

**iDNES.cz**

You can trust us.

mediální skupina **mafra**  
TISK · INTERNET · TV · RÁDIA · TISKÁRNY

## Readers of the iDNES.cz family servers

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Internet servers of the media group MAFRA

## Internet visit rate research

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### NetMonitor

A research project providing information about internet visit rate and visitors' sociodemographic profile in the Czech Republic.

The project has been ordered by the SPIR (the Association for Internet Advertisement), the Mediaresearch, a. s. company in cooperation with the Gemius S. A. company carry out the project.

NetMonitor joins two research projects – Research of Internet visit rate and Research of visitors' sociodemography in the Czech Republic.

Data given in this presentation refer to **April 2011**.

## Visit rate and sociodemography of iDNES.cz users

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### Visit rate

iDNES.cz addresses altogether **3 689 873** unique visitors per month.  
**406 403 715** pages viewed; **2 050 757** unique visitors per week.

**86 %** unique visitors access iDNES.cz from the Czech Republic.

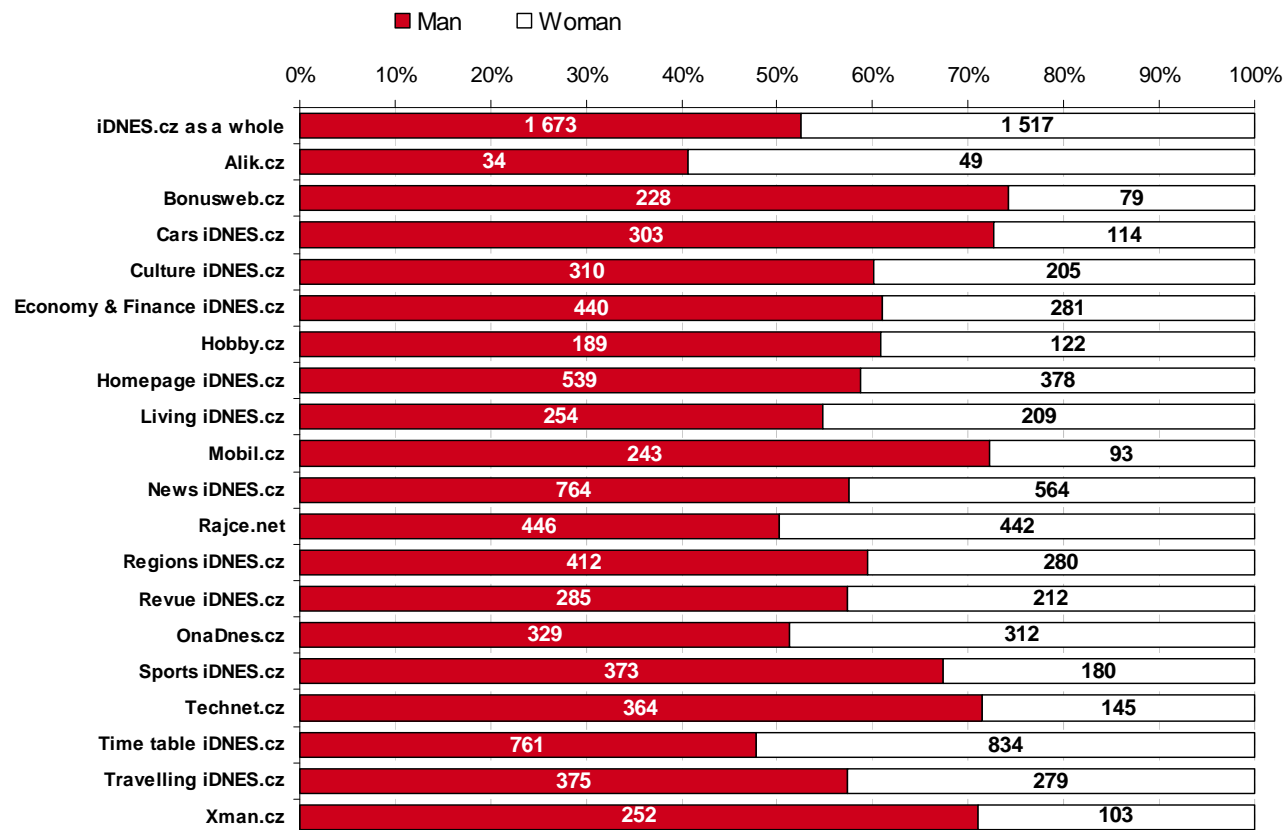
Since the beginning of 2002, when the number of unique visitors became an official measure of the Internet visit rate, **the number of iDNES.cz readers has increased more than nine times.**

### Sociodemography

The Internet visitors sociodemography research is carried out in users connecting to the Internet from the Czech Republic. Thus, the following sociodemographic charts and data concerning servers are based on numbers of unique users connected to the Internet from the Czech Republic.

