

mediální skupina **mafra**

TISK · INTERNET · TV · RÁDIA · TISKÁRNY

**magazínDNES** 

*OnaDnes* **Víkend**<sub>DNES</sub> **Pátek**  
LIDOVÉ NOVINY

# READERS OF MAGAZÍN DNES + TV, TOP KOMBI MAGAZÍN AND TOP KOMBI MAGAZÍN + ONA DNES

*advertising presentation*

## MEDIA RATINGS SURVEY

- Sole respected source capable of bringing information about readers
- Reflects the success of a title among readers, identifying them

### MEDIA PROJEKT

**National ratings survey of the media in the Czech Republic set jointly by daily and magazine publishers joined in the Publishers Association and Association of Communication Agencies (AKA):**

- The survey is conducted by an independent association of survey agencies GfK Czech and Median
- The inhabitants of the Czech Republic between 12 – 79 years of age are represented by 25.000 respondents randomly selected in one year
- The survey intends to reveal also the demographic characteristics, activities (employment, leisure time), attitudes – views and basic consumption
- The survey is considered to be a “single currency” of the printed media ratings

## MAGAZÍN DNES + TV HAS THE WIDEST READERSHIP AMONG:

- Educated individuals
- Individuals with higher income
- Individuals from the highest socioeconomic groups
- Individuals on managerial positions
- Decision makers

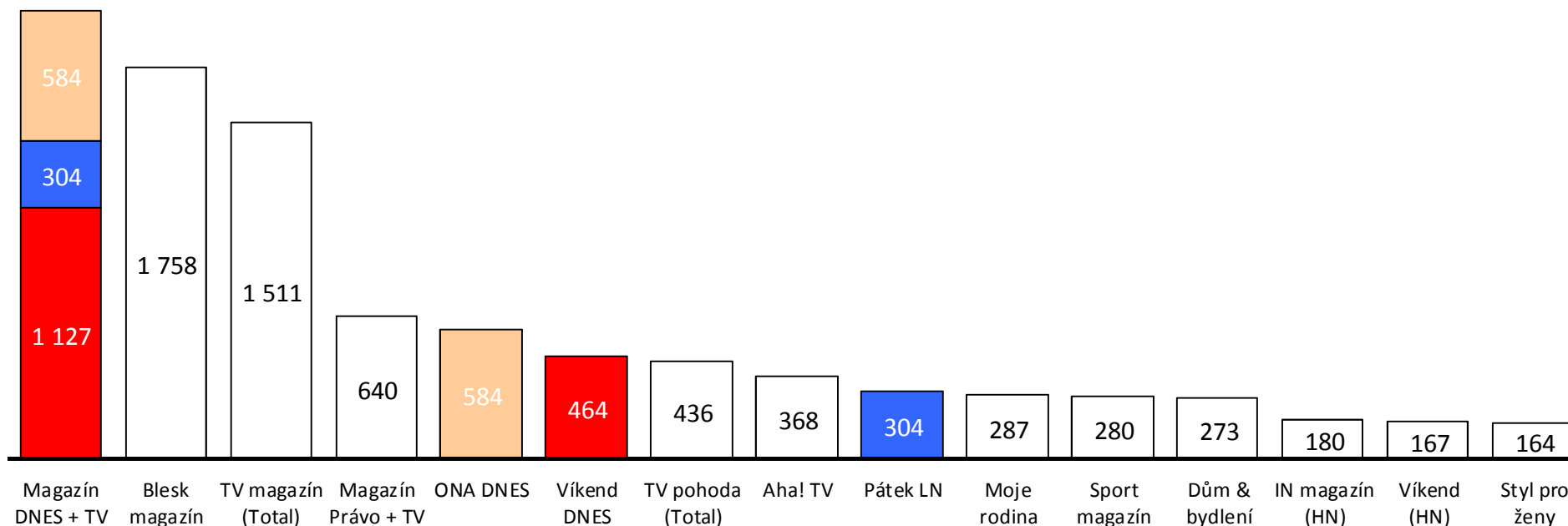
*Source: National Media Ratings Survey Media Projekt, GfK Czech – Median, SKMO, 2nd – 3rd quarter 2011*

**Your advertising message gets across not only to those who read it but mostly to those who are able to respond.**

# READERSHIP OF SUPPLEMENTS

Overall number of readers of the last issue in 2nd – 3rd quarter 2011  
in thousands of readers

- ONA DNES
- Pátek LN
- Magazín DNES + TV



Note: The overall number of readers of the advertising combination TOP KOMBI MAGAZÍN (Magazín DNES + TV and Pátek LN) reaches **1.390 million individuals** and **1.483 million individuals** for the TOP KOMBI MAGAZÍN + ONA DNES combination.

