mediální skupina mafra

TISK · INTERNET · TV · RÁDIA · TISKÁRNY

TOP 4 KOMBI

DNES magazín+TV · OnaDnes · DOMA DNES · Pátek LIDOVÉ NOVINY

READERS OF MAGAZÍN DNES + TV, ONA DNES, DOMA DNES AND PÁTEK LIDOVÉ NOVINY

DNES · LIDOVÉ NOVINY · metro · iDNES.cz · lidovky.cz · ÓČKO · EXPRES 90.3 · classic 98.7

MEDIA RESEARCH RATINGS

National media ratings research in the Czech Republic jointly requested by the publishers of dailies and magazines associated in the Publisher´s Union (Unie vydavatelů) and Association of Communication Agencies (AKA):

Research Media projekt

- research is carried out by independent association of r esearch agencies GfK Czech and Median
- inhabitants of Czech Republic in the age of 12 – 79 years are represented by 25 000 respondents per year
- demographical characteristic, activities (occupation, free time), positions and basic consumption are also included in research
- research is considered to be a „single currency“ of the press media ratings

TOP 4 KOMBI

NUMBER OF READINGS OF SUPPLEMENTS

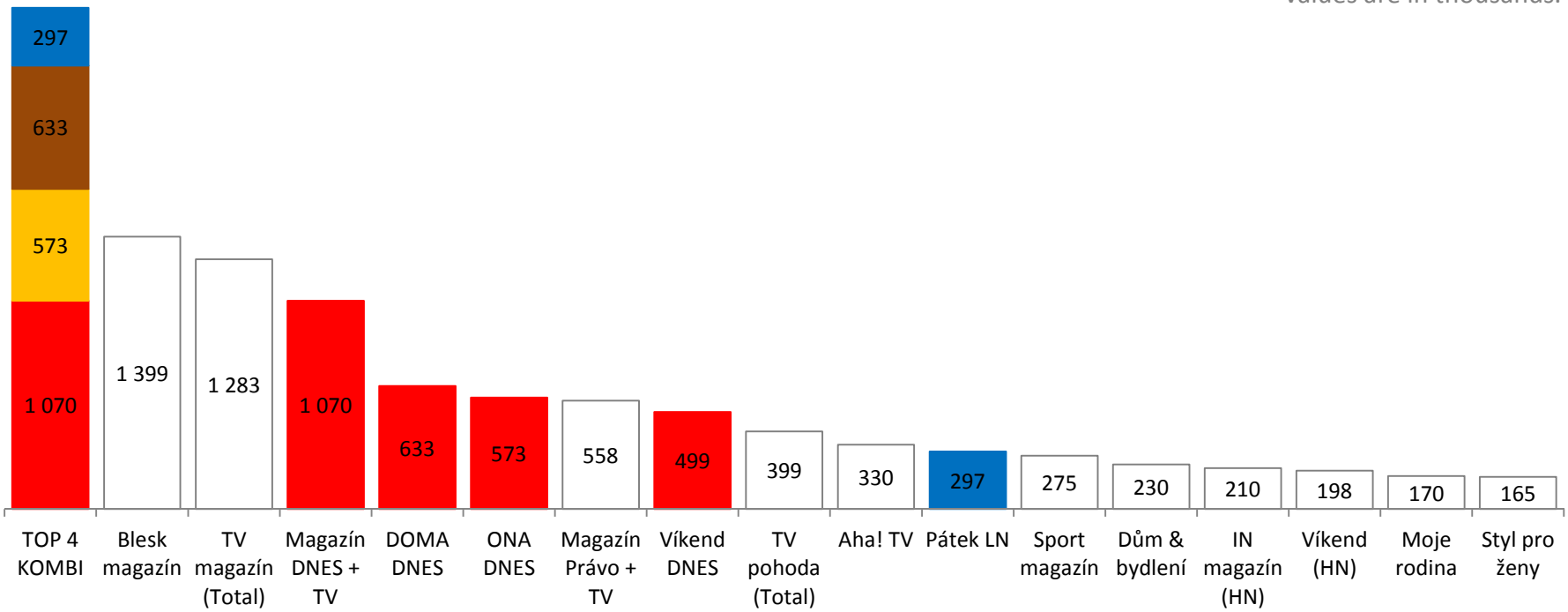
READINGS OF THE LAST ISSUE

Total 2 573 thousands

- Pátek LN
- DOMA DNES
- ONA DNES
- Magazín DNES + TV

Total number of readings of advertising combination TOP KOMBI MAGAZÍN (Magazín DNES + TV and Pátek LN) reaches 1 329 thous. of readers, combination TOP KOMBI MAGAZÍN + ONA DNES (Magazín DNES + TV, Pátek LN and ONA DNES) 1 427 thous. of readers and combiantion TOP 4 KOMBI (Magazín DNES + TV, Pátek LN, ONA DNES and DOMA DNES) 1 536 thous. of readers.

Values are in thousands.