## Sex

Number of unique visitors from the Czech Republic in thousands  
(servers being ordered descending alphabetically)



Men represent altogether 52 % of iDNES.cz unique visitors, and women 48 %.

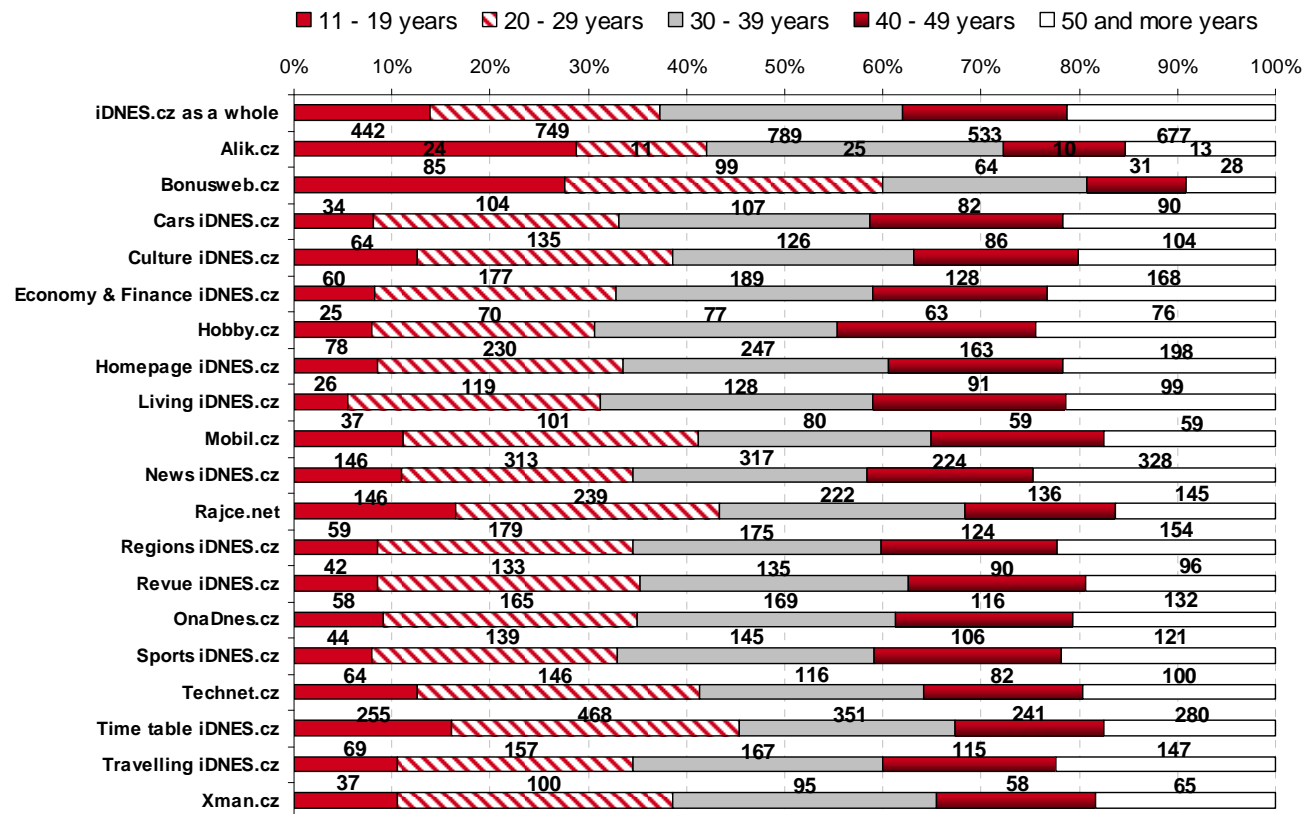
More than 2/3 visitors of the servers Cars iDNES.cz, Bonusweb.cz, Mobil.cz, Sports iDNES.cz, Technet.cz and Xman.cz are men.

