mediální skupina **mafra**

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OnaDnes

MAGAZINE ABOUT WOMEN THE WAY THEY REALLY ARE

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

ONA DNES FEMALE READERS

MAGAZINE ONA DNES

ONA DNES, the Monday supplement of the MF DNES daily, offers and intelligent and entertaining account of relationships, the world around us, family, work, sex, health, and beauty. It features a stylish and informative content, and is designed for both men and women.

ONA DNES has reached an important position among printed titles for women. According to the latest readership rating survey, ONA DNES is read by 573,000 individuals every week, having appealed also to men – the ONA DNES magazine is read by 206,000 men.

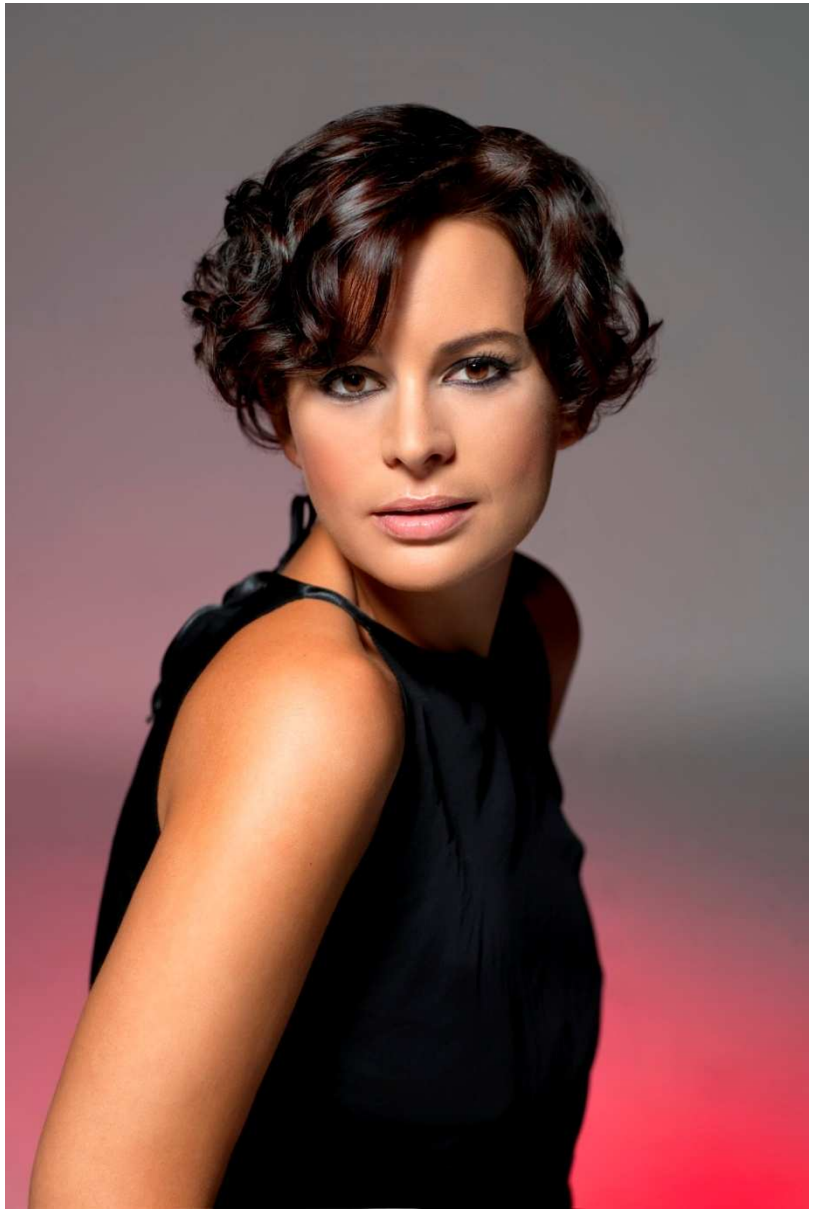
ONA DNES female readers are clever women with their own opinion and interest in public events. Their age has a wide span – from 20 to approximately 60 years. They live both in cities and in the country, and have either secondary school or university education.

ONA DNES brings information about lifestyle, presenting to its readers the latest vogue and cosmetic trends, writes about current social events, and brings interviews with interesting Czech women.

Towards the end of the magazine you will find an extensive section about cooking, articles about travelling, interior decoration, and profiles of interesting men. At the beginning there is a regular column written by a popular female.

