

**iDNES.cz**

You can trust us.

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

## Readers of the iDNES.cz family servers

---

Internet servers of the media group MAFRA

## Internet visit rate research

---

### 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 **March 2012**.

## Visit rate and sociodemography of iDNES.cz users

---

### Visit rate

iDNES.cz addresses altogether **3 800 560** unique visitors per month.  
**653 642 829** pages viewed; **2 078 683** unique visitors per week.

**85 %** unique visitors access iDNES.cz from the Czech Republic.

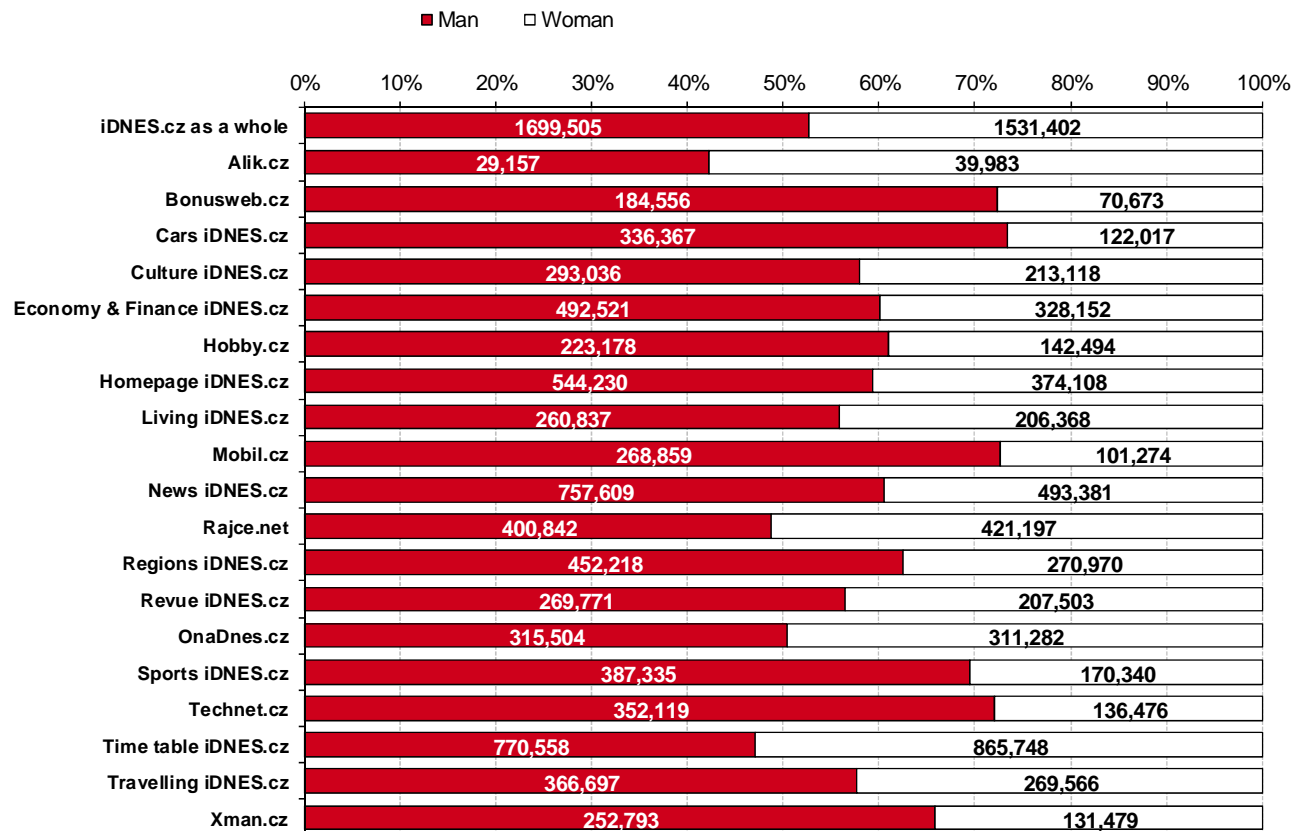
Since the beginning of 2002, when the number of unique visitors became an official measure of the Internet visit rate, **the number of iDNES.cz readers has increased more than nine times.**