The number of readers of TV magazín and TV pohoda includes both inserted issue and freely sold issue.

# CIRCULATION SOLD AND PRINTED

**We consider the information about the number of copies sold and printed to be an indicator of the publisher's ability to place its title on the market and sell it.**

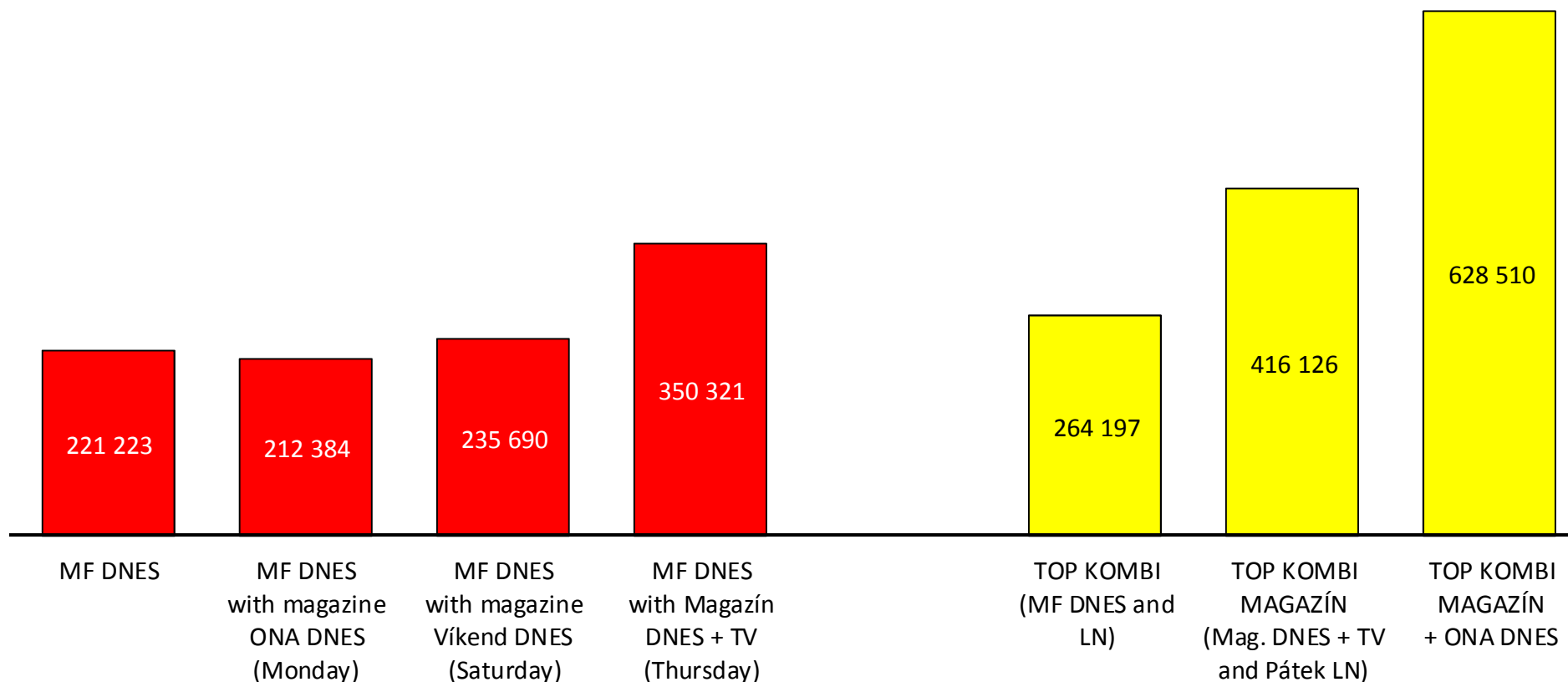
*We use data audited by the Audit Bureau of Circulations (ABC ČR).*

# CIRCULATION OF MF DNES AND TOP KOMBI SOLD

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Average daily number of copies sold, verified by the Audit Bureau of Circulations (ABC ČR)  
Average daily number of copies sold (in copies)