You can address the highest percentage of women – more than 40 % - at the servers Living iDNES.cz, Travelling iDNES.cz, HomePage iDNES.cz, Time table iDNES.cz, OnaDnes.cz, Rajce.net, Regions iDNES.cz, Revue iDNES.cz and News iDNES.cz.

59 % of the children's server Alik.cz visitors are girls.

# Age

Number of unique visitors from the Czech Republic in thousands  
(servers being ordered descending alphabetically)



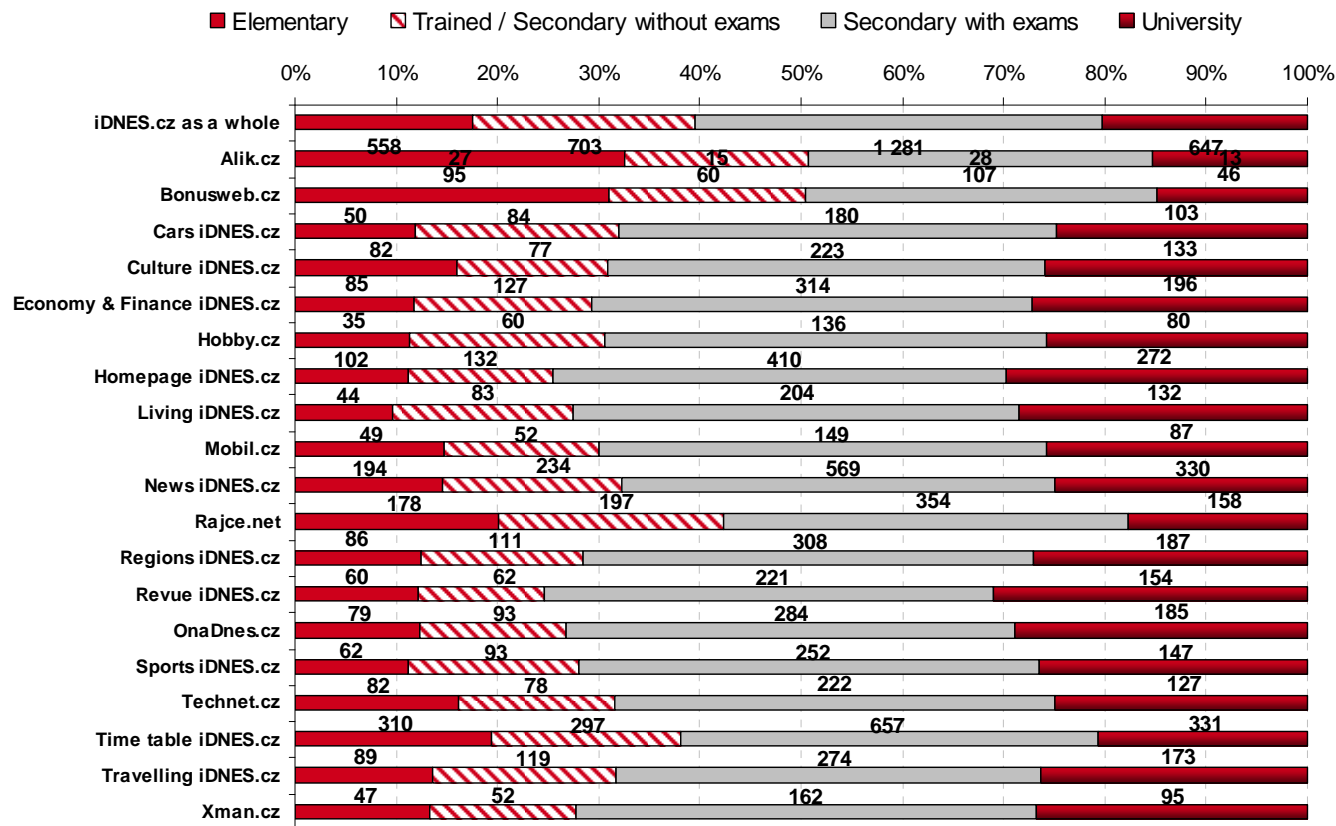
Visitors of the age 20 – 39 years create almost one half of all iDNES.cz visitors.

