

**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

**DNES**

LIDOVÉ NOVINY

**metro**

**iDNES.cz**

lidovky.cz

**ÓČKO**

**EXPRES 90.3 FM**

**classic**  
98.7

## 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 **March 2013**.

## Visit rate and sociodemography of iDNES.cz users

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### Visit rate

iDNES.cz addresses altogether **3 905 620** unique visitors per month.  
**787 837 113** pages viewed; **2 133 463** unique visitors per week.

**84 %** unique visitors access iDNES.cz from the Czech Republic.

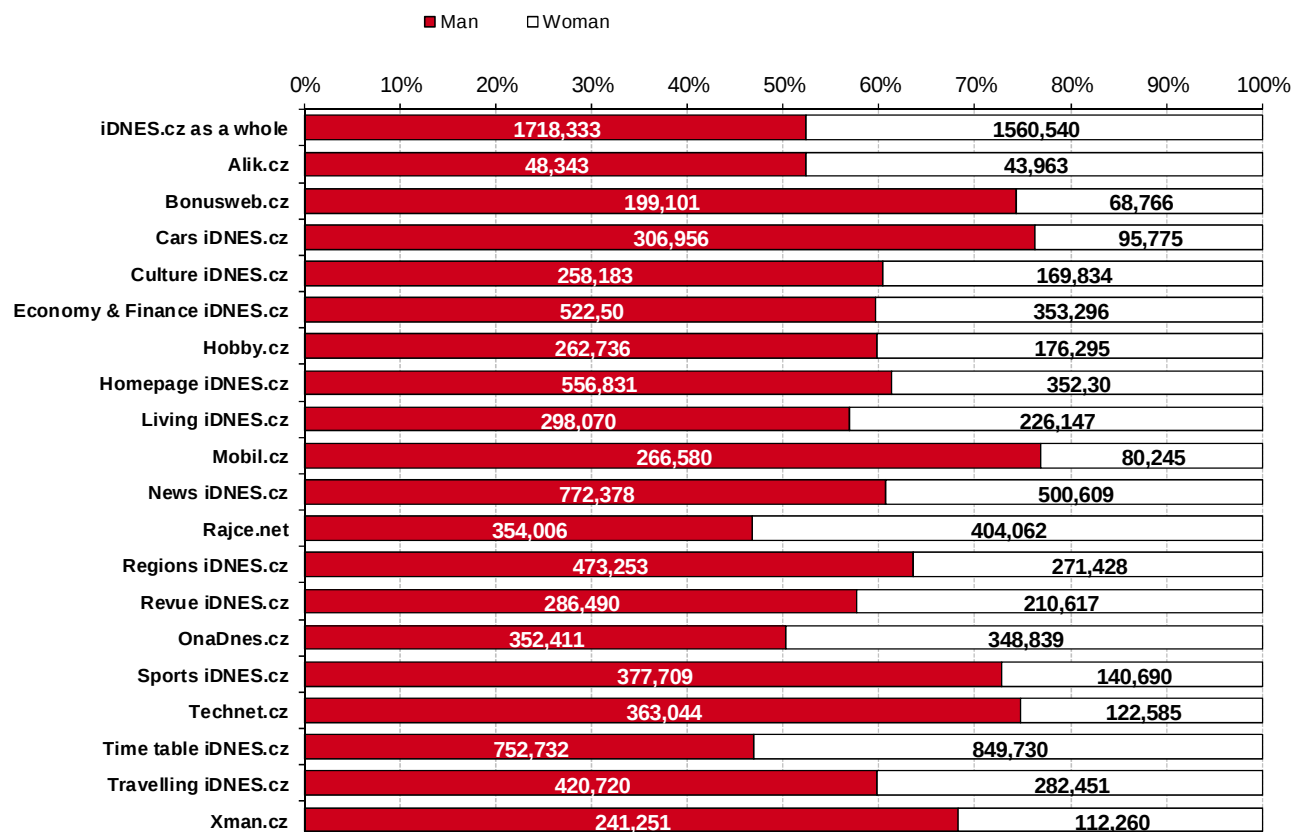
Since the beginning of 2002, when the number of unique visitors became an official measure of the Internet visit rate, **the number of iDNES.cz readers has increased ten times.**