### 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 53 % of iDNES.cz unique visitors, and women 47 %.

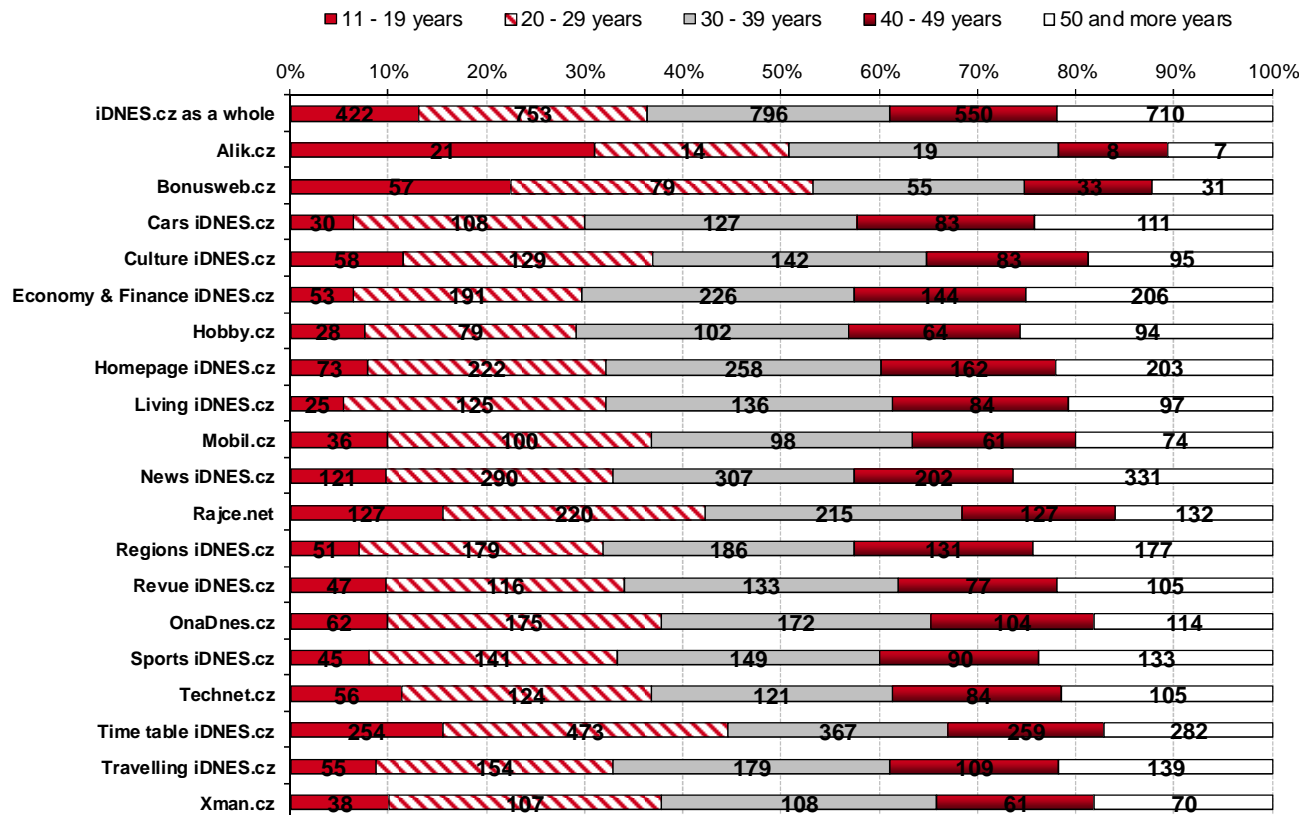
More than 2/3 visitors of the servers Cars iDNES.cz, Bonusweb.cz, Mobil.cz, Sports iDNES.cz, Technet.cz and Xman.cz are men.

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, Culture.iDNES.cz, OnaDnes.cz, Rajce.net, Revue iDNES.cz and News iDNES.cz.