At the Cars iDNES.cz, Bonusweb iDNES.cz, Living iDNES.cz, Economy & Finance iDNES.cz, Homepage iDNES.cz, Time table iDNES.cz, Culture iDNES.cz, Mobil.cz, OnaDnes.cz, Rajce.net, Regions iDNES.cz, Revue iDNES.cz, Sports iDNES.cz, Technet.cz and Xman.cz this age group embraces more than 50 % of visitors.

29 % of the children's server Alik.cz, 28 % of the Bonusweb.cz visitors and 16 % of the Rajce.net visitors, are of the age 11 – 19 years.

# Education

Number of unique visitors from the Czech Republic in thousands  
(servers being ordered descending alphabetically)



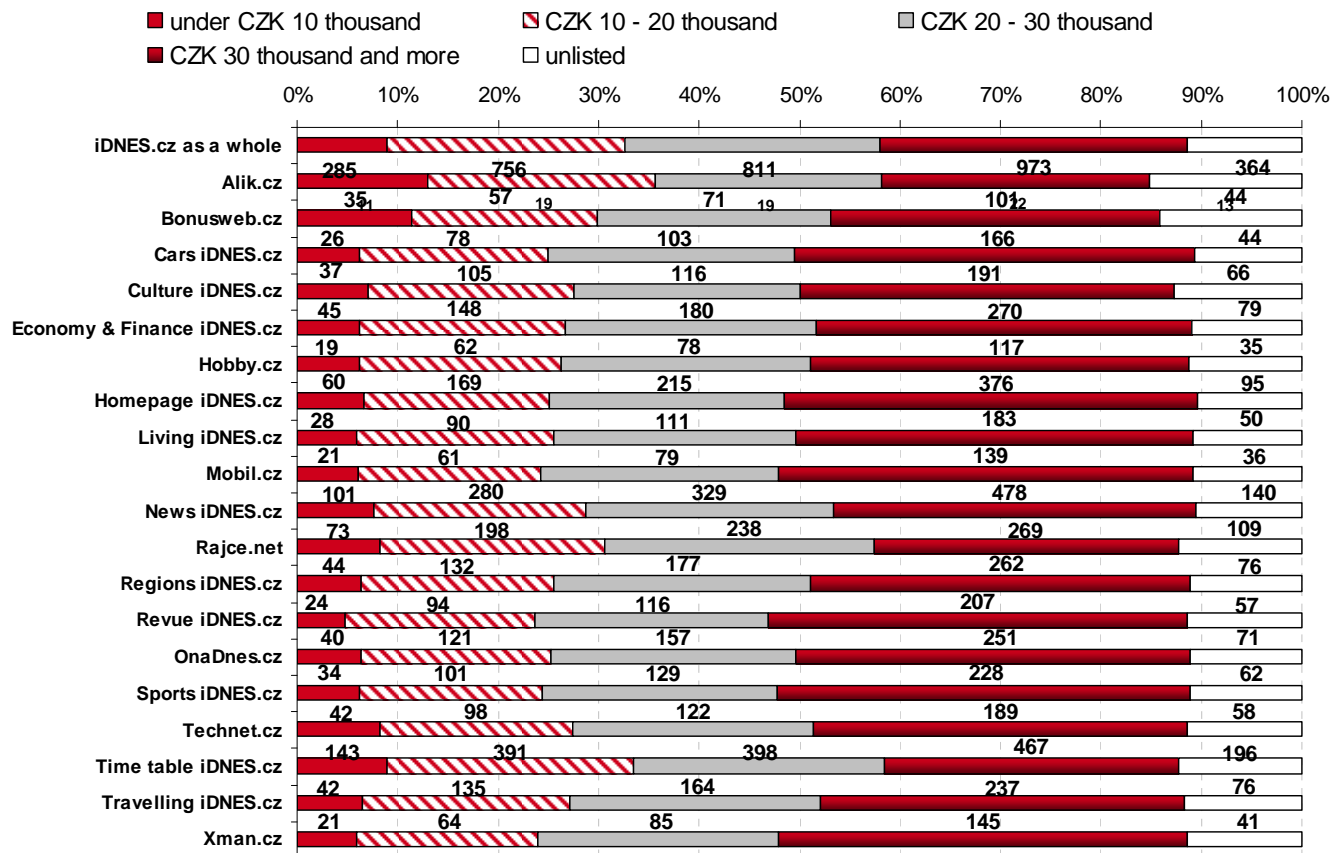
20 % of all iDNES.cz visitors are graduates.