### 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 %.

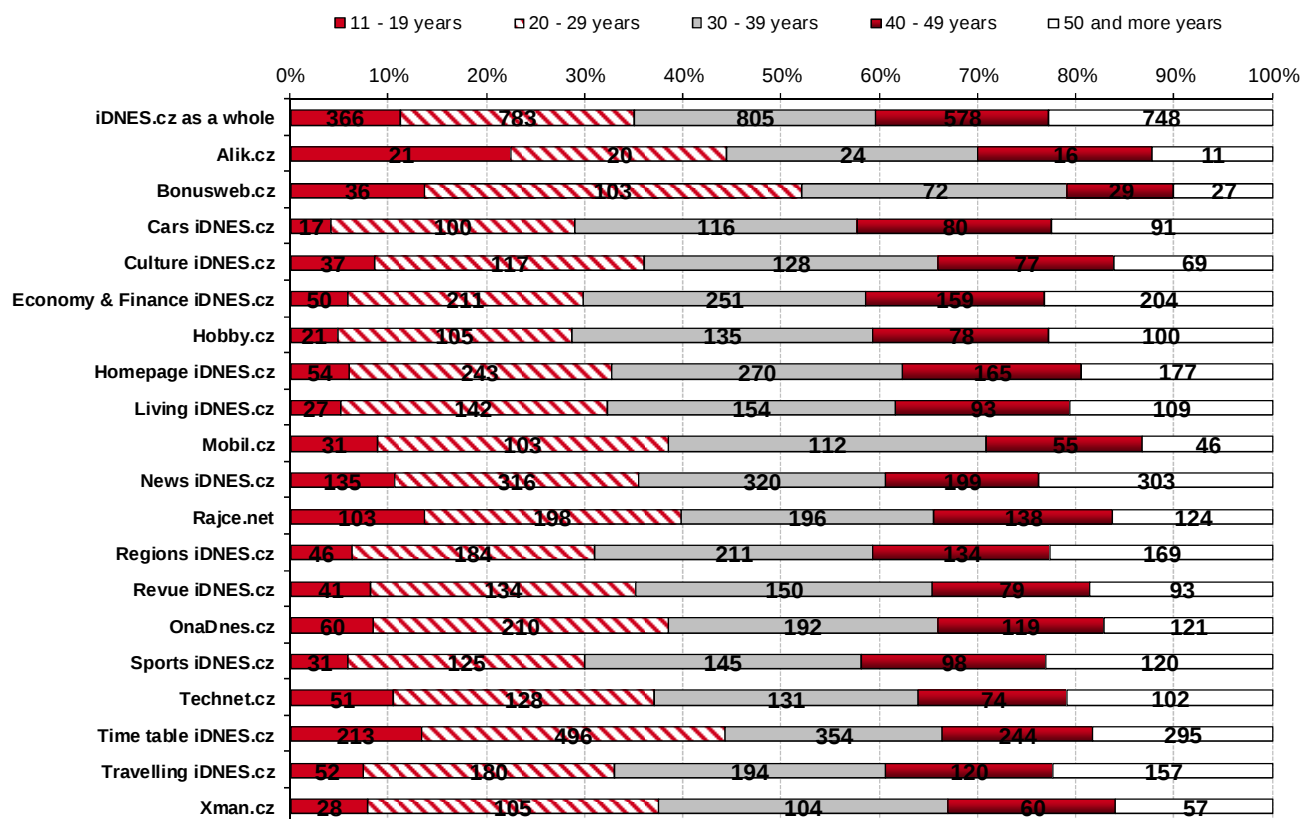
More than 2/3 visitors of the servers Cars iDNES.cz, Bonusweb.cz, Mobil.cz, Sport iDNES.cz, Technet.cz and Xman.cz are men.

