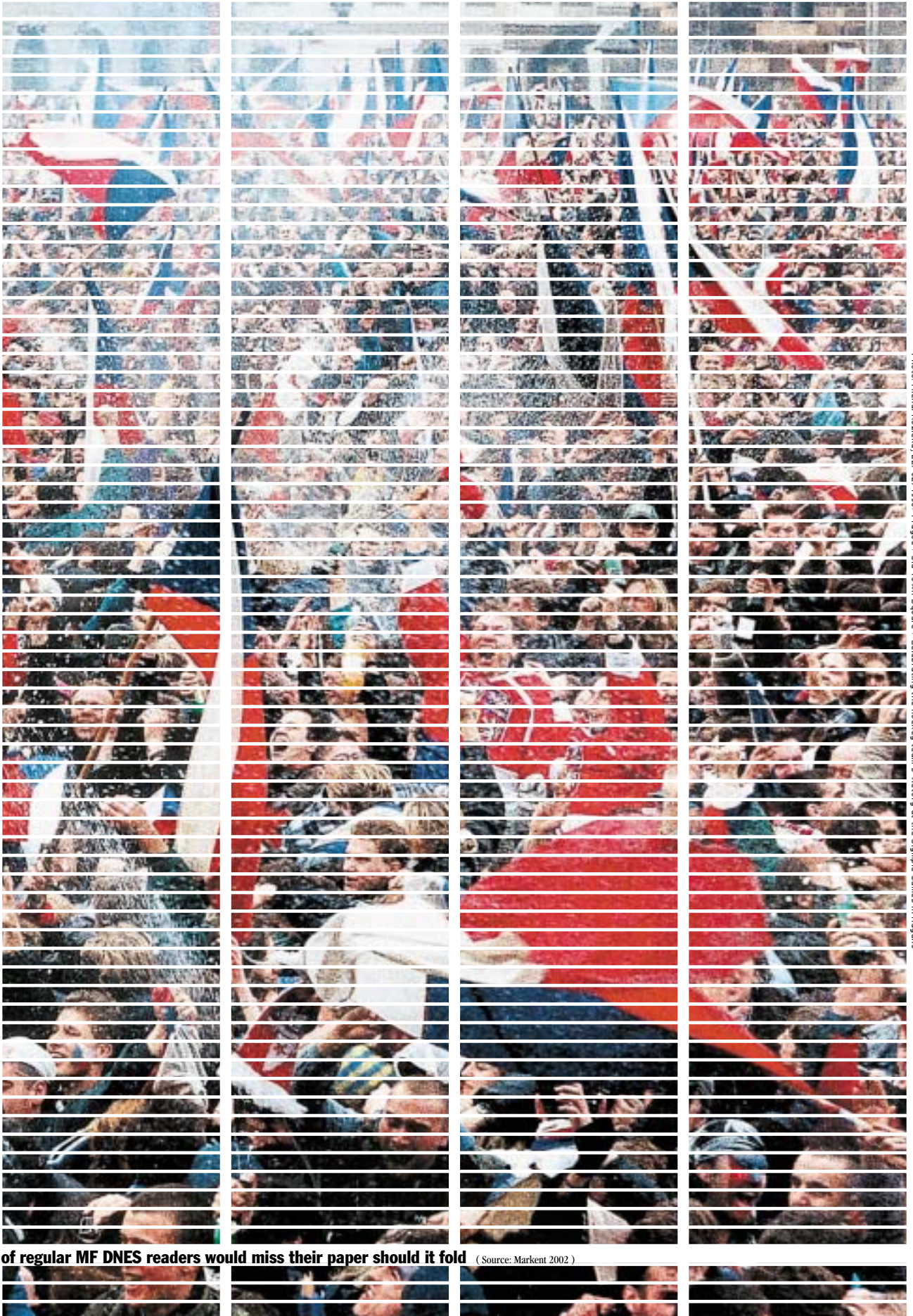


Photo: Michal Rozálek, 28/02/1998 Prague - Old Town Square - Celebrating the hockey team's victory at the Olympic Games in Nagano

3/4 of regular MF DNES readers would miss their paper should it fold (Source: Markent 2002.)

