mediální skupina mafra

TISK · INTERNET · TV · RÁDIA · TISKÁRNY

lidovky.cz READERS

Zpravodajský server Lidových novin

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

LIDOVKY.CZ SERVER

lidovky.cz
Zpravodajský server Lidových novin

Lidovky.cz originated as the news server of Lidové noviny in June 2006. Since then, it has enlarged and now, it is a website which is offering a variety of specialized websites and pages on top of a non-stop service providing actual news.

The news service and the views are of the greatest importace on Lidovky.cz. They are accompanied by exclusive content not published in Lidové noviny (Lidové newspaper), such as complete interviews or audios. As for the big cases and events, readers find special tabloids on the server.

Along with the news, Lidovky.cz embodied a variety of excellent websites. Concerning views, Czech internet legend Ondřej Neff and his Invisible dog is a close collaborator of the server. Also, special websites, such as Bydlení (Housing), Auto (Cars), Svět techniky (The world of technology), games pages Sudoku.cz have been run on the server. Every day, polimetrician Bohumil Doležal writes an exclusive comment, readers can run their blog and also, an outstanding website iReferáty (iPapers) intended to students is part of the website. Quite exceptional is the sport tabloid called Výsledky.com (results.com). Without exaggeration, we can call Lidovky.cz the server for the hard-to-please readers.

INTERNET POPULARITY RESEARCH

lidovky.cz
Zpravodajský server Lidových novin

NetMonitor

A research project providing information about visit rates 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 – Measurement of Internet visit rates and Research of visitors´ sociodemography in the Czech Republic.

Data given in this presentation refer to **March 2013.**

POPULARITY

lidovky.cz
Zpravodajský server Lidových novin

The lidovky.cz server reaches out to a total of **835 646** unique visitors per month.

29 552 009 pages viewed, **341 231** unique visitors per week.

Source: NetMonitor – March 2013

SOCIODEMOGRAPHIC STRUCTURE

lidovky.cz
Zpravodajský server Lidových novin

The Internet visitors sociodemography research is carried out in users connecting to the Internet from the Czech Republic.

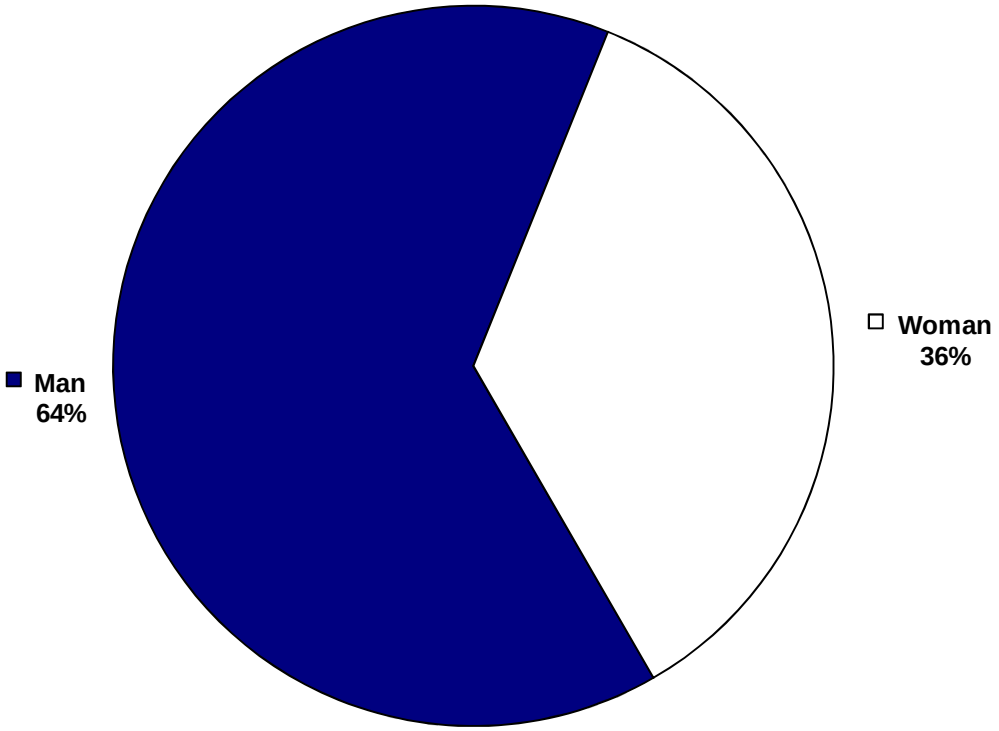
Thus, the following sociodemographic charts and data concerning servers are based on numbers of unique users connected to the Internet from the Czech Republic.
For lidovky.cz, this makes up **88 %** of all unique visitors, i.e. **734,000.**