The average number of the copies sold of the ONA DNES magazine (including the Monday issue of MF Dnes) is 201,309.
(Source: ABC ČR, July – December 2012)

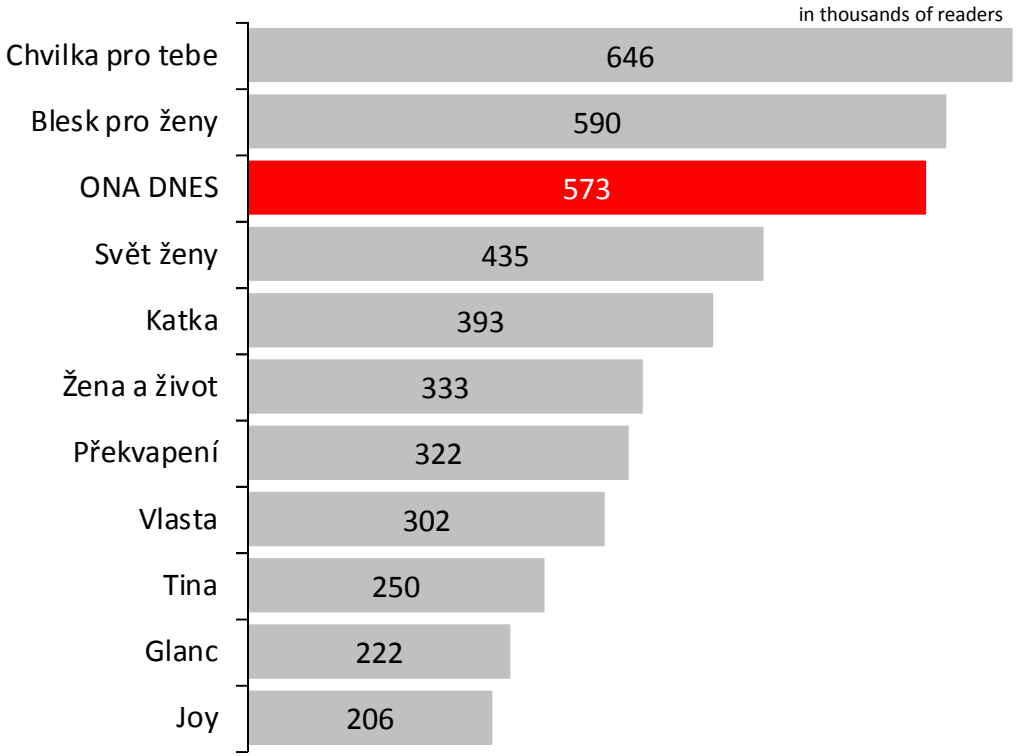
The total number of readers of the ONA DNES magazine reaches 573,000.
(Source: Media projekt, GfK Czech – Median , 3rd – 4th quarter of 2012)



SUCCESSFUL

During long existence, ONA DNES has reached an important position among printed titles for women.

According to the latest survey, ONA DNES is read by 573,000 individuals every week.



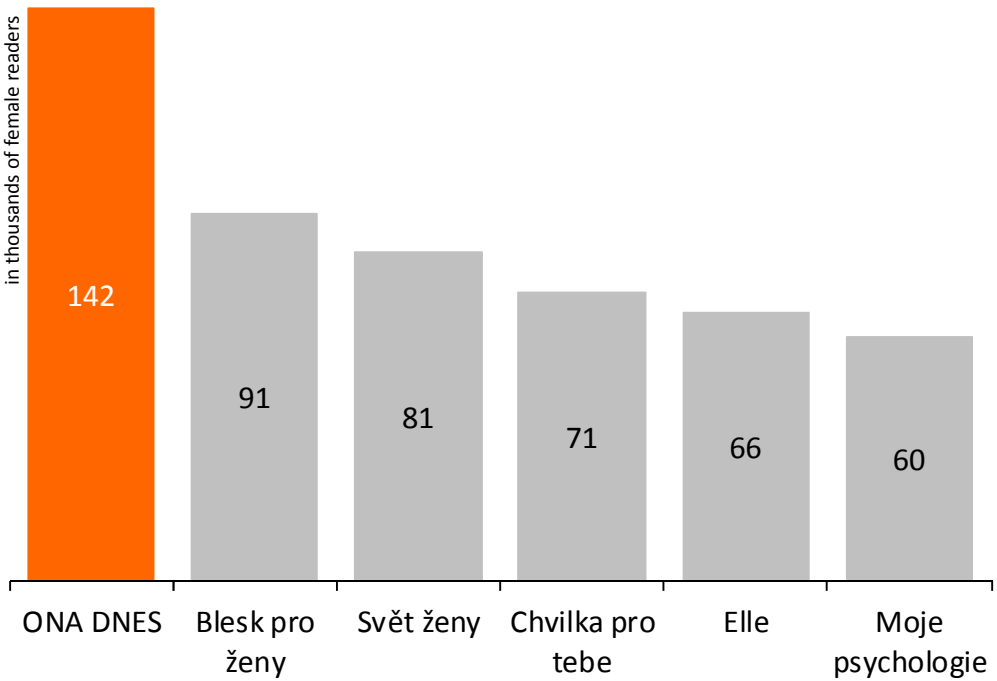
Printed titles for women with less than 200,000 readers are not included in the graph.