DNES

A successful European daily



MF DNES is a serious modern newspaper that brings to its readers a high-quality full-blown picture of the world in which they live. For more than ten years it has been the leading daily in the Czech Republic but also a successful newspaper on the European scale. Our fundamental editorial principles are independence, serious-minded journalism, and openness towards discussion of different opinions.

A modern newspaper

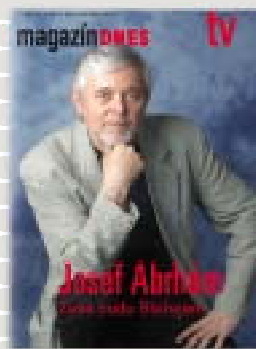
The latest chapter in the history of MF DNES began with the fall of Communism at the end of 1989. In the years that followed, MF DNES has rapidly evolved into a modern democratic newspaper. It was one of the first Czech dailies that consistently insisted on independence of political parties and comprehensive serious reporting. Thanks to its rapid development and growing market influence it soon became predestined to set the standards of modern Czech journalism. MF DNES has turned into a role model for other democratic newspapers in the Czech Republic thanks to its editorial procedures, work with information sources, and openness in communication. Since 1994, MF DNES has been a part of the Rheinisch-Bergische Druckerei-und-Verlagsgesellschaft GmbH publishing conglomerate. The entry of this strong publisher has further enhanced MF DNES's market position and fuelled even faster expansion.

A sensible format

At present, MF DNES is the best-read Czech daily with an audience of more than 1.2 million readers a day. MF DNES is produced in the so-called Berlin format and features full-colour printing. Just as most of the world's modern newspapers, it is conveniently divided into practical thematic sections. In the first section, the basic domestic and foreign news reports and commentaries are offered. The second section is dedicated to economic reporting from the Czech Republic, Europe, and the rest of the world. The third section contains a regional supplement (focused on every one of the 14 regions of the Czech Republic) as well as a culture page. The fourth section covers the sports. In the fifth section, one of the regular thematic supplements is presented. MF DNES carries special supplements dedicated to finance, automobiles, housing and living, employment, health, shopping, education, and consumer advice.

DNES Magazine

The flagship of MF DNES is the full-colour magazine published every Thursday, bringing to its readers attractive content and detailed TV listings. Unique interviews, interesting domestic as well as international reports, profiles of exceptional personalities, and originally treated journalistic topics are accompanied by unusual and artistic photography. As a result, DNES Magazine is read by an audience of nearly 1.7 million every week. Moreover, the appearance of both the daily and its supplements is continuously undergoing modernisation, enabling MF DNES to maintain its position among the European journalistic elite, as evidenced by numerous international awards.





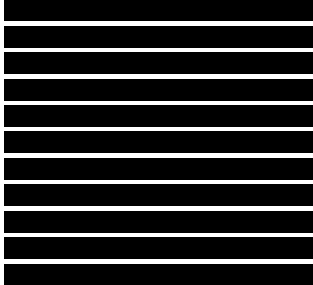
93% of regular MF DNES readers read at least half of the total paper's pages

(Source: Markent 2002)

Photo: Michal Rožička; 31/08/1999 > Prague > Airport > Ludmila Formanová posing for photographers after her arrival from Seville



At present, MF DNES is probably the most influential Czech daily. Research has shown that it is clearly the most quoted daily newspaper with the largest number of original news reports, and also one paying the highest attention to problematic, irregular and controversial social phenomena. Analyses carried out by independent agencies have also shown that MF DNES brings the most impartial political reporting. An extensive survey has also proved that readers regard MF DNES as a constantly improving newspaper (source: Daily Newspaper Readership Survey, SC&C, 2002). MF DNES's influence has also been displayed in a series of cases on which the paper had been reporting. Thanks to the thorough work of our journalists a number of serious political and economic misdemeanours were uncovered and it has been MF DNES's involvement that frequently helped to bring about remedies.



Readers appreciate this attribute of the paper. Its audience of 1.2 million readers places MF DNES not only in the position of the leading Czech newspaper but in relation to the Czech population, also to the forefront in the European context. The Czech Republic's population is ten million, and MF DNES is read by 12% of this population every day. This is an unusually high proportion for a quality daily (for the sake of comparison, in Germany a comparably successful daily would have to have 9.6 million readers, in the UK over 6 million). Both the editorial as well as publishing teams of MF DNES are constantly striving to maintain and further strengthen its unique position. MF DNES therefore is and will continue to be a major European daily.