Note: Average number of copies sold from April – September 2011

Source: ABC ČR

<http://sluzby.mafra.cz>

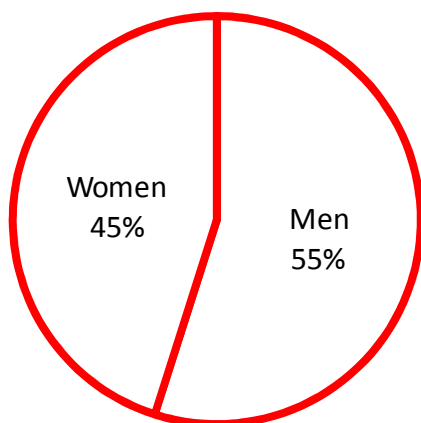
# READERS OF MAGAZÍN DNES + TV AND THEIR COMBINATIONS ACCORDING TO THEIR SEX

magazínDNES 

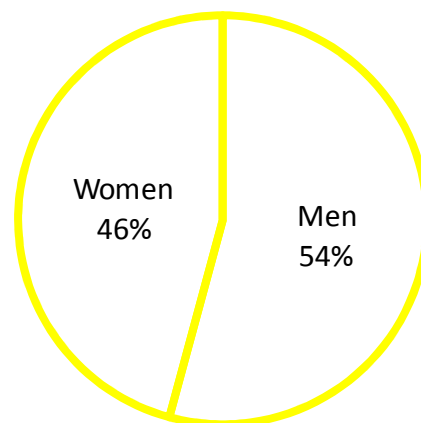
OnaDnes Pátek  
LIDOVÉ NOVINY

For Magazín DNES + TV and combinations TOP KOMBI MAGAZÍN and TOP KOMBI MAGAZÍN + ONA DNES, the proportion of men and women is balanced.