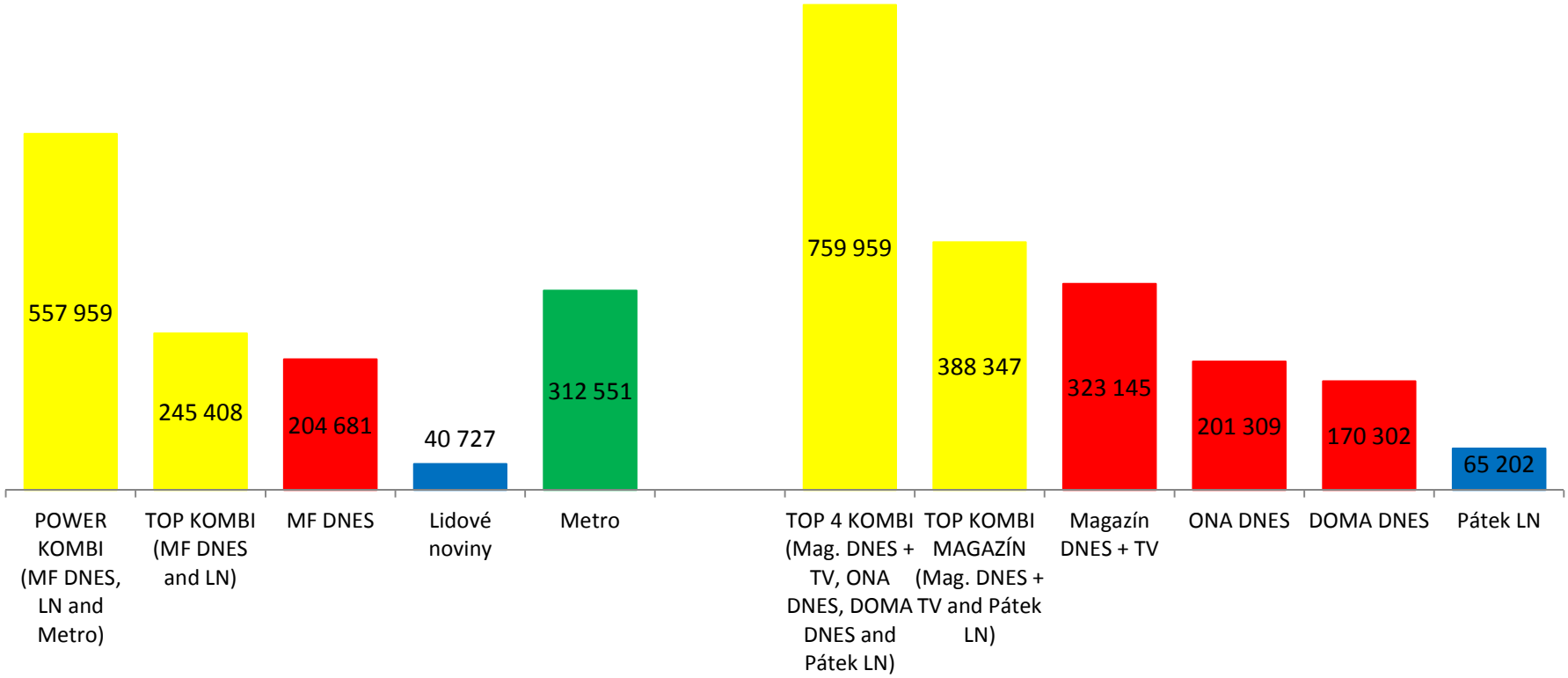
Note: Number of readings of the TV magazín and magazine TV pohoda includes inserted as well as over-the-counter issues.

Source: Media projekt, GfK Czech - Median, 3rd – 4th quarter of 2012

TOP 4 KOMBI

CIRCULATION
OF MF DNES AND ADVERTISING COMBINATIONS

We consider the information about the sold and printed issues to be the indicatorof the capability of the publisher to position his title on the market and sell it. We use data audited by the ABC ČR (Audit Bureau of Circulations Czech Republic).

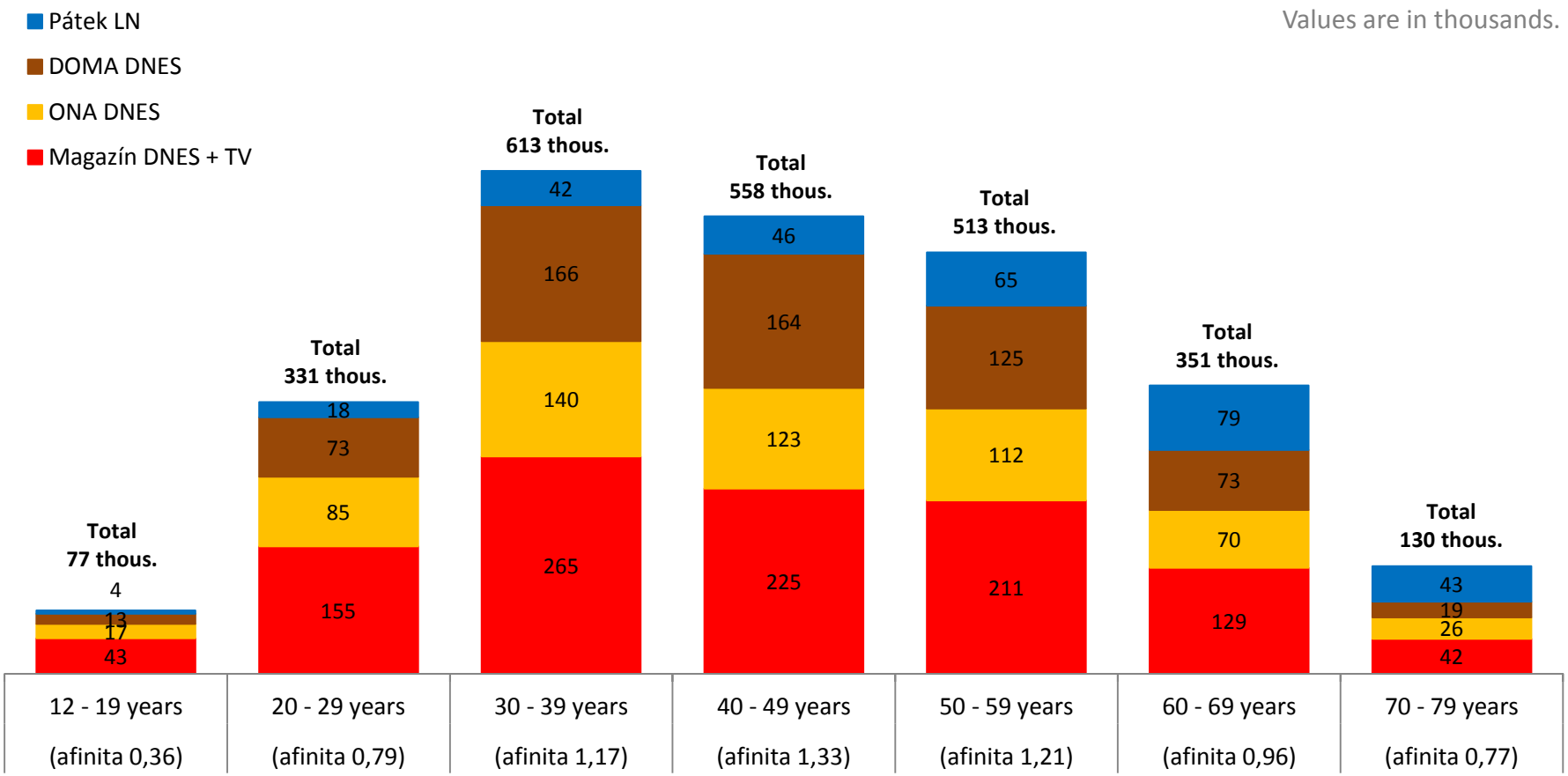


Source: ABC ČR, July – December 2012

TOP 4 KOMBI

STRUCTURE OF READERS
ACCORDING TO AGE

Values are in thousands.