Graduates create more that 30 % of the visitors at the following server:

- ♦ Living iDNES.cz
- ♦ Revue iDNES.cz

# Household net income

Number of unique visitors from the Czech Republic in thousands  
(servers being ordered descending alphabetically)

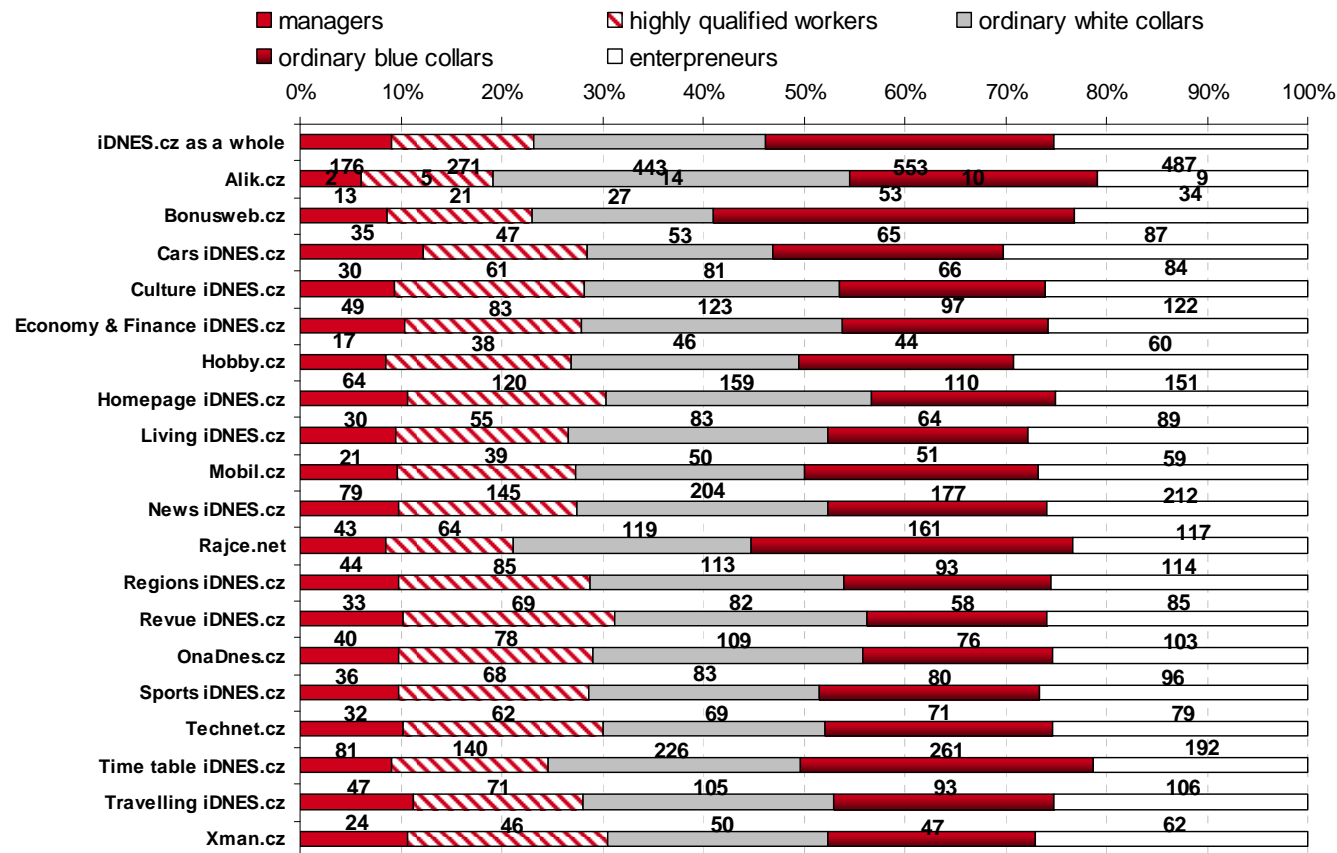


31 % of iDNES.cz visitors belong to the group with their household net income of CZK 30 thousand and more.