The data presented in the following graphs is for **March 2013.**

SEX

lidovky.cz
Zpravodajský server Lidových novin

Unique visitors in the Czech Republic – in %



Men account for 64 % of all unique lidovky.cz visitors – i.e. 473,000 unique users.

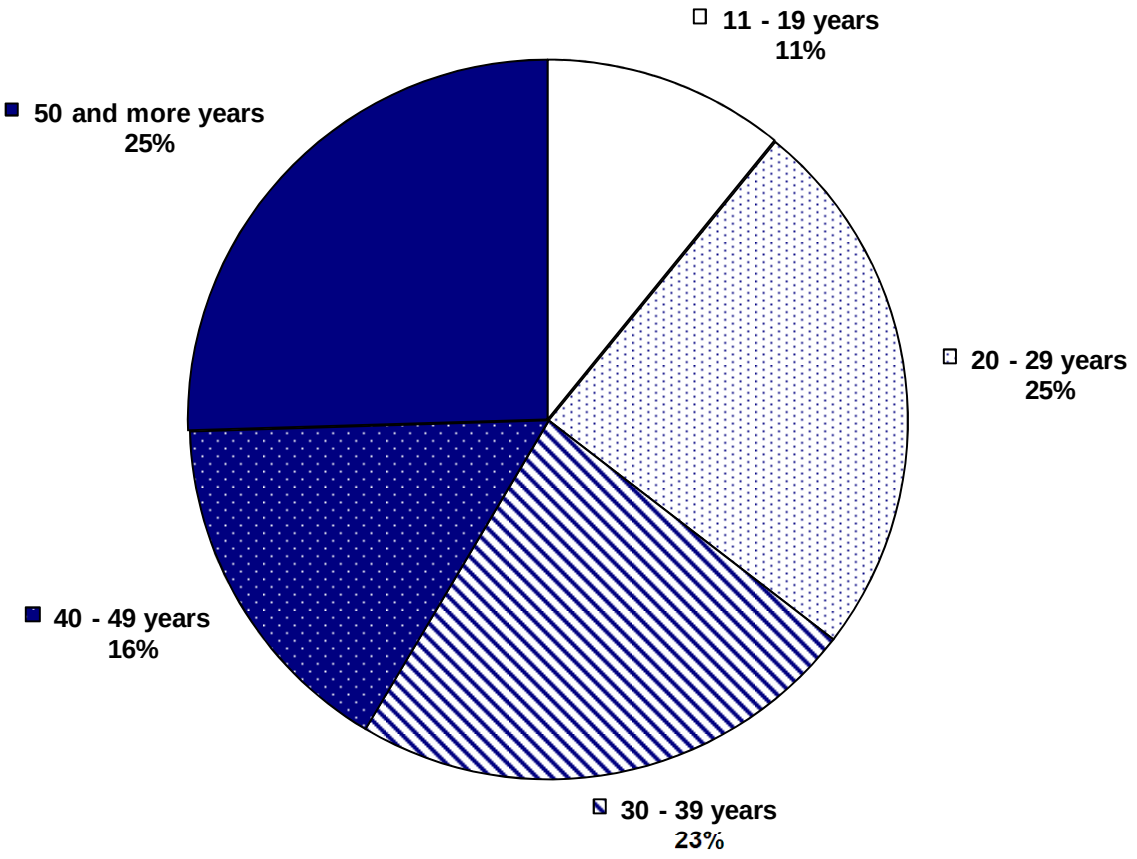
36 % of lidovky.cz visitors are women – i.e. 261,000 unique users.