58 % 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)



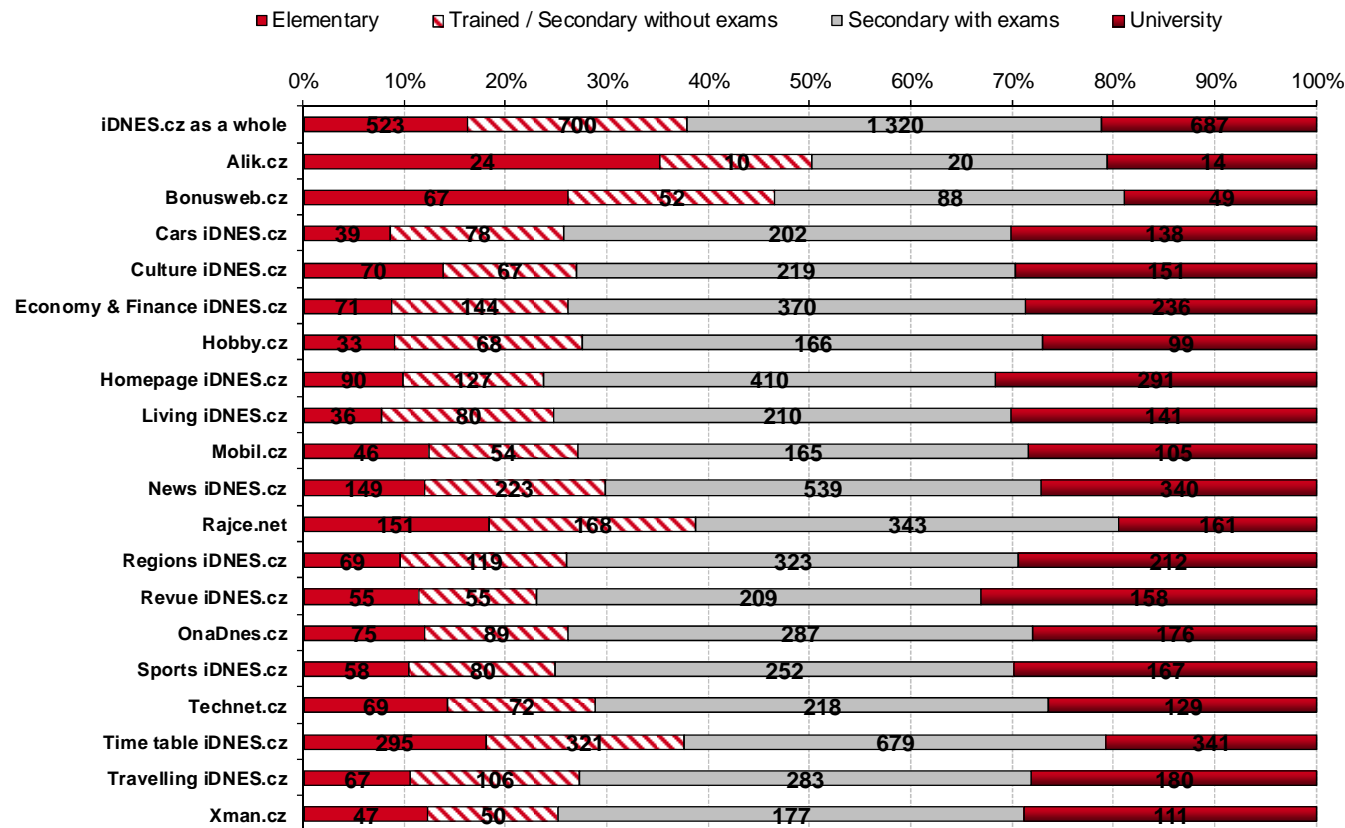
Visitors of the age 20 – 39 years create almost one half of all iDNES.cz visitors.

At the Cars iDNES.cz, Bonusweb iDNES.cz, Living iDNES.cz, Travelling iDNES.cz, Economy & Finance iDNES.cz, Hobby.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 and Xman.cz is this age group embraces more than 50 % of visitors.

31 % of the children's server Alik.cz, 22 % of the Bonusweb.cz visitors and 16 % of the Rajce.net visitors, are of the age 10 – 19 years.