At the server Cars iDNES.cz, Living iDNES.cz, Travelling iDNES.cz, Economy & Finance iDNES.cz, Hobby iDNES.cz, Homepage iDNES.cz, Culture iDNES.cz, Mobil.cz, OnaDnes.cz, Regions iDNES.cz, Revue iDNES.cz, Sports iDNES.cz, Technet.cz, Xman.cz and News iDNES.cz this share grows up to more than 33 %.

## Position at work

Number of unique visitors from the Czech Republic in thousands  
(servers being ordered descending alphabetically)



**iDNES.cz has 1 932 thousand of economically active visitors.**

9 % of iDNES.cz economically active visitors belong to the group of managers.

## The most important iDNES.cz servers

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- **HomePage iDNES.cz**
- **Time table iDNES.cz**
- **News iDNES.cz**
- **Rajce.net**
- **Economy iDNES.cz**
- **Finance iDNES.cz**
- **Regions iDNES.cz**
- **Travelling iDNES.cz**
- **Sports iDNES.cz**
- **Culture iDNES.cz**
- **Revue iDNES.cz**
- **Technet.cz**
- **Bonusweb.cz**
- **OnaDnes.cz**
- **Mobil.cz**
- **Cars iDNES.cz**
- **Living iDNES.cz**
- **Xman.cz**
- **Hobby.cz**
- **Alik.cz**
- **Ukazse.cz**

## Homepage iDNES.cz

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**www.idnes.cz**

**the gate page of the whole iDNES.cz portal  
and a guidepost of all webs of the iDNES.cz family**

- **1026 thousand of visitors per month**
- **645 thousand of visitors per week**
- 58,5 m. viewed pages per month
- 89 % users from the Czech Republic
  
- 59 % men, 41 % women
- 52 % in the age between 20 and 39
- 30 % graduated, 45 % secondary education with A level,  
14 % trained / secondary education without A level
- 41 % household net income 30 thousand and more
- 7 % managers, 13 % highly qualified workers,  
17 % white collars, 12 % blue collars  
17 % entrepreneurs

## News iDNES.cz

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**zpravy.idnes.cz**

### latest national and international news

- **1499 thousand of visitors per month**
- **736 thousand of visitors per week**
- 63 m. viewed pages per month
- 89 % users from the Czech Republic
- 57 % men, 43 % women
- 47 % in the age between 20 and 39
- 25 % graduated, 43 % secondary education with A level,  
18 % trained / secondary education without A level
- 36 % household net income 30 thousand and more
- 6 % managers, 11 % highly qualified workers,  
15 % white collars, 13 % blue collars  
16 % entrepreneurs

## Sports iDNES.cz

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**sport.idnes.cz**

**latest national and international sport news,  
on-line broadcasting, opinion polls, results**

- **631 thousand of visitors per month**
- **304 thousand of visitors per week**
- 27,9 m. viewed pages per month
- 88 % users from the Czech Republic
  
- 67 % men, 33 % women
- 51 % in the age between 20 and 39
- 26 % graduated, 46 % secondary education with A level,  
17 % trained / secondary education without A level
- 41 % household net income 30 thousand and more
- 6 % managers, 12 % highly qualified workers,  
15 % white collars, 14 % blue collars  
17 % entrepreneurs

## Culture iDNES.cz

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### kultura.idnes.cz

**show business, specials on great events, trailers from new albums and films, hit parades and lists, interviews**

- **620 thousand of visitors per month**
- **229 thousand of visitors per week**
- 8,2 m. viewed pages per month
- 83 % users from the Czech Republic
  
- 60 % men, 40 % women
- 51 % in the age between 20 and 39
- 26 % graduated, 43 % secondary education with A level,  
15 % trained / secondary education without A level
- 37 % household net income 30 thousand and more
- 6 % managers, 12 % highly qualified workers,  
16 % white collars, 13 % blue collars  
16 % entrepreneurs

## Economy & Finance iDNES.cz

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**ekonomika.idnes.cz, finance.idnes.cz**