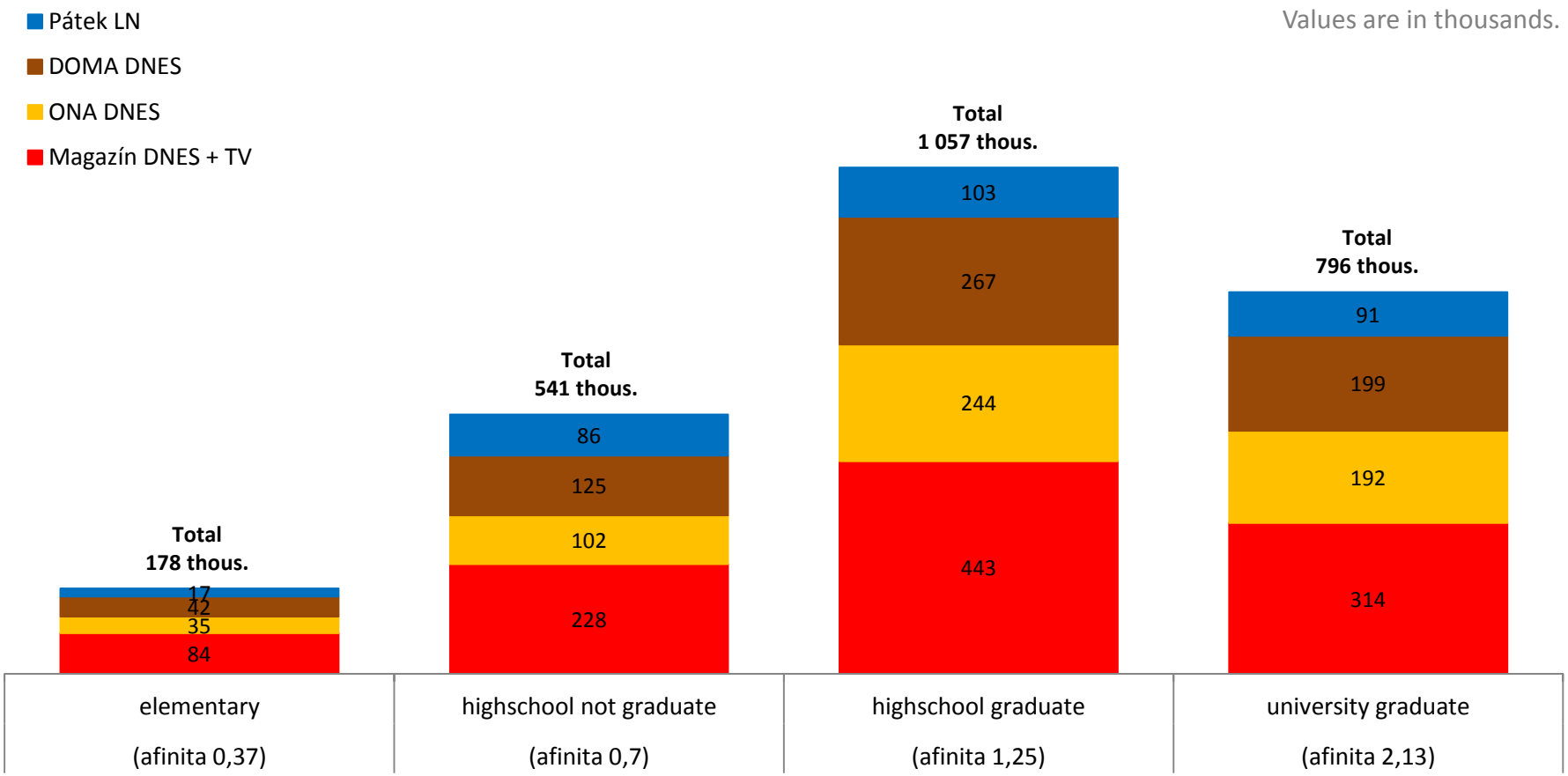


Source: Media projekt, GfK Czech - Median, 3rd – 4th quarter of 2012

TOP 4 KOMBI

STRUCTURE OF READERS
ACCORDING TO EDUCATION

Values are in thousands.