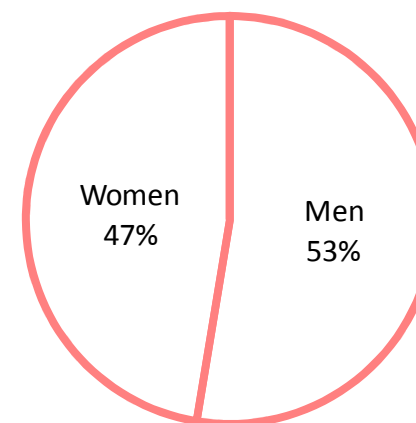
Magazín DNES + TV



TOP KOMBI MAGAZÍN



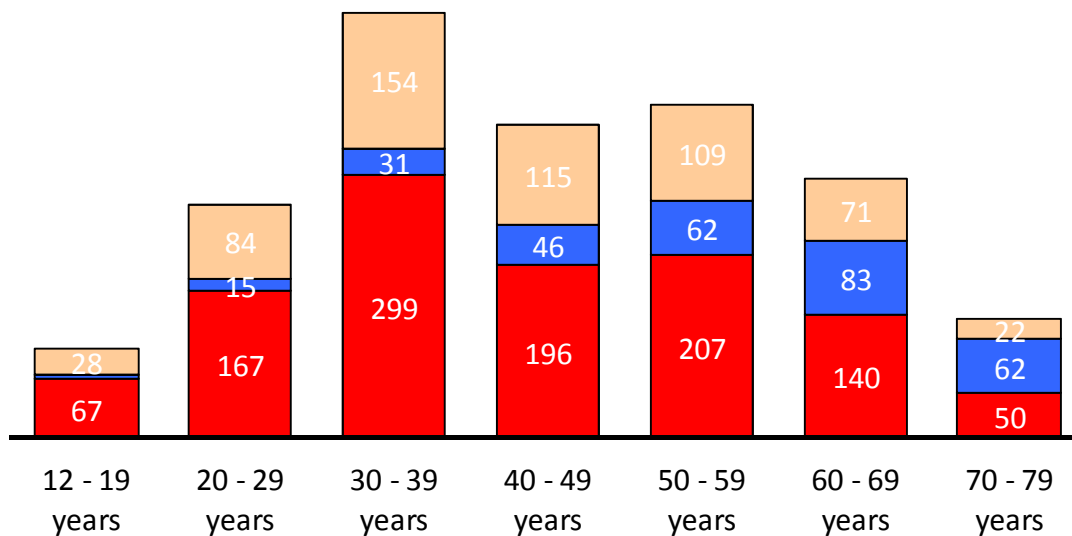
TOP KOMBI MAGAZÍN + ONA DNES



# READERS OF MAGAZÍN DNES + TV ACCORDING TO THEIR AGE

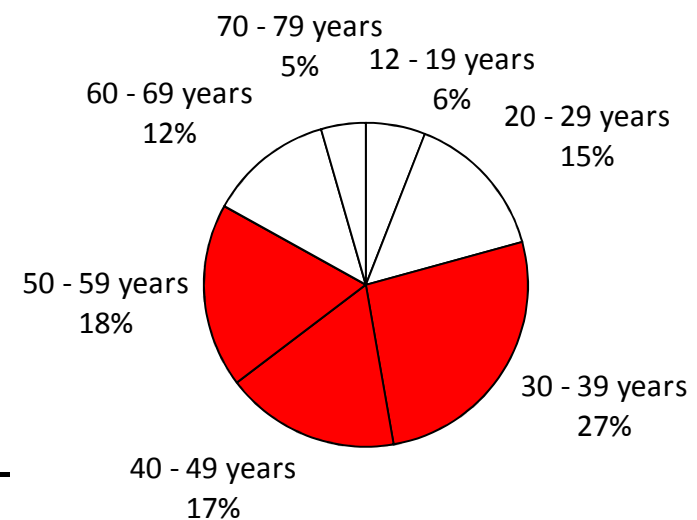
Regular readers of Magazín DNES + TV, as compared to the entire population, are more represented by individuals in age groups from 30 to 59 years, i.e. **in their working age**.

- Magazín DNES + TV
- Pátek Lidové noviny
- ONA DNES



## AGE STRUCTURE

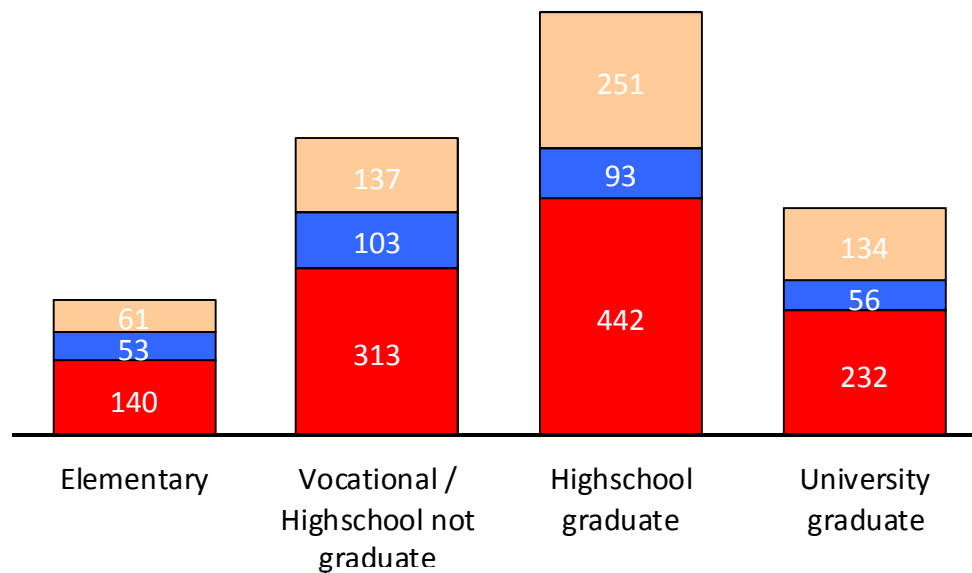
The classification of regular readers of Magazín DNES + TV according to their age, indicated in the pie chart, shows very well the predominance of readers in the working age.



# READERS OF MAGAZÍN DNES + TV ACCORDING TO THEIR EDUCATION

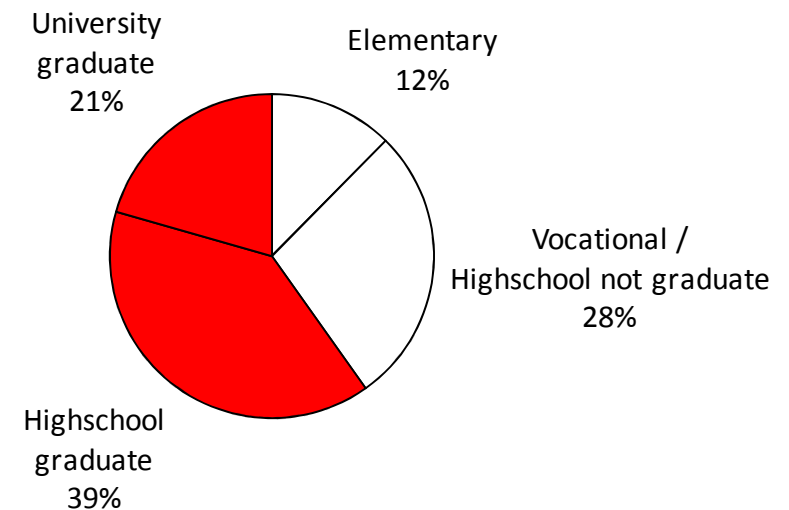
Regular readers of Magazín DNES + TV, as compared to the entire population, are more represented by individuals **with higher education**. The proportion of graduates from secondary schools among the readers is 1.4 times higher than in the entire population; the proportion of college and university graduates is more than 2.2 times higher.