Source: NetMonitor – March 2013

AGE

lidovky.cz
Zpravodajský server Lidových novin

Unique visitors in the Czech Republic – in %



Visitors aged 20 – 39 make up 48 % of all lidovky.cz visitors – i.e. 350,000 unique users.

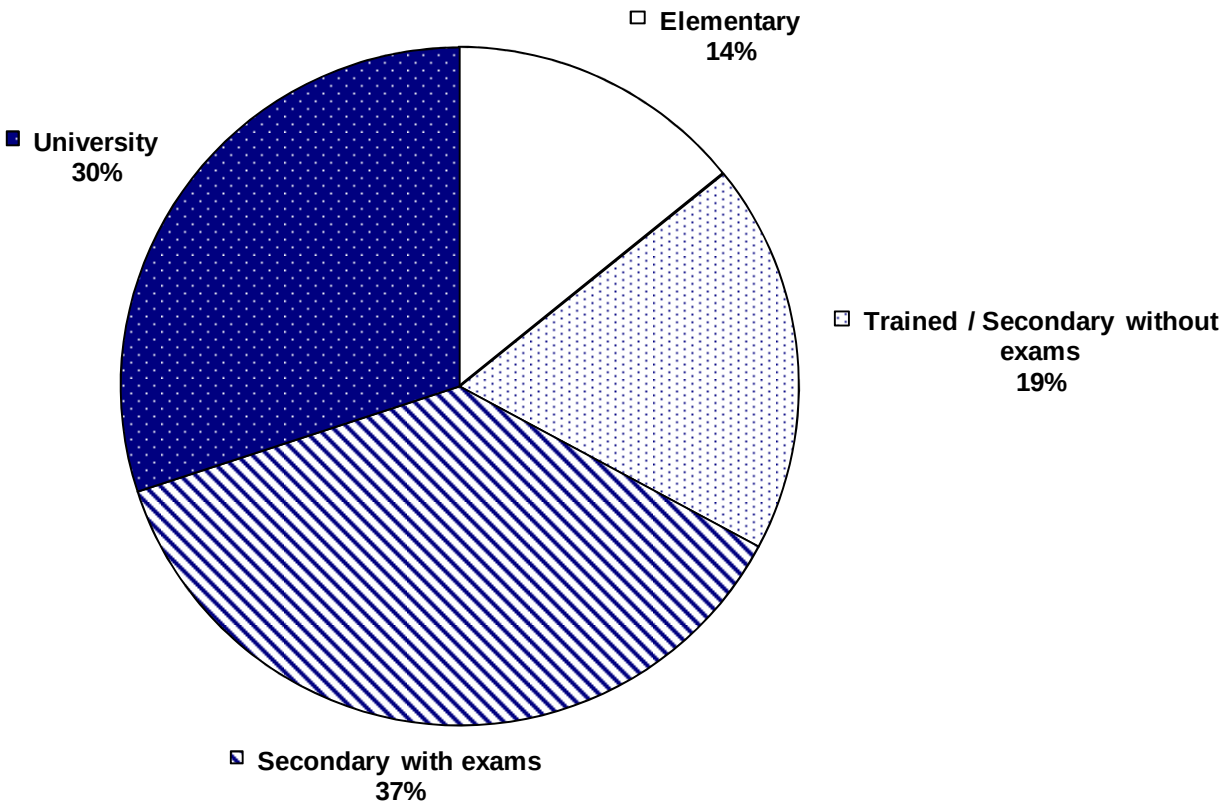
25 % of visitors are 50+ years old.