**finance and business news, family finance, shares,  
markets, on-line financial consultant service**

- **799 thousand of visitors per month**
- **363 thousand of visitors per week**
- 13,6 m. viewed pages per month
- 90 % users from the Czech Republic
  
- 61 % men, 39 % women
- 51 % in the age between 20 and 39
- 27 % graduated, 43 % secondary education with A level,  
18 % trained / secondary education without A level
- 37 % household net income 30 thousand and more
- 7 % managers, 12 % highly qualified workers,  
17 % white collars, 13 % blue collars  
17 % entrepreneurs

## Living iDNES.cz

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### bydleni.idnes.cz

house and apartment, garden, architecture, constructions, remodelling, interiors, finance, law

- 518 thousand of visitors per month
- 219 thousand of visitors per week
- 26,2 m. viewed pages per month
- 89 % users from the Czech Republic
- 55 % men, 45 % women
- 53 % in the age between 20 and 39
- 29 % graduated, 44 % secondary education with A level, 18 % trained / secondary education without A level
- 40 % household net income 30 thousand and more
- 7 % managers, 12 % highly qualified workers, 18 % white collars, 14 % blue collars
- 19 % entrepreneurs

## Travelling iDNES.cz

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### cestovani.idnes.cz

**news and service for travellers, tests, weather, currency,  
climate and local habits information**

- **715 thousand of visitors per month**
- **323 thousand of visitors per week**
- 12,6 m. viewed pages per month
- 91 % users from the Czech Republic
  
- 57 % men, 43 % women
- 49 % in the age between 20 and 39
- 26 % graduated, 42 % secondary education with A level,  
18 % trained / secondary education without A level
- 36 % household net income 30 thousand and more
- 7 % managers, 11 % highly qualified workers,  
16 % white collars, 14 % blue collars  
16 % entrepreneurs

## Cars iDNES.cz

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**auto.idnes.cz**

**car catalogue, news for motorists, tests,  
cheap petrol (levnybenzin.cz), Formula One, rally**

- **472 thousand of visitors per month**
- **181 thousand of visitors per week**
- 9,6 m. viewed pages per month
- 88 % users from the Czech Republic
  
- 73 % men, 27 % women
- 51 % in the age between 20 and 39
- 25 % graduated, 43 % secondary education with A level,  
20 % trained / secondary education without A level
- 40 % household net income 30 thousand and more
- 8 % managers, 11 % highly qualified workers,  
13 % white collars, 16 % blue collars  
21 % entrepreneurs

## Hobby iDNES.cz

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### hobby.cz

house, workroom, garden, pets, mushrooms, herbs

- **349 thousand of visitors per month**
- **125 thousand of visitors per week**
- 4,8 m. viewed pages per month
- 89 % users from the Czech Republic
  
- 61 % men, 39 % women
- 47 % in the age between 20 and 39
- 26 % graduated, 44 % secondary education with A level,  
19 % trained / secondary education without A level
- 38 % household net income 30 thousand and more
- 6 % managers, 12 % highly qualified workers,  
15 % white collars, 14 % blue collars  
19 % entrepreneurs

## Mobile iDNES.cz

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### **mobil.cz**

**daily news from the telecommunication world,  
Mobile communication, Internet, IT news**

- **379 thousand of visitors per month**
- **151 thousand of visitors per week**
- 4,8 m. viewed pages per month
- 89 % users from the Czech Republic
  
- 72 % men, 28 % women
- 54 % in the age between 20 and 39
- 26 % graduated, 44 % secondary education with A level,  
15 % trained / secondary education without A level
- 41 % household net income 30 thousand and more
- 6 % managers, 12 % highly qualified workers,  
15 % white collars, 15 % blue collars  
17 % entrepreneurs

## Technet iDNES.cz

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### technet.cz

internet, DTV, consumer electronics, HD, IT, photography, etc.  
reviews, tutorials, tests, reports from technically interesting  
places and other reading of the technology around us

- **583 thousand of visitors per month**
- **241 thousand of visitors per week**
- 6,1 m. viewed pages per month
- 87 % users from the Czech Republic
  
- 71 % men, 29 % women
- 52 % in the age between 20 and 39
- 25 % graduated, 44 % secondary education with A level,  
15 % trained / secondary education without A level
- 37 % household net income 30 thousand and more
- 6 % managers, 12 % highly qualified workers,  
14 % white collars, 14 % blue collars  
16 % entrepreneurs