# Education

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



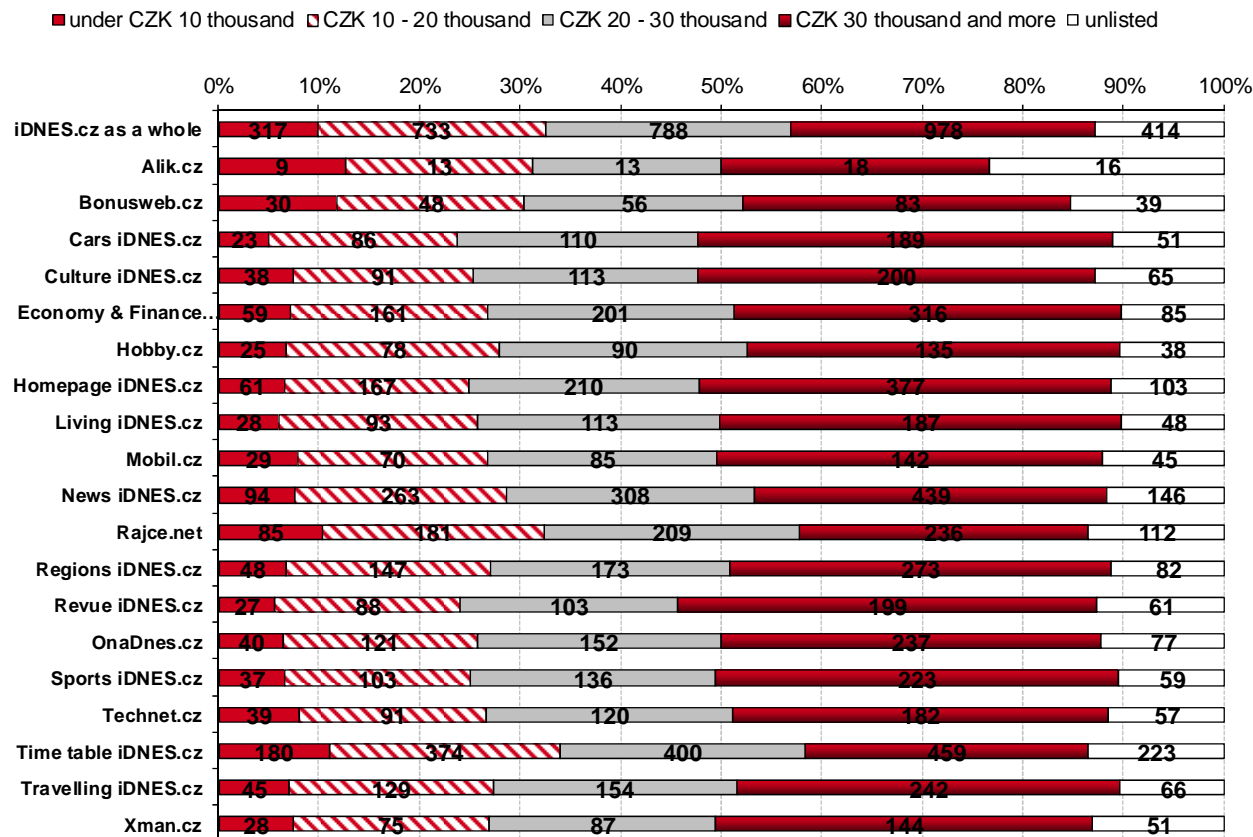
21 % of all iDNES.cz visitors are graduates.