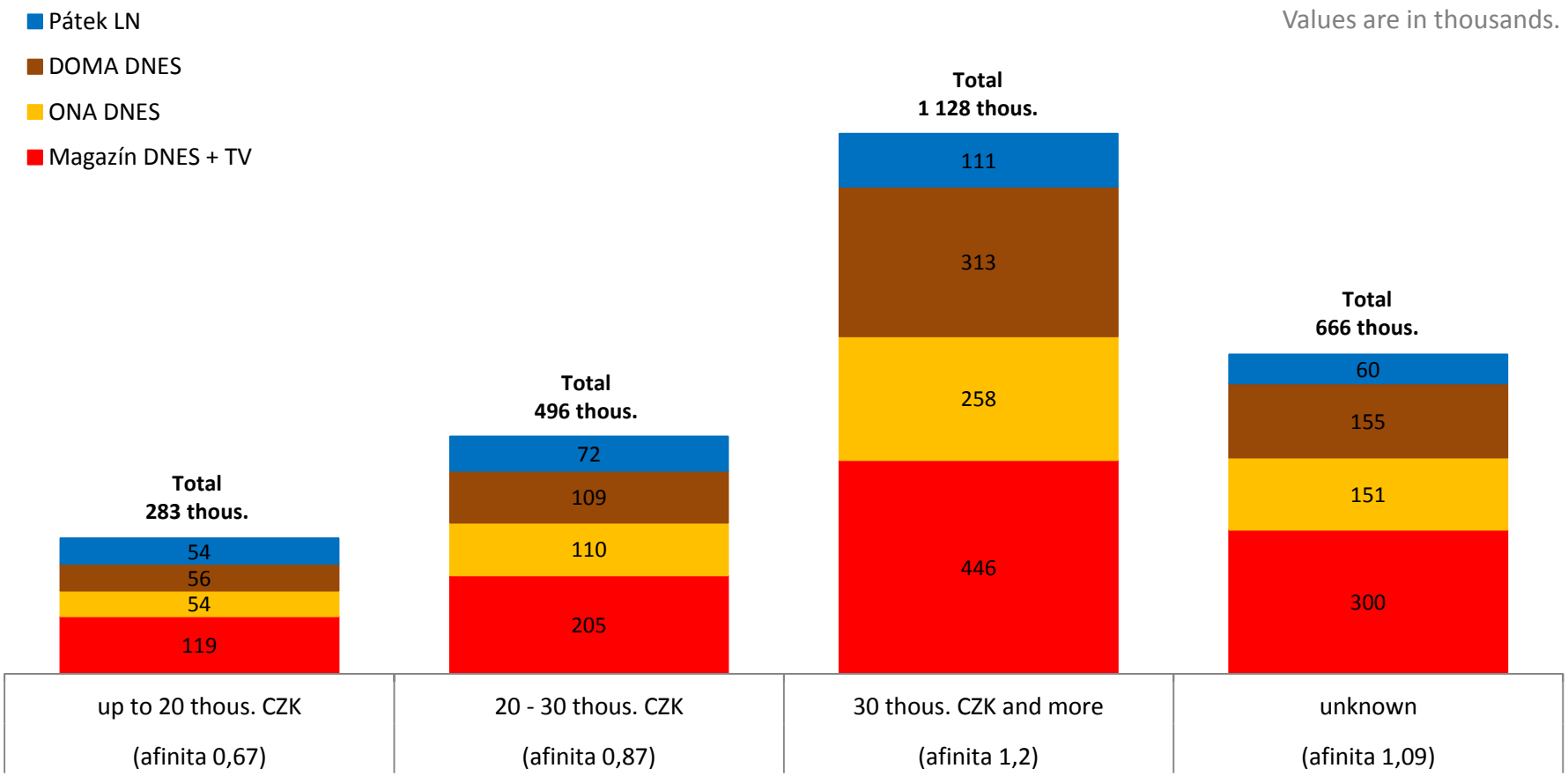


Source: Media projekt, GfK Czech - Median, 3rd – 4th quarter of 2012

TOP 4 KOMBI

STRUCTURE OF READERS
ACCORDING TO NET HOUSEHOLD INCOME

Values are in thousands.



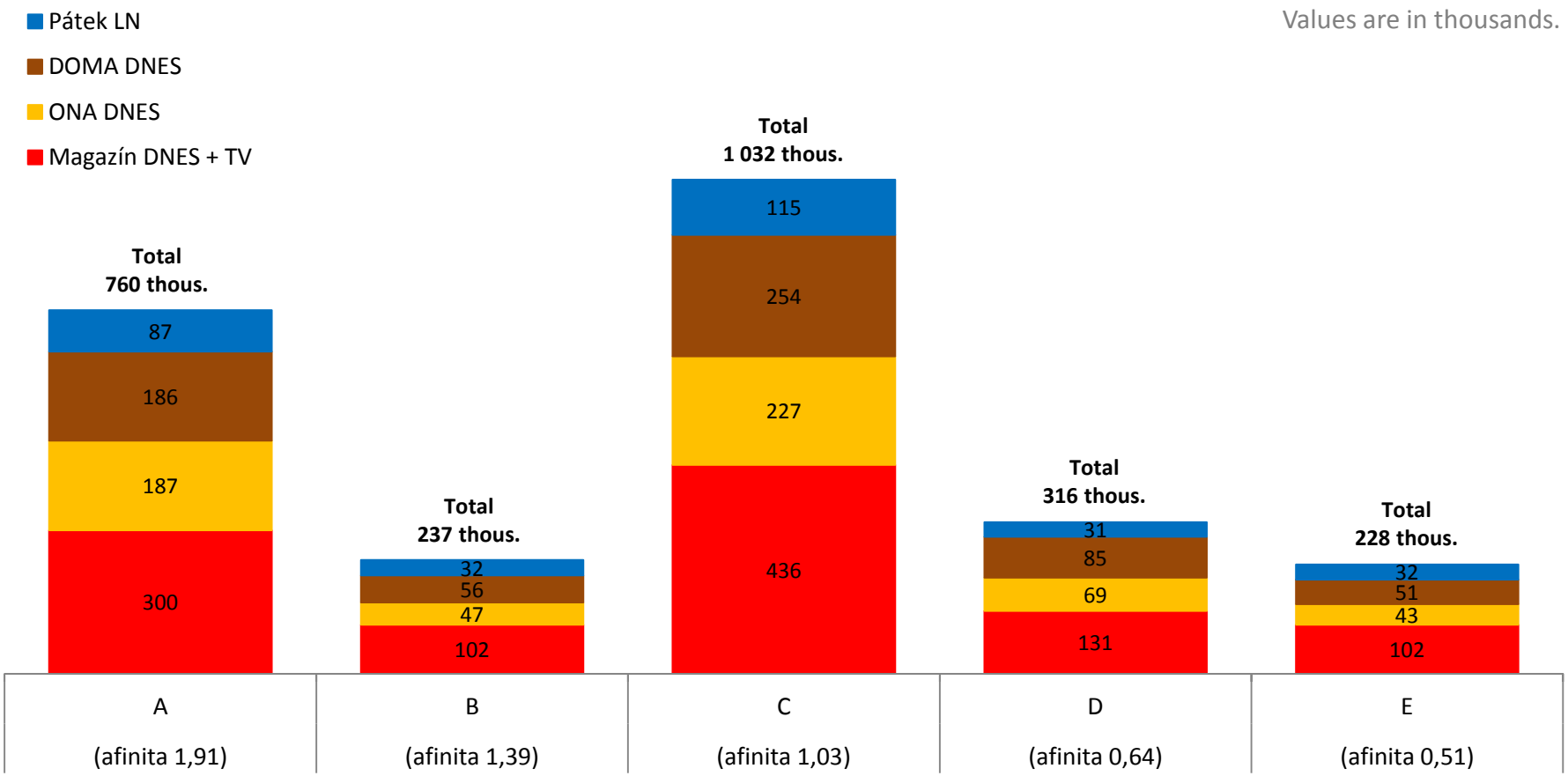
Source: Media projekt, GfK Czech - Median, 3rd – 4th quarter of 2012