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

48 % 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)



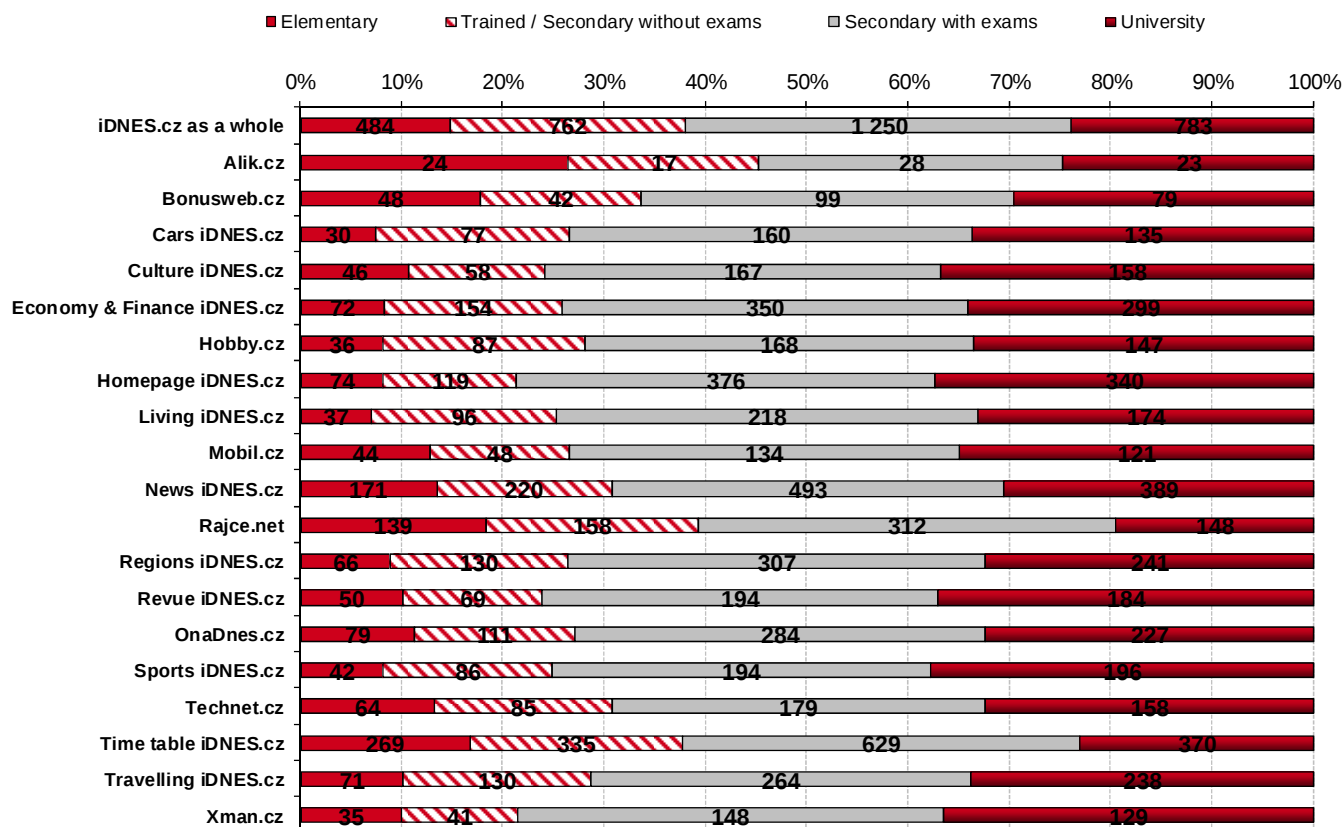
Visitors of the age 20 – 39 years create almost one half of all iDNES.cz visitors.

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, Technet.cz and Xman.cz is this age group embraces more than 50 % of visitors.

23 % of the children's server Alik.cz, 14 % of the Bonusweb.cz visitors and 14 % 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)