Source: NetMonitor – March 2013

EDUCATION

lidovky.cz
Zpravodajský server Lidových novin

Unique visitors in the Czech Republic – in %



Lidovky.cz visitors are educated.

67 % of them (i.e. 493,000) have a university or a college degree.

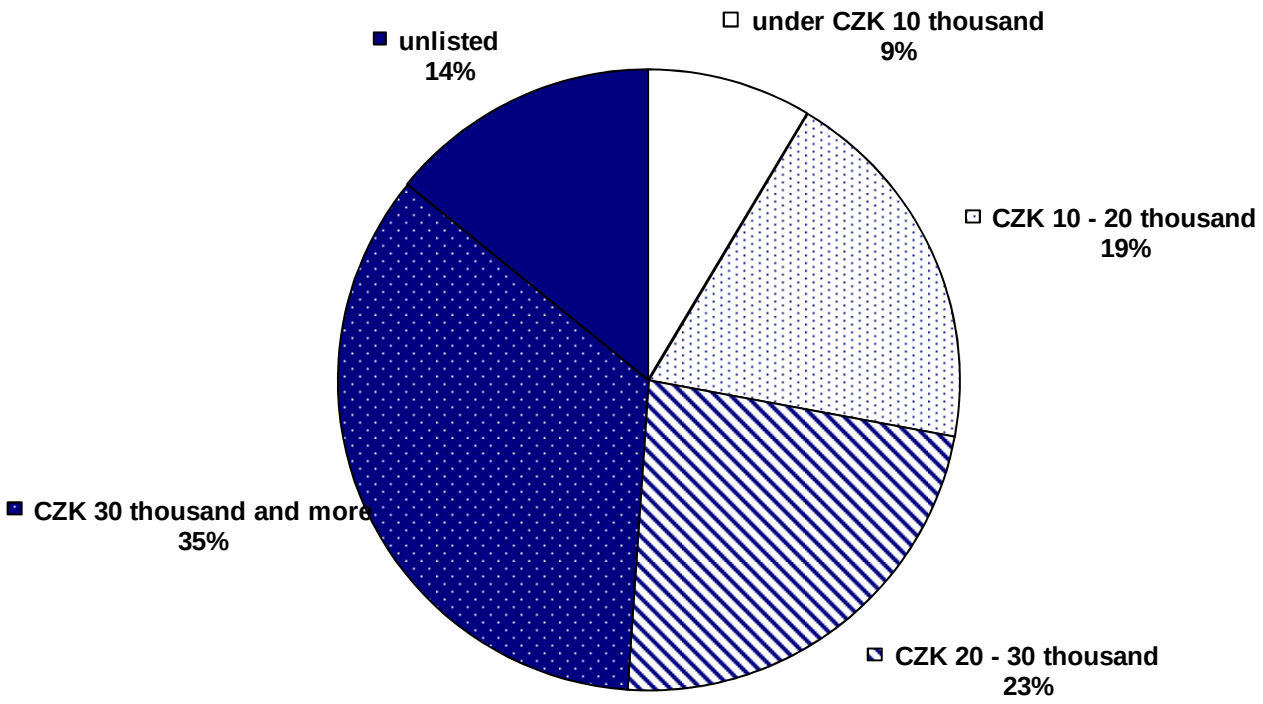
30 % of visitors have a college degree – i.e. 220,000 visitors.

Source: NetMonitor – March 2013

NET HOUSEHOLD INCOME

lidovky.cz
Zpravodajský server Lidových novin

Unique users in the Czech Republic – in %



Lidovky.cz visitors are people with higher incomes.

35 % of lidovky.cz visitors are members of households whose net income is 30 000 CZK or more.