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

- ◆ Cars iDNES.cz
- ◆ Living iDNES.cz
- ◆ Homepage iDNES.cz
- ◆ Revue iDNES.cz

# Household net income

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

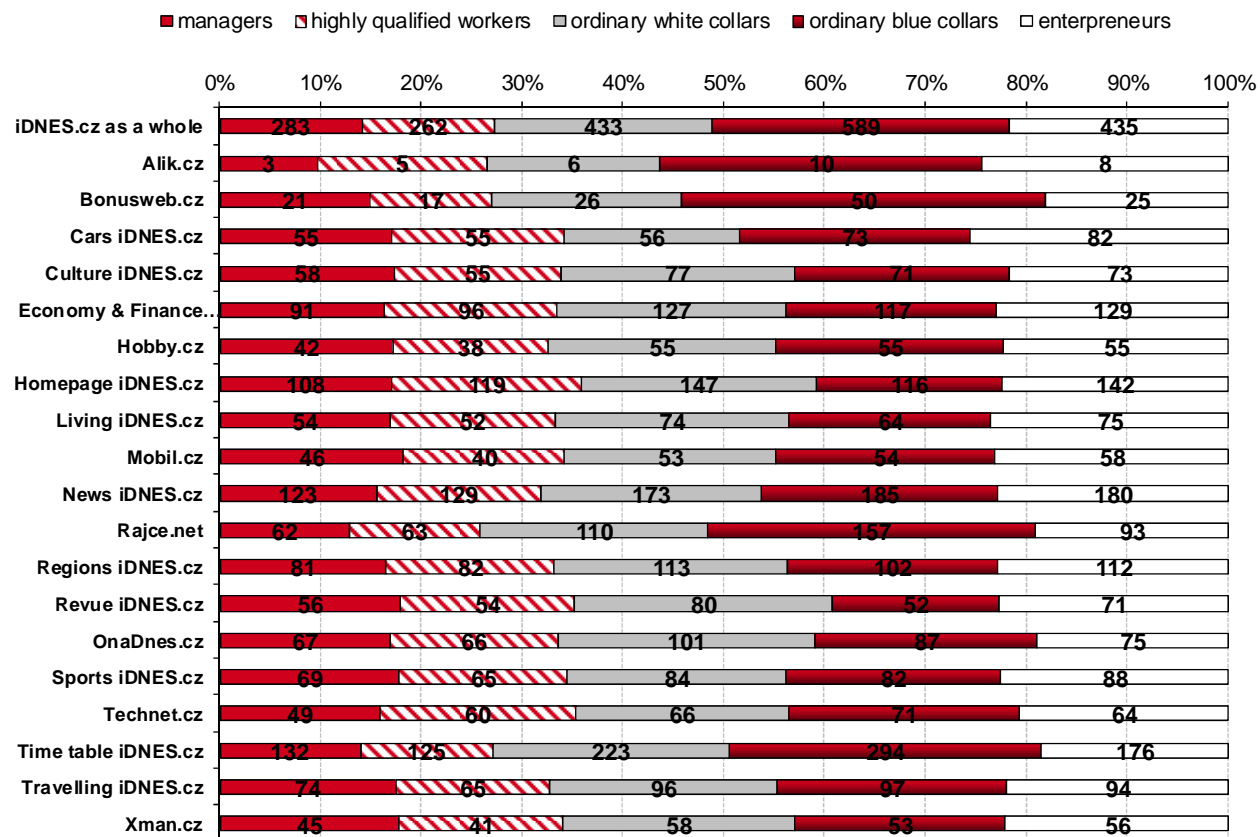


30 % of iDNES.cz visitors belong to the group with their household net income of CZK 30 thousand and more.

At the server Cars iDNES.cz, Living iDNES.cz, Travelling iDNES.cz, Economy & Finance iDNES.cz, Hobby.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 2 002 thousand of economically active visitors.**

14 % of iDNES.cz economically active visitors belong to the group of managers.

## The most important iDNES.cz servers

---

- **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

---

**www.idnes.cz**

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

- **1030 thousand of visitors per month**
- **651 thousand of visitors per week**
- 64,4 m. viewed pages per month
- 89 % users from the Czech Republic
  
- 59 % men, 41 % women
- 52 % in the age between 20 and 39
- 32 % graduated, 45 % secondary education with A level,  
14 % trained / secondary education without A level
- 41 % household net income 30 thousand and more
- 12 % managers, 13 % highly qualified workers,  
16 % white collars, 13 % blue collars  
15 % entrepreneurs

## News iDNES.cz

---

**zpravy.idnes.cz**

### latest national and international news

- **1413 thousand of visitors per month**
- **697 thousand of visitors per week**
- 58,6 m. viewed pages per month
- 89 % users from the Czech Republic
  
- 61 % men, 39 % women
- 48 % in the age between 20 and 39
- 27 % graduated, 43 % secondary education with A level,  
18 % trained / secondary education without A level
- 35 % household net income 30 thousand and more
- 10 % managers, 10 % highly qualified workers,  
14 % white collars, 15 % blue collars  
14 % entrepreneurs

## Sports iDNES.cz

---

**sport.idnes.cz**

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

- **627 thousand of visitors per month**
- **303 thousand of visitors per week**
- 38,3 m. viewed pages per month
- 89 % users from the Czech Republic
  
- 69 % men, 31 % women
- 52 % in the age between 20 and 39
- 30 % graduated, 45 % secondary education with A level,  
14 % trained / secondary education without A level
- 40 % household net income 30 thousand and more
- 12 % managers, 12 % highly qualified workers,  
15 % white collars, 15 % blue collars
- 16 % entrepreneurs

## Culture iDNES.cz

---

### kultura.idnes.cz

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

- **572 thousand of visitors per month**
- **232 thousand of visitors per week**
- 10,2 m. viewed pages per month
- 88 % users from the Czech Republic
  