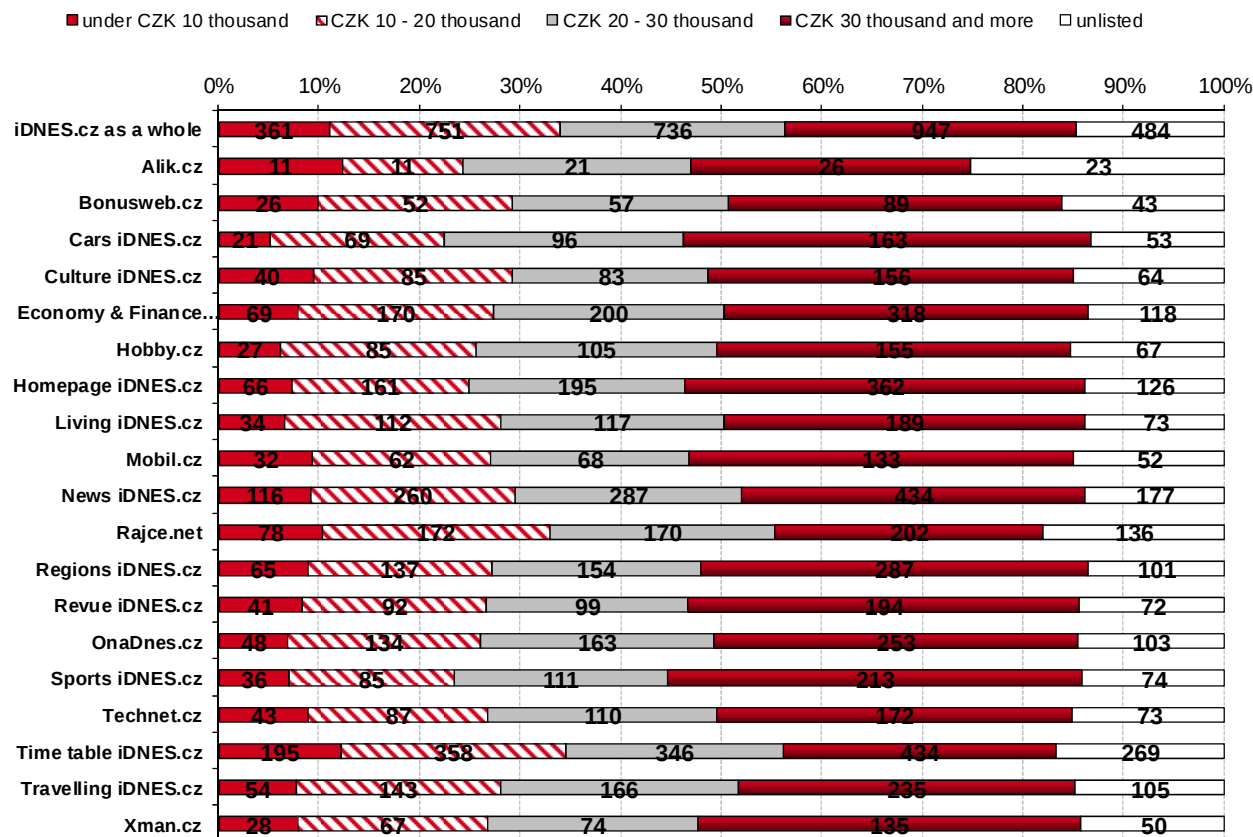
24 % of all iDNES.cz visitors are graduates.

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

- ♦Cars iDNES.cz
- ♦Living iDNES.cz
- ♦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
- ♦News iDNES.cz

# Household net income

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



29 % 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, Bonusweb.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 2 009 thousand of economically active visitors.**

16 % 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**

- **1024 thousand of visitors per month**
- **653 thousand of visitors per week**
- 72,2 m. viewed pages per month
- 89 % users from the Czech Republic
- 61 % men, 39 % women
- 56 % in the age between 20 and 39
- 37 % graduated, 41 % secondary education with A level,  
13 % trained / secondary education without A level
- 40 % household net income 30 thousand and more
- 13 % managers, 15 % highly qualified workers,  
16 % white collars, 12 % blue collars  
13 % entrepreneurs

## News iDNES.cz

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**zpravy.idnes.cz**

### latest national and international news

- **1451 thousand of visitors per month**
- **718 thousand of visitors per week**
- 64,3 m. viewed pages per month
- 88 % users from the Czech Republic
- 61 % men, 39 % women
- 50 % in the age between 20 and 39
- 31 % graduated, 39 % secondary education with A level,  
17 % trained / secondary education without A level
- 34 % household net income 30 thousand and more
- 10 % managers, 13 % highly qualified workers,  
13 % white collars, 14 % blue collars  
11 % entrepreneurs