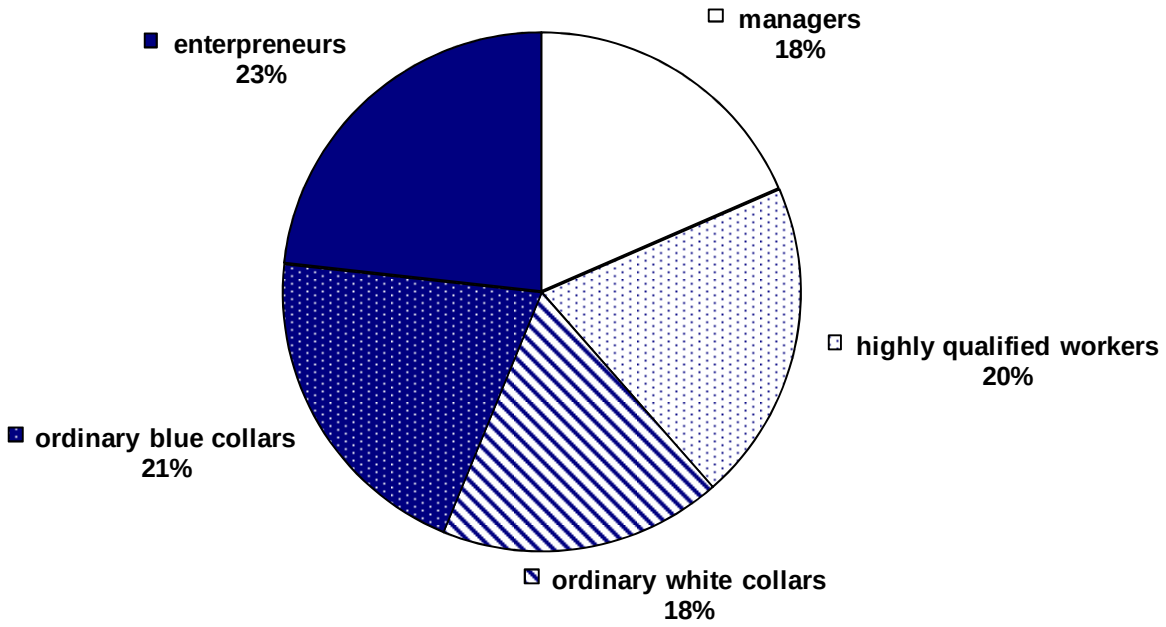
58 % of lidovky.cz visitors are members of households whose net income is 20,000 CZK or more.

Source: NetMonitor – March 2013

EMPLOYMENT

lidovky.cz
Zpravodajský server Lidových novin

Unique visitors in the Czech Republic, economically active – in %



Lidovky.cz has a total of 425,000 economically active visitors.

18 % of economically active lidovky.cz server visitors hold managerial positions – i.e. 78,000 visitors.

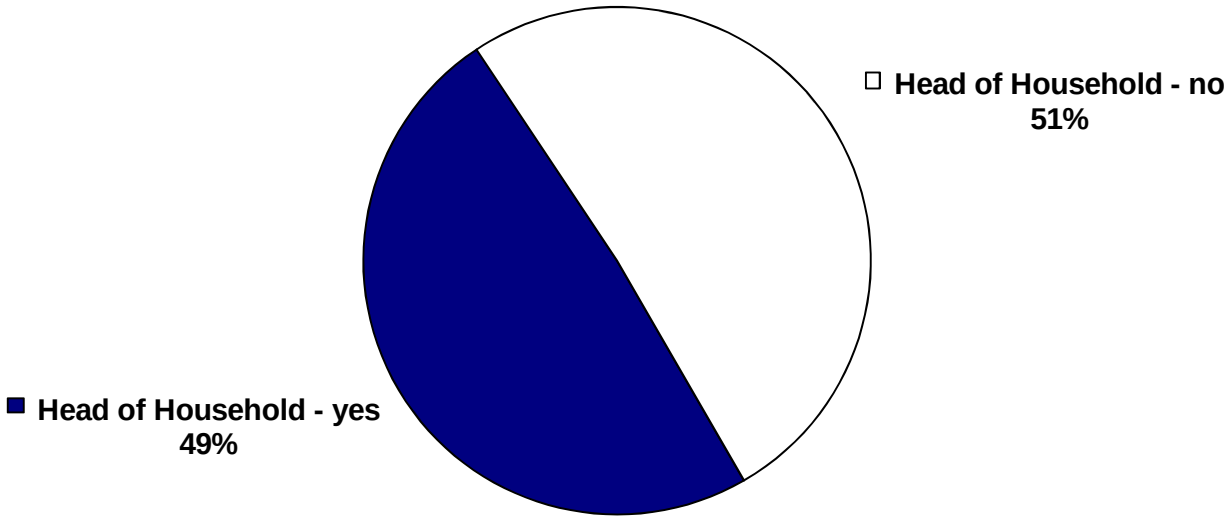
20 % are highly qualified workers – i.e. 85,000 users.