Influential and successful newspaper



Photo: David Neff, 01/06/1996 > Bošičar in Krško Hory > Environmentally friendly wind power station

Every day a regular MF DNES reader spends on average
43 minutes reading their paper (Source: Markent 2002)

Edition, influence

The average daily circulation sells in excess of **320,000** copies, and the Thursday magazine edition sells over **460,000**

The most recent edition has been read by **1.2** million readers

66% of MF DNES readers fall within the economically most active age brackets from 20 to 49 years

Nearly **600,000** readers are university graduates or have a secondary school diploma

MF DNES audience includes an up to **2.6** times larger proportion of high-income earners in comparison with the country's total population

68% of MF DNES readers have access to personal computers

Sources: Media Project (GfK Prague – TN Sofres – STEM/MARK, Median), ABC CR

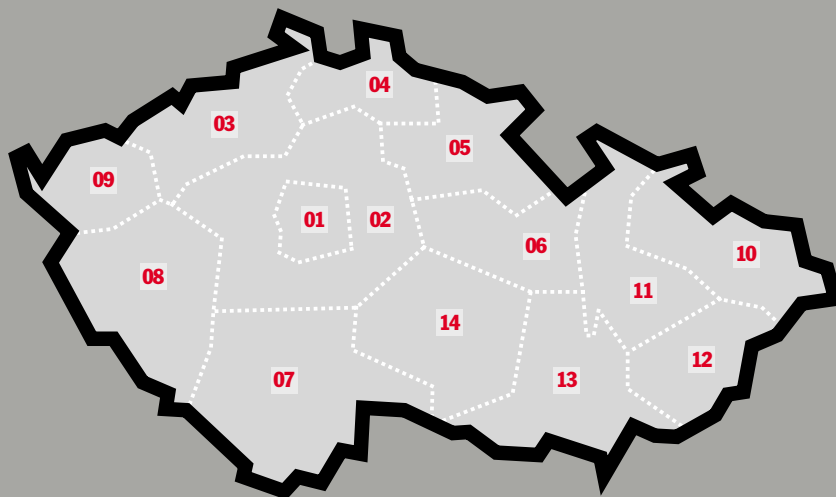


Photo: Radek-Miča, 30/01/2000 > Bukovany > Silovice, tasting

3/4 of regular MF DNES readers prefer reading in the comfort of their own homes

(Source: Research into Readers' Behaviour and Perception of Advertising in MF DNES Daily, Markent 2002)

Regional editions



01 Prague – metropolitan area **02** Central Bohemia **03** Northern Bohemia **04** Liberec Region
05 Hradec Králové Region **06** Pardubice Region **07** South Bohemia **08** Plzeň Region
09 Karlovy Vary Region **10** North Moravia **11** Central Moravia
12 Eastern Moravia **13** South Moravia **14** Vysočina Region

In a separate section of MF DNES, readers will find news and reporting relevant to their own region. Every day, 14 regional editions are published and their reach is consistent with the administrative division of the Czech Republic. Thanks to our regional teams, fast and objective news reporting, original articles and a host of localised services can be offered to readers.

In each region, a team of regional sales representatives and sales support managers can provide local consulting and service:



A regular MF DNES reader picks up the daily two times a day on average. (zdroj: Markent, 2002)

Photo: Michal Růžička, 05/08/2003 - Zlín - Brick houses built after World War Two

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Advertising products



MF DNES is the best-read quality newspaper in the Czech Republic, bringing to its readers and advertisers the broadest choice of thematic columns and sections, and supplements.

The Daily

Display advertisements in black-and-white as well as in colour are the predominant forms of advertising in our paper. Thanks to our own new printing facilities where the daily has been printed since 2001, we can offer high quality printing of even the most demanding creative designs, in full colour and in all sections, with a possibility of placement on editorial pages; double-page panorama spreads; or page-sized background pattern. Among some of the more special formats we provide are the so-called "ear pieces" – typically placed on the title page of the countrywide or regional edition, and on the title page of the Economy, Sports or Property sections, or ads in the Weather forecast and TV listings. Your advertisement can also be placed as a "float" in the body of text.