- Magazín DNES + TV
- Pátek Lidové noviny
- ONA DNES



## READERS EDUCATION

The pie chart shows well than a half of regular readers of Magazín DNES + TV have higher education.



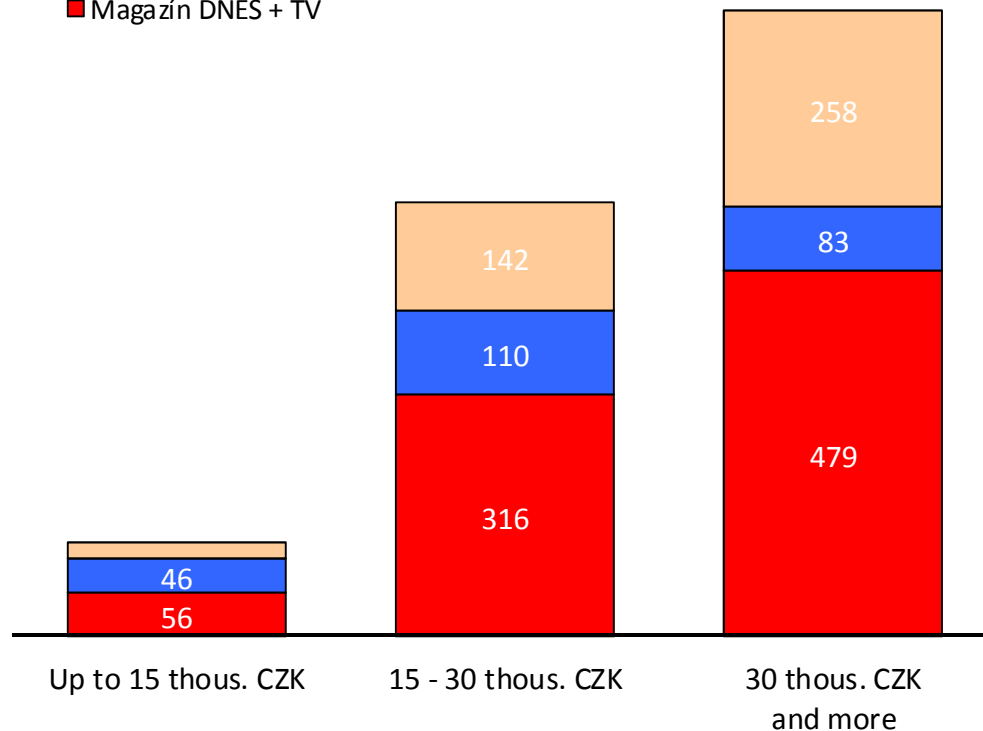
# READERS OF MAGAZÍN DNES + TV ACCORDING TO THEIR INCOME

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OnaDnes Pátek LIDOVÉ NOVINY

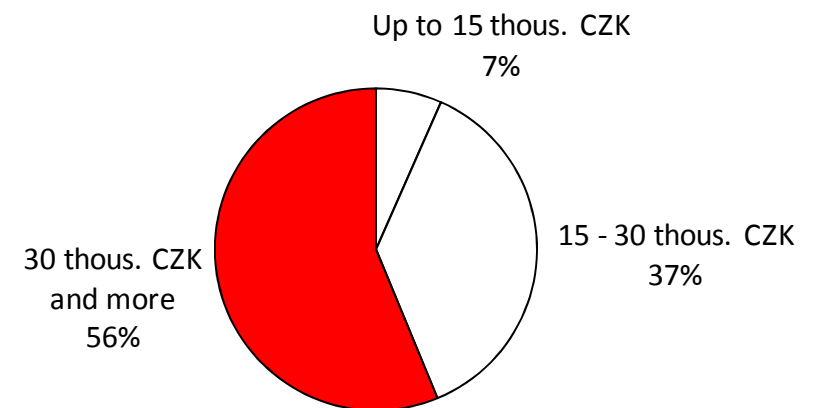
Regular readers of Magazín DNES + TV, as compared to the entire population, are more represented by individuals from households **with a higher income**. The proportion of readers with a net household income exceeding CZK 30,000, as compared to the proportion of these readers + in the Entire population, is 1.3 times higher.