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

WITH SOLID BACKGROUND

Magazine for women enjoying an above-average positron - has the widest readership among women in social-economic groups AB.

ONA DNES readers represent 26 % of all female readers of the titles for women in group AB , and 15 % of all women in this group.



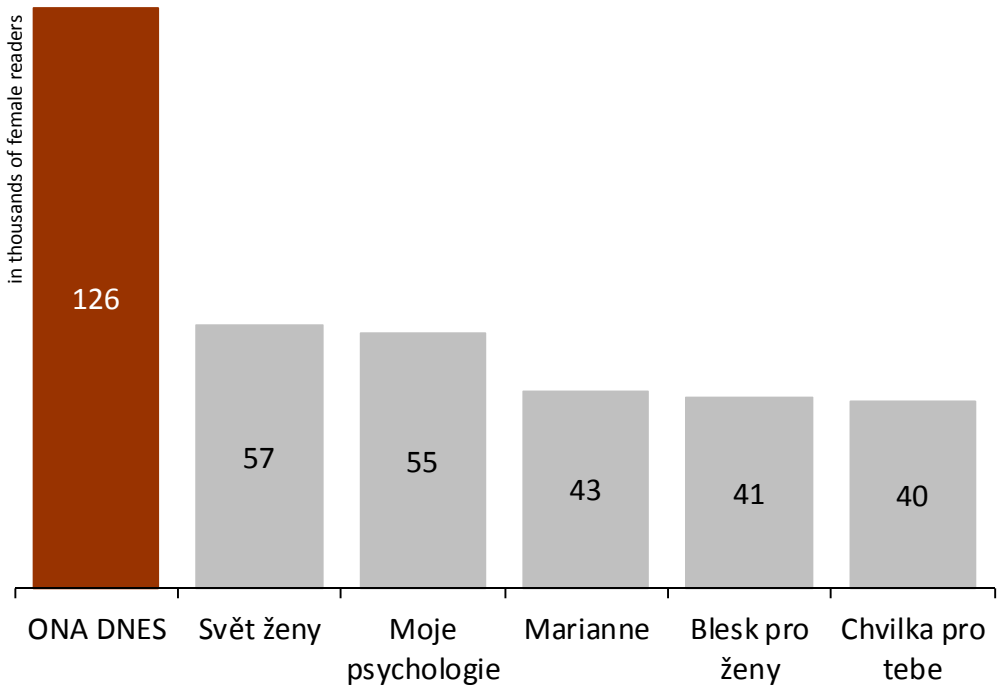
Source: Media projekt, GfK Czech – Median , 3rd – 4th quarter of 2012

EDUCATED

ONA DNES has the widest readership among women with university education.

As compared to the female population in general, there is 1.2x more women with a secondary school education completed with a school leaving examination (affinity* 118) and 2.8x more women with university education (affinity* 276) among ONA DNES readers.