Source: NetMonitor – March 2013

HEAD OF HOUSEHOLD

lidovky.cz
Zpravodajský server Lidových novin

Unique visitors in the Czech Republic – in %



A head of household is someone who usually earns most money in the household and has the highest degree of influence in decisions regarding long-term or large investments by the household (e.g. car, TV set, house, choice of bank, etc.).

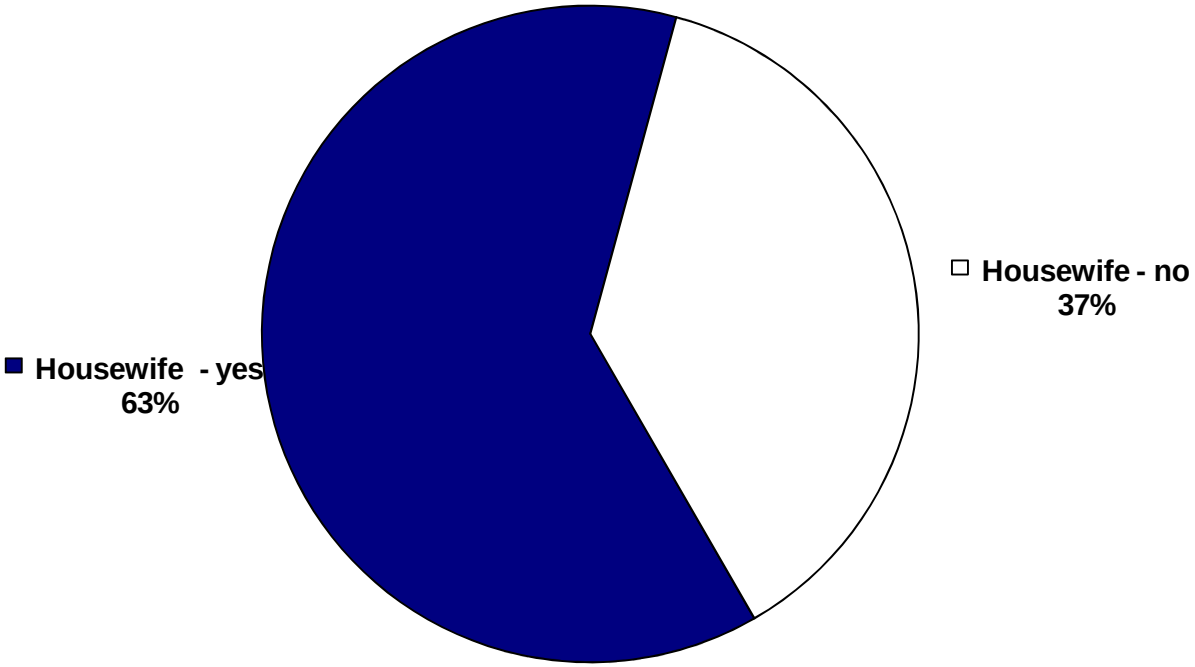
49 % of unique visitors to lidovky.cz are heads of household – i.e. 360,000 unique visitors.