- 58 % men, 42 % women
- 53 % in the age between 20 and 39
- 30 % graduated, 43 % secondary education with A level,  
13 % trained / secondary education without A level
- 39 % household net income 30 thousand and more
- 11 % managers, 11 % highly qualified workers,  
15 % white collars, 14 % blue collars  
14 % entrepreneurs

## Economy & Finance iDNES.cz

---

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

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

- **908 thousand of visitors per month**
- **403 thousand of visitors per week**
- 19,2 m. viewed pages per month
- 90 % users from the Czech Republic
  
- 60 % men, 40 % women
- 51 % in the age between 20 and 39
- 29 % graduated, 45 % secondary education with A level,  
17 % trained / secondary education without A level
- 38 % household net income 30 thousand and more
- 11 % managers, 12 % highly qualified workers,  
15 % white collars, 14 % blue collars
- 16 % entrepreneurs

## Living iDNES.cz

---

### bydleni.idnes.cz

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

- **523 thousand of visitors per month**
- **214 thousand of visitors per week**
- 32,2 m. viewed pages per month
- 89 % users from the Czech Republic
  
- 56 % men, 44 % women
- 56 % in the age between 20 and 39
- 30 % graduated, 45 % secondary education with A level,  
17 % trained / secondary education without A level
- 40 % household net income 30 thousand and more
- 12 % managers, 11 % highly qualified workers,  
16 % white collars, 14 % blue collars  
16 % entrepreneurs

## Travelling iDNES.cz

---

### cestovani.idnes.cz

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

- **698 thousand of visitors per month**
- **299 thousand of visitors per week**
- 12,4 m. viewed pages per month
- 91 % users from the Czech Republic
  
- 58 % men, 42 % women
- 52 % in the age between 20 and 39
- 28 % graduated, 45 % secondary education with A level,  
17 % trained / secondary education without A level
- 38 % household net income 30 thousand and more
- 12 % managers, 10 % highly qualified workers,  
15 % white collars, 15 % blue collars  
15 % entrepreneurs

## Cars iDNES.cz

---

**auto.idnes.cz**

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

- **524 thousand of visitors per month**
- **204 thousand of visitors per week**
- 11,9 m. viewed pages per month
- 87 % users from the Czech Republic
  
- 73 % men, 27 % women
- 51 % in the age between 20 and 39
- 30 % graduated, 44 % secondary education with A level,  
17 % trained / secondary education without A level
- 41 % household net income 30 thousand and more
- 12 % managers, 12 % highly qualified workers,  
12 % white collars, 16 % blue collars  
18 % entrepreneurs

## Hobby iDNES.cz

---

### hobby.cz

house, workroom, garden, pets, mushrooms, herbs

- 414 thousand of visitors per month
- 154 thousand of visitors per week
- 5,7 m. viewed pages per month
- 88 % users from the Czech Republic
  
- 61 % men, 39 % women
- 49 % in the age between 20 and 39
- 27 % graduated, 45 % secondary education with A level,  
19 % trained / secondary education without A level
- 37 % household net income 30 thousand and more
- 11 % managers, 10 % highly qualified workers,  
15 % white collars, 15 % blue collars  
15 % entrepreneurs

## Mobile iDNES.cz

---

### **mobil.cz**

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

- **418 thousand of visitors per month**
- **169 thousand of visitors per week**
- 5,2 m. viewed pages per month
- 89 % users from the Czech Republic
  
- 73 % men, 27 % women
- 53 % in the age between 20 and 39
- 28 % graduated, 45 % secondary education with A level,  
15 % trained / secondary education without A level
- 38 % household net income 30 thousand and more
- 12 % managers, 11 % highly qualified workers,  
14 % white collars, 15 % blue collars
- 16 % entrepreneurs

## Technet iDNES.cz

---

### 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

- **559 thousand of visitors per month**
- **230 thousand of visitors per week**
- 8,9 m. viewed pages per month
- 87 % users from the Czech Republic
  
- 72 % men, 28 % women
- 50 % in the age between 20 and 39
- 26 % graduated, 45 % secondary education with A level,  
15 % trained / secondary education without A level
- 37 % household net income 30 thousand and more
- 10 % managers, 12 % highly qualified workers,  
13 % white collars, 15 % blue collars  
13 % entrepreneurs