## Sports iDNES.cz

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**sport.idnes.cz**

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

- **587 thousand of visitors per month**
- **283 thousand of visitors per week**
- 34,8 m. viewed pages per month
- 88 % users from the Czech Republic
- 73 % men, 27 % women
- 52 % in the age between 20 and 39
- 38 % graduated, 37 % secondary education with A level,  
17 % trained / secondary education without A level
- 41 % household net income 30 thousand and more
- 13 % managers, 16 % highly qualified workers,  
12 % white collars, 13 % blue collars  
13 % 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**

- **481 thousand of visitors per month**
- **185 thousand of visitors per week**
- 7,3 m. viewed pages per month
- 89 % users from the Czech Republic
- 60 % men, 40 % women
- 57 % in the age between 20 and 39
- 37 % graduated, 39 % secondary education with A level,  
13 % trained / secondary education without A level
- 36 % household net income 30 thousand and more
- 10 % managers, 18 % highly qualified workers,  
16 % white collars, 10 % blue collars  
10 % 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**

- **974 thousand of visitors per month**
- **434 thousand of visitors per week**
- 16,5 m. viewed pages per month
- 90 % users from the Czech Republic
- 60 % men, 40 % women
- 53 % in the age between 20 and 39
- 34 % graduated, 40 % secondary education with A level,  
18 % trained / secondary education without A level
- 36 % household net income 30 thousand and more
- 12 % managers, 14 % highly qualified workers,  
15 % white collars, 13 % blue collars  
13 % entrepreneurs

## Living iDNES.cz

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**bydleni.idnes.cz**

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

- **587 thousand of visitors per month**
- **232 thousand of visitors per week**
- 36,3 m. viewed pages per month
- 89 % users from the Czech Republic
- 57 % men, 43 % women
- 57 % in the age between 20 and 39
- 33 % graduated, 42 % secondary education with A level,  
18 % trained / secondary education without A level
- 36 % household net income 30 thousand and more
- 10 % managers, 15 % highly qualified workers,  
16 % white collars, 16 % blue collars  
12 % entrepreneurs

## Travelling iDNES.cz

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**cestovani.idnes.cz**

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

- **778 thousand of visitors per month**
- **341 thousand of visitors per week**
- 14,6 m. viewed pages per month
- 90 % users from the Czech Republic
- 60 % men, 40 % women
- 53 % in the age between 20 and 39
- 34 % graduated, 37 % secondary education with A level,  
19 % trained / secondary education without A level
- 33 % household net income 30 thousand and more
- 11 % managers, 14 % highly qualified workers,  
13 % white collars, 14 % blue collars  
12 % entrepreneurs

## Cars iDNES.cz

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**auto.idnes.cz**

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

- **462 thousand of visitors per month**
- **181 thousand of visitors per week**
- 13,2 m. viewed pages per month
- 87 % users from the Czech Republic
  
- 76 % men, 24 % women
- 54 % in the age between 20 and 39
- 34 % graduated, 40 % secondary education with A level,  
19 % trained / secondary education without A level
- 41 % household net income 30 thousand and more
- 13 % managers, 16 % highly qualified workers,  
12 % white collars, 17 % blue collars  
15 % entrepreneurs

## Hobby iDNES.cz

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### hobby.cz

house, workroom, garden, pets, mushrooms, herbs

- 501 thousand of visitors per month
- 176 thousand of visitors per week
- 6,8 m. viewed pages per month
- 88 % users from the Czech Republic
- 60 % men, 40 % women
- 55 % in the age between 20 and 39
- 34 % graduated, 38 % secondary education with A level,  
20 % trained / secondary education without A level
- 35 % household net income 30 thousand and more
- 10 % managers, 16 % highly qualified workers,  
15 % white collars, 14 % blue collars  
13 % entrepreneurs

## Mobile iDNES.cz

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**mobil.cz**

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

- **392 thousand of visitors per month**
- **153 thousand of visitors per week**
- 5,4 m. viewed pages per month
- 88 % users from the Czech Republic
- 77 % men, 23 % women
- 62 % in the age between 20 and 39
- 35 % graduated, 38 % secondary education with A level,  
14 % trained / secondary education without A level
- 38 % household net income 30 thousand and more
- 13 % managers, 18 % highly qualified workers,  
13 % white collars, 12 % blue collars  
13 % 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