TOP 4 KOMBI

STRUCTURE OF READERS

ACCORDING TO SOCIO-ECONOMICAL CLASS OF POPULATION (ABCDE)

Values are in thousands.



Source: Media projekt, GfK Czech - Median, 3rd – 4th quarter of 2012

TOP 4 KOMBI

READERS OF DAILIES

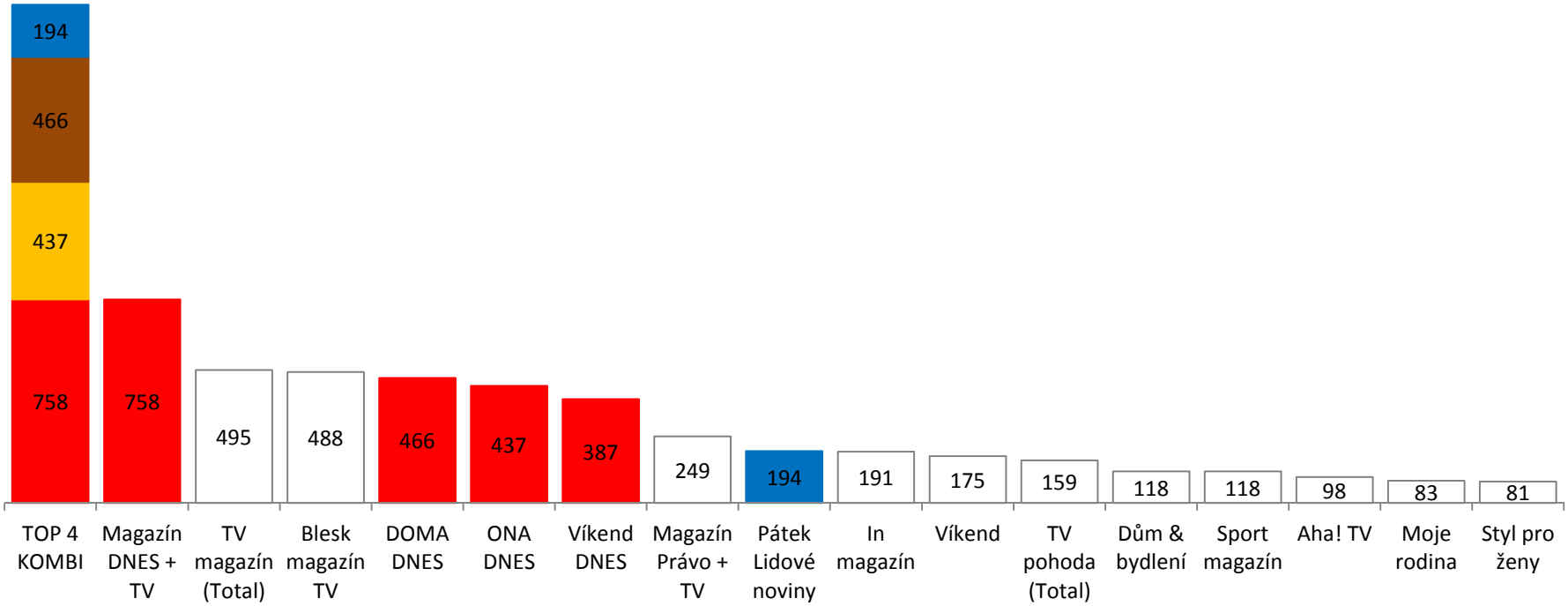
WITH HIGHSCHOOL GRADUATE OR UNIVERSITY GRADUATE

Total 1 855 thousands

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

Total number of readings of advertising combination TOP KOMBI MAGAZÍN (Magazín DNES + TV and Pátek LN) reaches 915 thous. of readers, combination TOP KOMBI MAGAZÍN + ONA DNES (Magazín DNES + TV, Pátek LN and ONA DNES) 980 thous. of readers and combiantion TOP 4 KOMBI (Magazín DNES + TV, Pátek LN, ONA DNES and DOMA DNES) 1 054 thous. of readers.

Values are in thousands.