For regular supplements such as Employment, Education and Property or special supplements (such as Holidays, Invox IT tradeshow, Housing, Insurance, Golf, Mobile Telephones, Automobiles, Mortgages, Graduates, etc.) we are able to provide customised package deals and advertising modules.

The Magazine

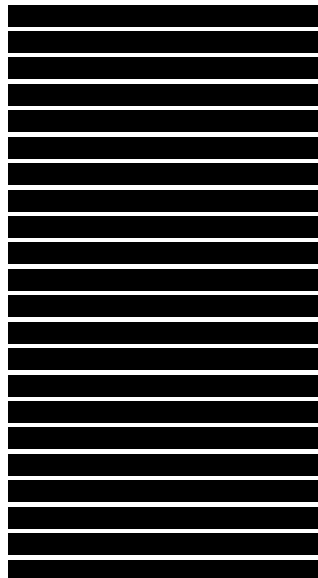
The 60 to 100-page DNES Magazine appears every Thursday. Opportunities for display ads are only limited by the page size. The standard offering includes double-page panorama spreads, editorial page placement, and placement directly inside the TV listings section.

Top combination

For targeting even broader audiences in the whole of the Czech Republic we offer another advertising product that features a combination of two dailies – MF DNES and Lidové noviny. The combined readership of the two reaches an incredible 1,473,000, representing an average circulation of 406,624 copies sold. On Thursday, thanks to DNES Magazine, as many as 529,027 copies are sold.

iDNES

Last but not least, as a multimedia publisher we would like to draw your attention to the opportunity of advertising in our Internet edition, either separately or in conjunction with the printed daily. iDNES is the most comprehensive and most visited news server on the Czech market, enriched by a host of specialised servers and portals. The monthly hit rate exceeds 35 million pages viewed.





The high circulation of MF DNES guarantees targeting large audiences – who number about 1.2 million for the daily and up to 1.7 million for the magazine – and in turn your potential clients.

Photo: Dan Hasena, 18/05/2003 > Prague > Charles Bridge > Prague International Marathon

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Human resources

Employment

The Employment supplement has a tradition of seven years in MF DNES. As it gradually expanded, the supplement has gained increasing popularity among the readers. Readers in their many responses appreciate help in orientation on the labour market, useful tips and advice, and above all the broadest offer of job opportunities available in the printed media.

Employment is published twice a week, on Tuesdays and Thursdays. Thanks to modern technologies full-colour printing is available throughout the supplement.

As an advertiser you can place an advert in the nationwide edition, covering the entire Czech Republic in one go, or combine the country's different regions and areas to suit your needs.

Education

We are convinced that the level of education needs to be continuously upgraded. Therefore, on the pages of the Education supplement, which typically follows the Employment supplement every Tuesday, we focus primarily on further professional education and training.

Graduates

Every year, thousands of young people leave schools and the question of their first employment puzzles not only them but also their parents and job centres.

Twice a year (in spring and autumn) MF DNES prepares a special nationwide supplement, Graduates, published in an increased circulation and distributed also to Czech universities and colleges. The supplement is intended primarily for secondary school, and college and university graduates as well as their future employers.

Property

The Property supplement is currently very much sought after by both readers and advertisers. As governmental support for housing programmes intensifies, the financial service markets evolve, and the Czech Republic's accession to the EU approaches, the number of those wanting to improve their housing situation or invest profitably in a property is growing.

To reflect this trend, the format and content of this supplement has been adjusted and it is attractive to readers by up-to-date estate market information and to the clients of MF DNES by extended special opportunities for advertising.

The supplement carries a series called "Ways to a Better Home", information on options to finance home purchase, advice, tips and recommendations, texts dedicated to properties abroad, and the popular "Property Advice" column in which financial and legal experts respond to readers' questions.

Advertising inserts

A popular product in both MF DNES and DNES Magazine is the special advertising inserts.

The highest demand for inserts comes from automobile manufacturers and IT companies but also fashion, sportswear and electrical appliance retailers, supermarkets, travel agents and telecommunication companies are among frequent advertisers.