- **557 thousand of visitors per month**
- **220 thousand of visitors per week**
- 8,5 m. viewed pages per month
- 87 % users from the Czech Republic
- 75 % men, 25 % women
- 53 % in the age between 20 and 39
- 32 % graduated, 37 % secondary education with A level,  
17 % trained / secondary education without A level
- 35 % household net income 30 thousand and more
- 11 % managers, 17 % highly qualified workers,  
13 % white collars, 13 % blue collars  
11 % entrepreneurs

## She iDNES.cz

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**ona.idnes.cz**

**magazine covering all aspects of a woman**

- **797 thousand of visitors per month**
- **325 thousand of visitors per week**
- 20,5 m. viewed pages per month
- 88 % users from the Czech Republic
- 50 % men, 50 % women
- 57 % in the age between 20 and 39
- 32 % graduated, 40 % secondary education with A level,  
16 % trained / secondary education without A level
- 36 % household net income 30 thousand and more
- 10 % managers, 13 % highly qualified workers,  
15 % white collars, 12 % blue collars  
11 % entrepreneurs

## Xman.cz

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### xman.cz

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

- **401 thousand of visitors per month**
- **162 thousand of visitors per week**
- 6 m. viewed pages per month
- 88 % users from the Czech Republic
- 68 % men, 32 % women
- 59 % in the age between 20 and 39
- 37 % graduated, 42 % secondary education with A level,  
11 % trained / secondary education without A level
- 38 % household net income 30 thousand and more
- 11 % managers, 18 % highly qualified workers,  
16 % white collars, 10 % blue collars  
12 % 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**

- **560 thousand of visitors per month**
- **239 thousand of visitors per week**
- 26,8 m. viewed pages per month
- 89 % users from the Czech Republic
- 58 % men, 42 % women
- 57 % in the age between 20 and 39
- 37 % graduated, 39 % secondary education with A level,  
14 % trained / secondary education without A level
- 39 % household net income 30 thousand and more
- 10 % managers, 16 % highly qualified workers,  
15 % white collars, 11 % blue collars  
12 % entrepreneurs

## Bonusweb iDNES.cz

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**bonusweb.cz**

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

- **308 thousand of visitors per month**
- **111 thousand of visitors per week**
- 5,4 m. viewed pages per month
- 87 % users from the Czech Republic
- 74 % men, 26 % women
- 66 % in the age between 20 and 39
- 30 % graduated, 37 % secondary education with A level, 16 % trained / secondary education without A level
- 33 % household net income 30 thousand and more
- 8 % managers, 16 % highly qualified workers, 12 % white collars, 13 % blue collars
- 8 % entrepreneurs

**Alik.cz****alík.cz****children's internet**

- **103 thousand of visitors per month**
- **30 thousand of visitors per week**
- 3,9 m. viewed pages per month
- 89 % users from the Czech Republic
- 52 % boys, 48 % girls
- 0 % in the age between 10 and 14, 0 % in the age between 15 and 19,  
(44 % in the age between 10 and 29)
- 25 % graduated, 30 % secondary education with A level,  
19 % trained / secondary education without A level
- 28 % household net income 30 thousand and more

## Rajce.net

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### rajce.net

space for your photos

- **897 thousand of visitors per month**
- **316 thousand of visitors per week**
- 351,5 m. viewed pages per month
- 84 % users from the Czech Republic
- 47 % men, 53 % women
- 52 % in the age between 20 and 39
- 20 % graduated, 41 % secondary education with A level,  
21 % trained / secondary education without A level
- 27 % household net income 30 thousand and more
- 8 % managers, 8 % highly qualified workers,  
12 % white collars, 19 % blue collars  
12 % entrepreneurs

## Time table iDNES.cz

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**jizdnirady.idnes.cz**

### **IDOS traffic order**

- **1680 thousand of visitors per month**
- **731 thousand of visitors per week**
- 70,2 m. viewed pages per month
- 95 % users from the Czech Republic
  
- 47 % men, 53 % women
- 53 % in the age between 20 and 39
- 23 % graduated, 39 % secondary education with A level,  
21 % trained / secondary education without A level
- 27 % household net income 30 thousand and more
- 8 % managers, 8 % highly qualified workers,  
14 % white collars, 18 % blue collars
- 9 % entrepreneurs

## Contact

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