Source: Media projekt, GfK Czech - Median, 3rd – 4th quarter of 2012

TOP 4 KOMBI

READERS OF DAILIES

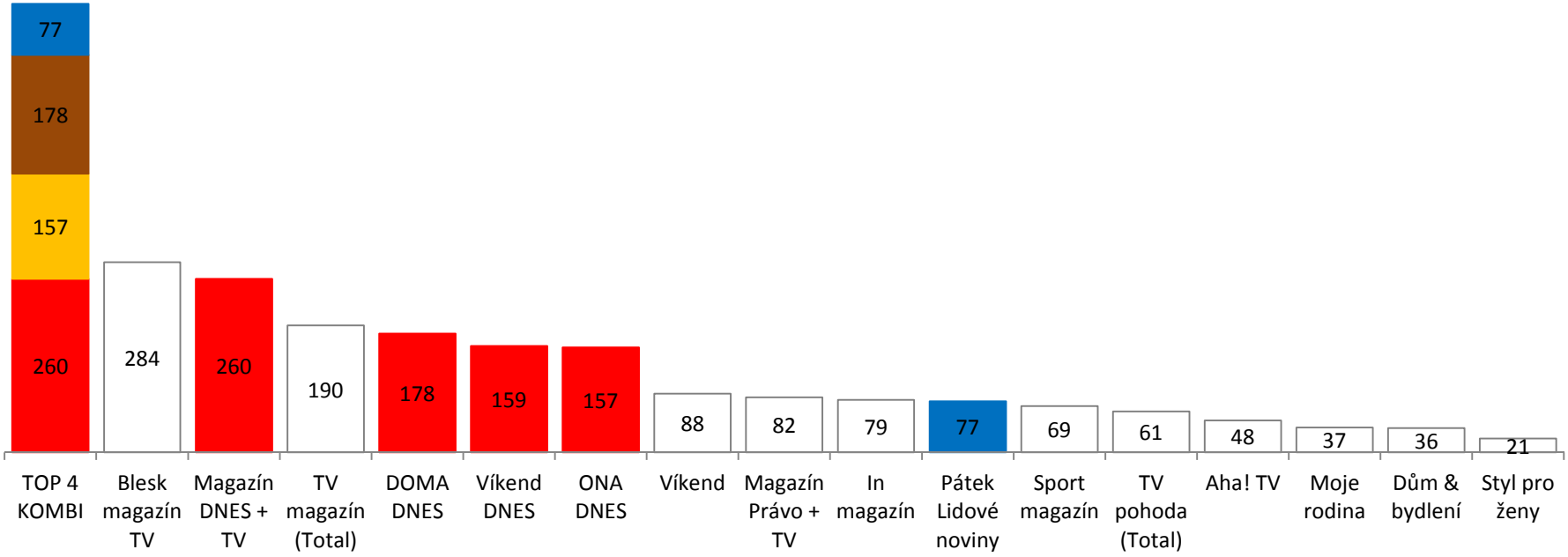
WITH NET HOUSEHOLD INCOME HIGHER THAN 40 THOUS. CZK

Total 672 thousands

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

Total number of readings of advertising combination TOP KOMBI MAGAZÍN (Magazín DNES + TV and Pátek LN) reaches 317 thous. of readers, combination TOP KOMBI MAGAZÍN + ONA DNES (Magazín DNES + TV, Pátek LN and ONA DNES) 335 thous. of readers and combiantion TOP 4 KOMBI (Magazín DNES + TV, Pátek LN, ONA DNES and DOMA DNES) 366 thous. of readers.

Values are in thousands.



Source: Media projekt, GfK Czech - Median, 3rd – 4th quarter of 2012

TOP 4 KOMBI

READERS OF DAILIES

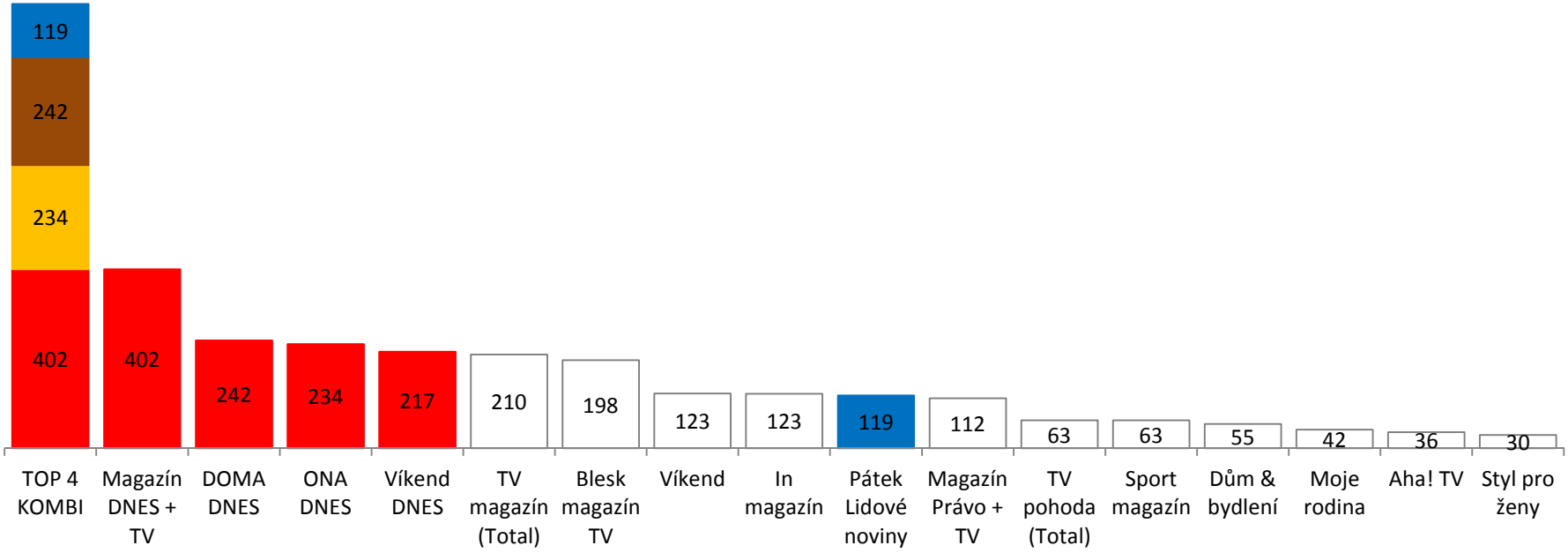
FROM THE HIGHEST SOCIO-ECONOMICAL CLASSES OF POPULATION AB

Total 997 thousands

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

Total number of readings of advertising combination TOP KOMBI MAGAZÍN (Magazín DNES + TV and Pátek LN) reaches 492 thous. of readers, combination TOP KOMBI MAGAZÍN + ONA DNES (Magazín DNES + TV, Pátek LN and ONA DNES) 521 thous. of readers and combiantion TOP 4 KOMBI (Magazín DNES + TV, Pátek LN, ONA DNES and DOMA DNES) 558 thous. of readers.

Values are in thousands.