- ONA DNES
- Pátek Lidové noviny
- Magazín DNES + TV



## NET MONTHLY HOUSEHOLD INCOME

The structure of regular readers who have disclosed the monthly income of their household is shown in following chart.

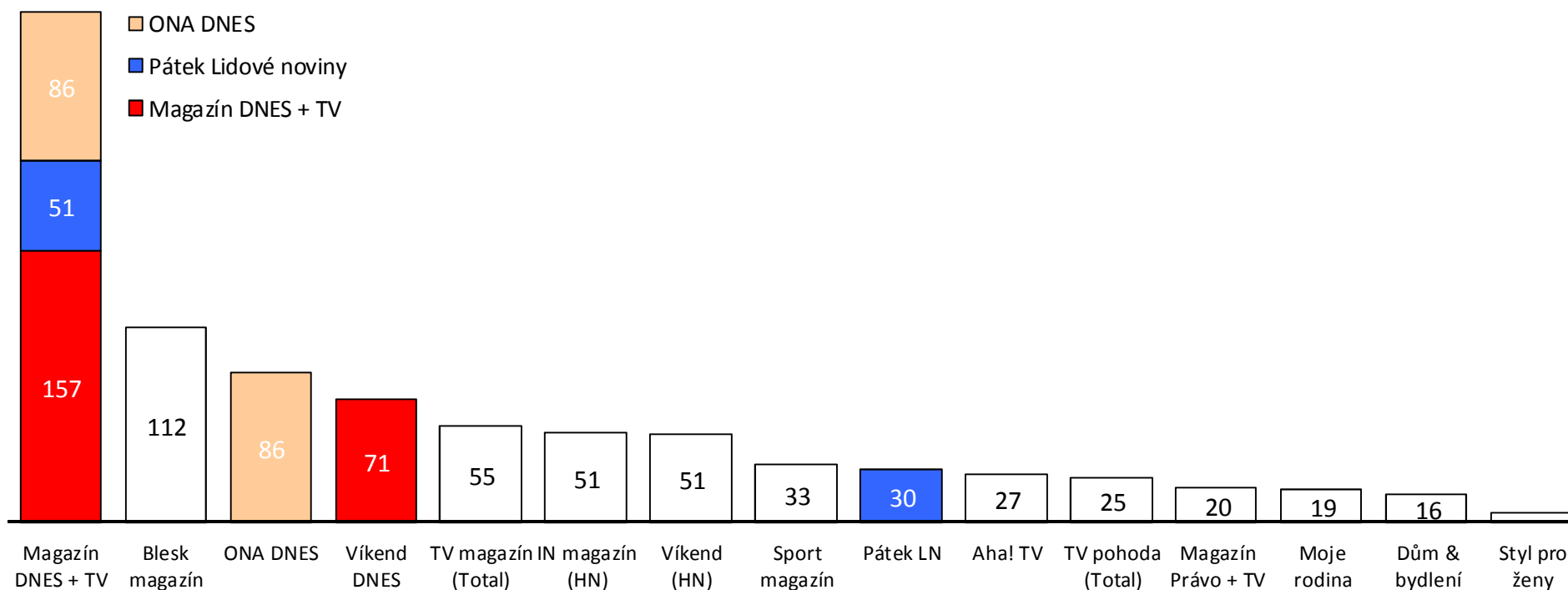


# READERS OF INSERTED SUPPLEMENTS WITH AN INCOME EXCEEDING CZK 25,000

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Magazín DNES + TV and the advertising combination with Pátek LN as well as the combination TOP KOMBI MAGAZÍN + ONA DNES have the greatest readership among individuals with a minimum monthly income exceeding CZK 25,000.



<http://sluzby.mafra.cz>

- Information you need to know about advertising in our titles
- Information about readers and number of copies sold
- Prices and basic advertisement formats, downloadable price-lists
- Necessary contacts
- Overview of supplements published