## She iDNES.cz

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**ona.idnes.cz**

**magazine covering all aspects of a woman**

- **715 thousand of visitors per month**
- **318 thousand of visitors per week**
- 27,8 m. viewed pages per month
- 90 % users from the Czech Republic
  
- 51 % men, 49 % women
- 52 % in the age between 20 and 39
- 29 % graduated, 44 % secondary education with A level,  
14 % trained / secondary education without A level
- 39 % household net income 30 thousand and more
- 6 % managers, 12 % highly qualified workers,  
17 % white collars, 12 % blue collars  
16 % entrepreneurs

## Xman.cz

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### xman.cz

#### server for men who are not afraid of any action

- 399 thousand of visitors per month
- 166 thousand of visitors per week
- 9 m. viewed pages per month
- 89 % users from the Czech Republic
- 71 % men, 29 % women
- 55 % in the age between 20 and 39
- 27 % graduated, 45 % secondary education with A level,  
14 % trained / secondary education without A level
- 41 % household net income 30 thousand and more
- 7 % managers, 13 % highly qualified workers,  
14 % white collars, 13 % blue collars  
17 % entrepreneurs

## Revue iDNES.cz

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**revue.idnes.cz**

**Interesting news from the society, culture, fashion shows,  
culture programs, health, jokes, entertainment, charity**

- **561 thousand of visitors per month**
- **242 thousand of visitors per week**
- 15,4 m. viewed pages per month
- 89 % users from the Czech Republic
  
- 57 % men, 43 % women
- 54 % in the age between 20 and 39
- 31 % graduated, 44 % secondary education with A level,  
12 % trained / secondary education without A level
- 42 % household net income 30 thousand and more
- 7 % managers, 14 % highly qualified workers,  
16 % white collars, 12 % blue collars  
17 % entrepreneurs

## Bonusweb iDNES.cz

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### bonusweb.cz

**on-line entertainment, daily about computer games, demo versions, samples, reviews, tests, interviews**

- **362 thousand of visitors per month**
- **130 thousand of visitors per week**
- 6,2 m. viewed pages per month
- 85 % users from the Czech Republic
  
- 74 % men, 26 % women
- 53 % in the age between 20 and 39
- 15 % graduated, 35 % secondary education with A level,  
19 % trained / secondary education without A level
- 33 % household net income 30 thousand and more
- 4 % managers, 7 % highly qualified workers,  
9 % white collars, 17 % blue collars  
11 % entrepreneurs

# Alik.cz

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## alík.cz

children's internet

- **90 thousand of visitors per month**
- **27 thousand of visitors per week**
- 4,2 m. viewed pages per month
- 92 % users from the Czech Republic
- 41 % boys, 59 % girls
- 0 % in the age between 10 and 14, 0 % in the age between 15 and 19,  
(42 % in the age between 10 and 29)
- 15 % graduated, 34 % secondary education with A level,  
18 % trained / secondary education without A level
- 27 % household net income 30 thousand and more

## Rajce.net

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### rajce.net

#### space for your photos

- **1071 thousand of visitors per month**
- **375 thousand of visitors per week**
- 28,8 m. viewed pages per month
- 83 % users from the Czech Republic
  
- 50 % men, 50 % women
- 52 % in the age between 20 and 39
- 18 % graduated, 40 % secondary education with A level,  
22 % trained / secondary education without A level
- 30 % household net income 30 thousand and more
- 5 % managers, 7 % highly qualified workers,  
13 % white collars, 18 % blue collars  
13 % entrepreneurs

## Time table iDNES.cz

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**jizdnirady.idnes.cz**

### **IDOS traffic order**

- **1669 thousand of visitors per month**
- **743 thousand of visitors per week**
- 62,3 m. viewed pages per month
- 96 % users from the Czech Republic
  
- 48 % men, 52 % women
- 51 % in the age between 20 and 39
- 21 % graduated, 41 % secondary education with A level,  
19 % trained / secondary education without A level
- 29 % household net income 30 thousand and more
- 5 % managers, 9 % highly qualified workers,  
14 % white collars, 16 % blue collars  
12 % entrepreneurs

## Contact

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