Source: Media projekt, GfK Czech - Median, 3rd – 4th quarter of 2012

TOP 4 KOMBI

READERS OF DAILIES

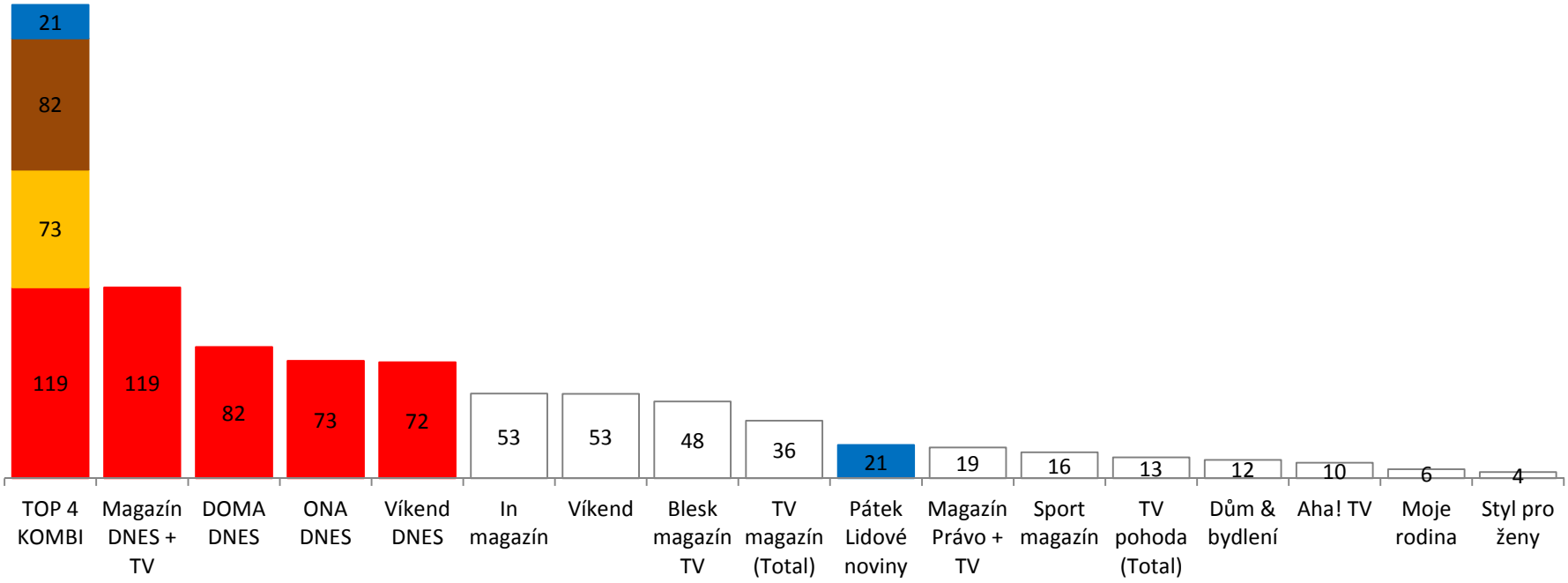
IN LEADERSHIP POSITION (WITH SUBORDINATE WORKERS)

Total 295 thousands

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

Total number of readings of advertising combination TOP KOMBI MAGAZÍN (Magazín DNES + TV and Pátek LN) reaches 134 thous. of readers, combination TOP KOMBI MAGAZÍN + ONA DNES (Magazín DNES + TV, Pátek LN and ONA DNES) 141 thous. of readers and combiantion TOP 4 KOMBI (Magazín DNES + TV, Pátek LN, ONA DNES and DOMA DNES) 145 thous. of readers.

Values are in thousands.