* affinity = comparison of the share of educated female readers as compared to ONA DNES readers and the entire population



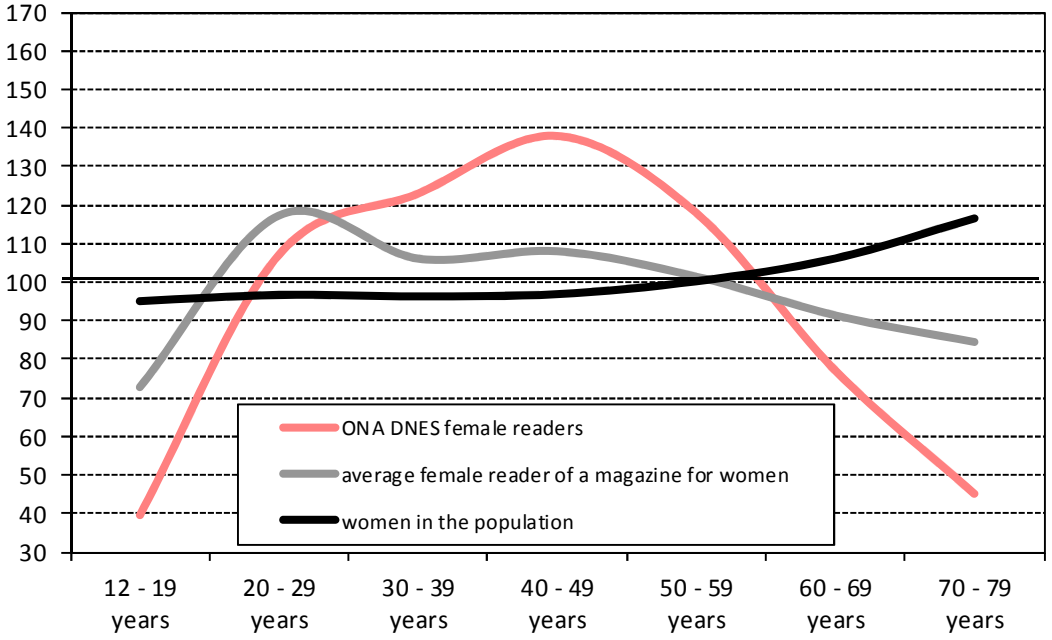
Source: Media projekt, GfK Czech – Median , 3rd – 4th quarter of 2012

YOUNGER

ONA DNES female readers are younger.

In accordance with affinity index, the impact on the age categories of 20 – 59 years is more effective – as compared to the women in the entire population and average female readers of magazines for women, ONA DNES has a greater share of female readers.

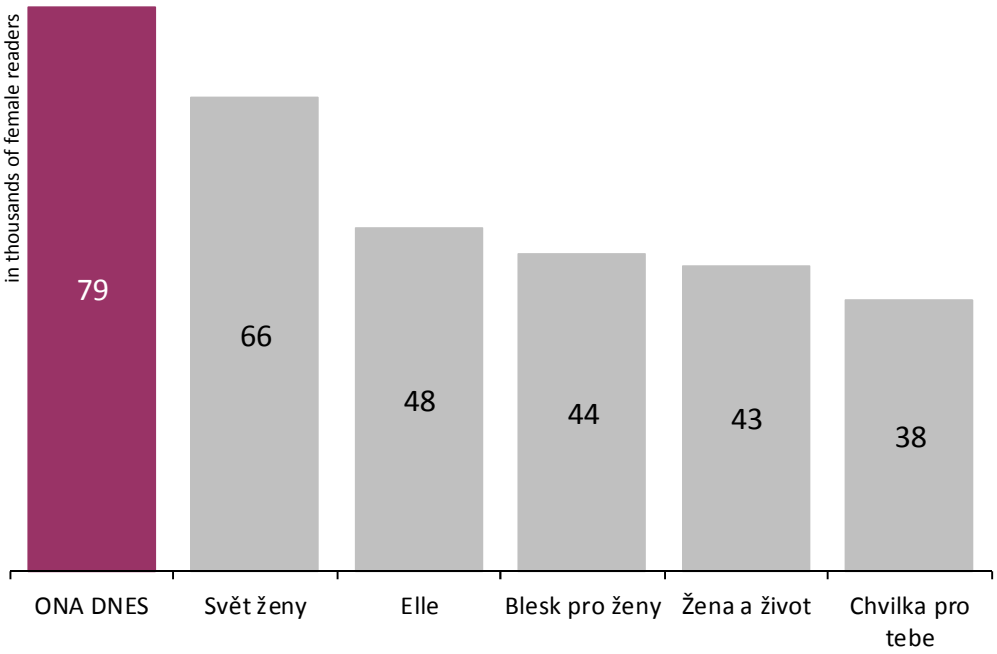
* affinity = comparison of the share of female readers in the individual age groups and women in the entire population



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

SELF-CONFIDENT

Magazine for women with the greatest number of copies sold to female managers (company executives and business women with employees) and to women with a decision-making power with respect to investments.



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

CONTACS

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