The high circulation of MF DNES guarantees that large audiences will be reached; the daily has a readership of 1.2 million and the magazine up to 1.7 million – all of them your potential clients. Moreover, this is a group of readers with higher education and income, and decision-making privileges, mostly in the economically active age category in comparison with average Czech population.

The newspaper's structure also enables to target the insert accurately to meet your requirements. You yourself will determine in which regional edition and in what number of copies your insert is to be distributed.

With DNES Magazine we can also arrange binding or gluing of inserts.

Investment in advertising with MF DNES will generate multiple returns!

Photo: Nguyen Phuong Thao, 23/1/2002, Praque > Krc hospital > Newborn in incubator

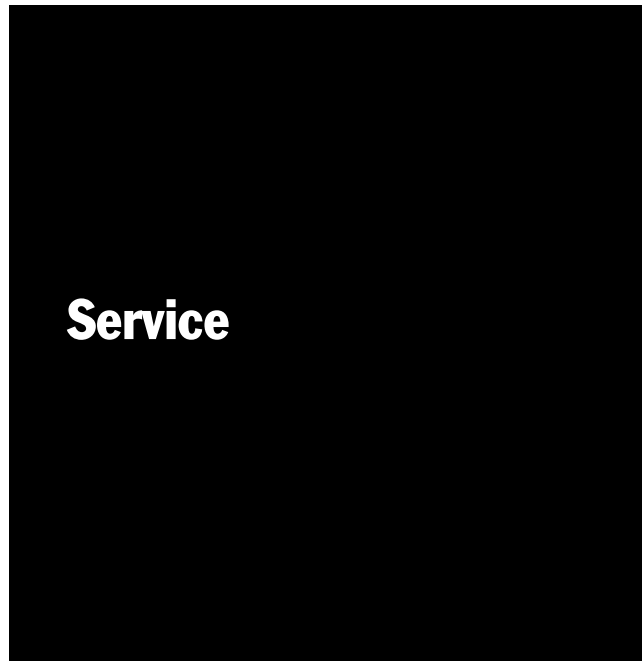


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Client advice and service are of utmost importance to us. We will be happy to supply data from respectable analytical sources so you can make an educated decision. Our experts in the media service of MAFRA a.s. (MF DNES's publishing company) have immediately available the results of countrywide as well as their own media surveys. We take this data very seriously and consider it to be an important source of information for the further development of our newspaper.

Media Project

is the biggest survey of the media's audiences in the Czech Republic, jointly commissioned by the newspaper and magazine publishers associated in the Union of Daily Press Publishers (UVDT), Radio Broadcasting Operators Association (RS SKMO) and the Association of Communications Agencies (AKA). The survey is carried out by a consortium of research agencies on a random sample of 30,000 residents of the Czech Republic, 12 to 79 years of age, selected every year. The survey also deals with demographic profiles, occupational and leisure-time activities, attitudes, opinions, and basic consumption patterns. It has been conducted on a regular basis since 1994.



Market & Media & Lifestyle

Consumer behaviour of MF DNES readers is examined in greater detail by another survey – the Market & Media & Lifestyle Survey (MML-TGI) conducted by Median agency. As of 2003, the results of MML-TGI are cross-linked with Media Project results to form one integrated media and consumer behaviour research study.

ABC Czech Republic audits circulations sold and printed. Research into the impact of advertising in the printed press (UVDT in collaboration with Millward-Brown) has proven the effectiveness of this type of advertising.

Research into Readers' Behaviour and Perception of Advertising in MF DNES Daily (Markent)

ties to Media Project with data on MF DNES readers' habits and their relationship to the paper. The survey provides the fundamental data for advertising planning – it measures the attention paid to advertising in different product categories as well as the impact of the size, colour, and placement of ads on readers' perception.

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(communication in English, German)

Moderní noviny

MF DNES jsou moderní noviny seriózního zaměření, které přináší svérádný a hodnotný obraz o světě, ve kterém žijí. Už více než deset let hrají roli hlavního zpravodajství a jsou úspěšné i v evropském měřítku. Základními redakčními principy jsou seriózní zpravodajství a otevřenost názorovým diskusím.

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