Source: Media projekt, GfK Czech - Median, 3rd – 4th quarter of 2012

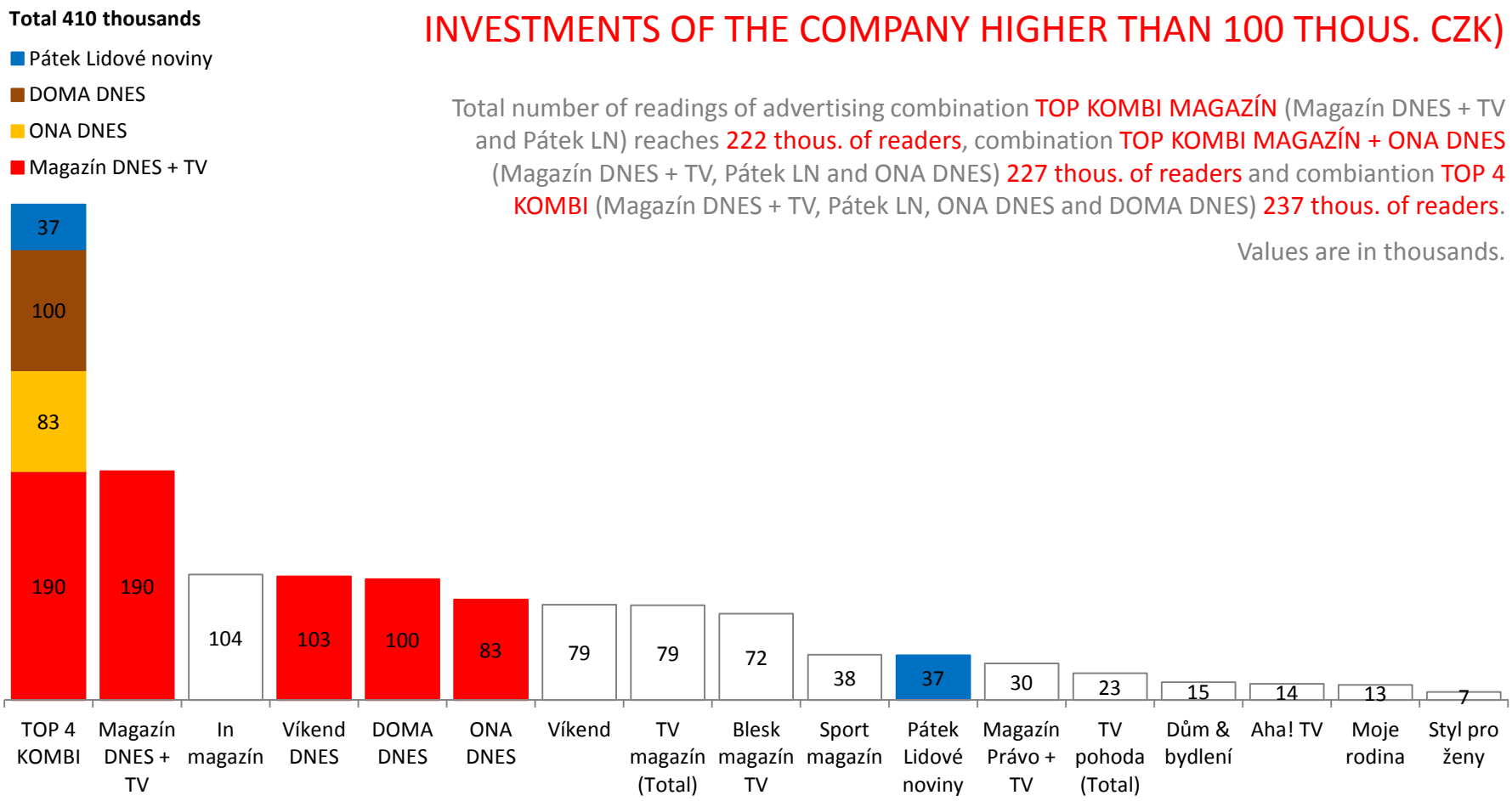
TOP 4 KOMBI

READERS OF DAILIES

WITH POWERS TO TAKE DECISIONS (AUTHORIZED TO DECIDE ON INVESTMENTS OF THE COMPANY HIGHER THAN 100 THOUS. CZK)

Total number of readings of advertising combination TOP KOMBI MAGAZÍN (Magazín DNES + TV and Pátek LN) reaches 222 thous. of readers, combination TOP KOMBI MAGAZÍN + ONA DNES (Magazín DNES + TV, Pátek LN and ONA DNES) 227 thous. of readers and combiantion TOP 4 KOMBI (Magazín DNES + TV, Pátek LN, ONA DNES and DOMA DNES) 237 thous. of readers.

Values are in thousands.



Source: Media projekt, GfK Czech - Median, 3rd – 4th quarter of 2012

TOP 4 KOMBI

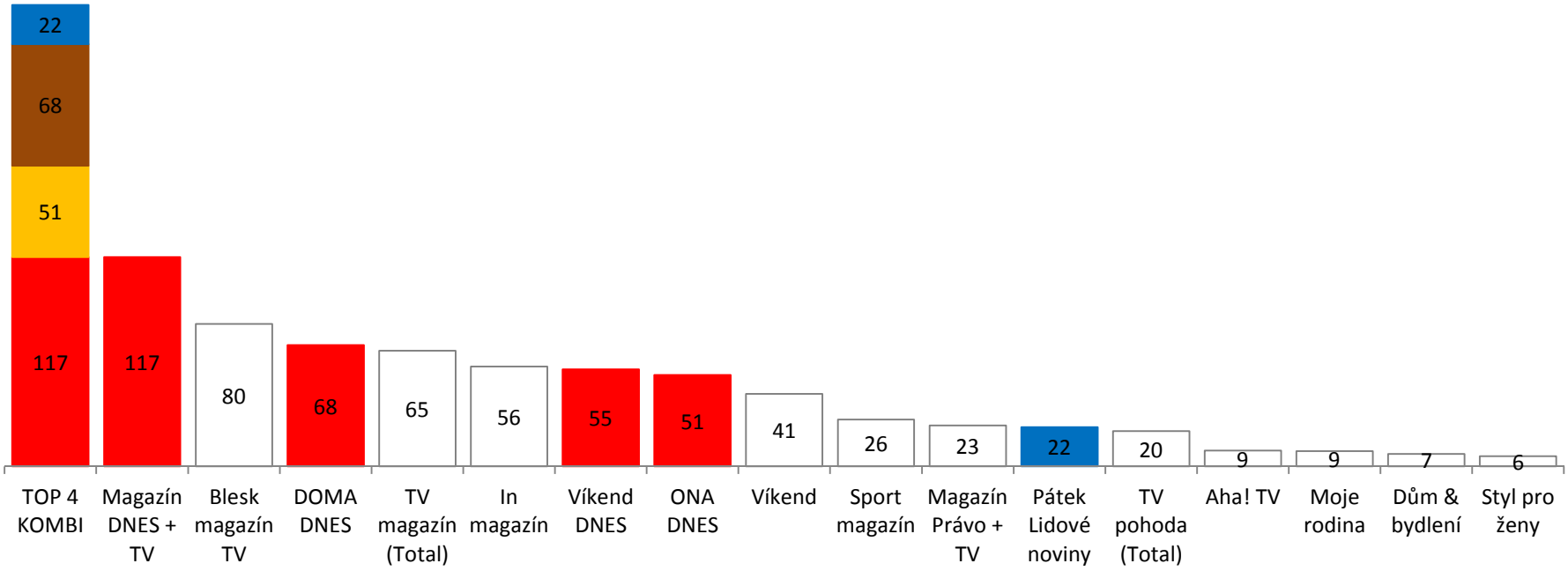
READERS OF DAILIES
ENTREPRENEURS

Total 258 thousands

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

Total number of readings of advertising combination TOP KOMBI MAGAZÍN (Magazín DNES + TV and Pátek LN) reaches 138 thous. of readers, combination TOP KOMBI MAGAZÍN + ONA DNES (Magazín DNES + TV, Pátek LN and ONA DNES) 144 thous. of readers and combiantion TOP 4 KOMBI (Magazín DNES + TV, Pátek LN, ONA DNES and DOMA DNES) 156 thous. of readers.

Values are in thousands.



Source: Media projekt, GfK Czech - Median, 3rd – 4th quarter of 2012

CONTACT

FOR MORE INFORMATION…

http://sluzby.mafra.cz

- information, that you need to know about advertising in our titles
- information about readers and the number of sold issues
- prices and basic formats of advertising, pricelist than can be downloaded
- useful contacts
- list of published inserts