## She iDNES.cz

---

**ona.idnes.cz**

**magazine covering all aspects of a woman**

- **708 thousand of visitors per month**
- **319 thousand of visitors per week**
- 22,7 m. viewed pages per month
- 88 % users from the Czech Republic
  
- 50 % men, 50 % women
- 55 % in the age between 20 and 39
- 28 % graduated, 46 % secondary education with A level,  
14 % trained / secondary education without A level
- 38 % household net income 30 thousand and more
- 11 % managers, 11 % highly qualified workers,  
16 % white collars, 14 % blue collars  
12 % entrepreneurs

## Xman.cz

---

### xman.cz

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

- **436 thousand of visitors per month**
- **171 thousand of visitors per week**
- 7,2 m. viewed pages per month
- 88 % users from the Czech Republic
- 66 % men, 34 % women
- 56 % in the age between 20 and 39
- 29 % graduated, 46 % secondary education with A level,  
13 % trained / secondary education without A level
- 37 % household net income 30 thousand and more
- 12 % managers, 11 % highly qualified workers,  
15 % white collars, 14 % blue collars  
14 % entrepreneurs

## Revue iDNES.cz

---

**revue.idnes.cz**

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

- **542 thousand of visitors per month**
- **245 thousand of visitors per week**
- 21,4 m. viewed pages per month
- 88 % users from the Czech Republic
  
- 57 % men, 43 % women
- 52 % in the age between 20 and 39
- 33 % graduated, 44 % secondary education with A level, 12 % trained / secondary education without A level
- 42 % household net income 30 thousand and more
- 12 % managers, 11 % highly qualified workers, 17 % white collars, 11 % blue collars
- 15 % entrepreneurs

## Bonusweb iDNES.cz

---

### bonusweb.cz

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

- **297 thousand of visitors per month**
- **105 thousand of visitors per week**
- 4,9 m. viewed pages per month
- 86 % users from the Czech Republic
  
- 72 % men, 28 % women
- 52 % in the age between 20 and 39
- 19 % graduated, 35 % secondary education with A level, 20 % trained / secondary education without A level
- 33 % household net income 30 thousand and more
- 8 % managers, 7 % highly qualified workers, 10 % white collars, 20 % blue collars
- 10 % entrepreneurs

# Alik.cz

---

## alík.cz

**children's internet**

- **77 thousand of visitors per month**
- **22 thousand of visitors per week**
- 4,3 m. viewed pages per month
- 90 % users from the Czech Republic
- 42 % boys, 58 % girls
- 0 % in the age between 10 and 14, 0 % in the age between 15 and 19,  
(51 % in the age between 10 and 29)
- 21 % graduated, 29 % secondary education with A level,  
15 % trained / secondary education without A level
- 27 % household net income 30 thousand and more

## Rajce.net

---

### rajce.net

#### space for your photos

- **976 thousand of visitors per month**
- **346 thousand of visitors per week**
- 238,6 m. viewed pages per month
- 84 % users from the Czech Republic
  
- 49 % men, 51 % women
- 53 % in the age between 20 and 39
- 20 % graduated, 42 % secondary education with A level,  
20 % trained / secondary education without A level
- 29 % household net income 30 thousand and more
- 8 % managers, 8 % highly qualified workers,  
13 % white collars, 19 % blue collars  
11 % entrepreneurs

## Time table iDNES.cz

---

**jizdnirady.idnes.cz**

### **IDOS traffic order**

- **1716 thousand of visitors per month**
- **754 thousand of visitors per week**
- 65,4 m. viewed pages per month
- 95 % users from the Czech Republic
  
- 47 % men, 53 % women
- 51 % in the age between 20 and 39
- 21 % graduated, 42 % secondary education with A level,  
20 % trained / secondary education without A level
- 28 % household net income 30 thousand and more
- 8 % managers, 8 % highly qualified workers,  
14 % white collars, 18 % blue collars  
11 % entrepreneurs

## Contact

---

mediální skupina **mafra**

**Commercial department iDNES.cz**

Phone: +420 22506 3341

Fax: +420 22506 3355

E-mail: reklama@idnes.cz

Info: <http://info.idnes.cz>

MAFRA, a.s.

Anděl Media Centrum

Karla Engliše 519/11

150 00 Praha 5 - Smíchov