Source: NetMonitor – March 2013

HOUSEWIFE

lidovky.cz
Zpravodajský server Lidových novin

Unique visitors in the Czech Republic – in %



A housewife is someone who is responsible for activities related to the household, such as shopping, cooking, cleaning, doing the laundry, etc. They are in charge of buying items for daily use.

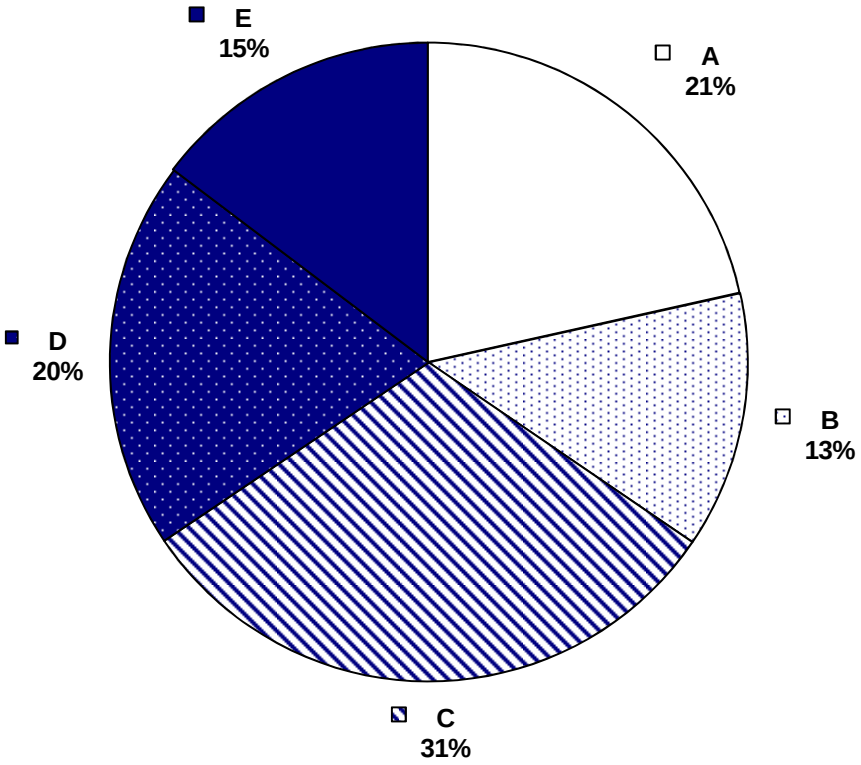
63 % of unique visitors to lidovky.cz (459,000) fall into this category.

Source: NetMonitor – March 2013

SOCIOECONOMIC CLASSIFICATION

lidovky.cz
Zpravodajský server Lidových novin

Unique visitors in the Czech Republic – in %



•**Group "A"**: upper class – families with highest incomes and standard of living (families of corporate general managers, their assistants, owners of large companies, top executives, executives in the public sector, ministers, parliament members, highly skilled professionals)

•**Group "B"**: upper middle class – families with above-average incomes and standard of living (families of managers, assistant general managers, department and section managers with more than 6 subordinates, owners of mid-sized companies, section chiefs in the public sector, politicians holding municipal-level positions and skilled professionals)

•**Group "C"**: middle class – families with average incomes and standard of living (families of managers, executives with 6 or fewer subordinates, public sector clerks, public sector employees, small businesspeople and sole proprietors, technicians, administrative workers and other THP staff holding higher positions

•**Group "D"**: lower middle class – families with average to slightly below average incomes and standard of living (families of employees, clerks, technical staff, qualified laborers / foremen, etc.)

•**Group "E"**: lower class – families with below average incomes (families of unskilled laborers, low-skill technicians, "fresh" retirees, economically inactive people – unemployed, retirees)

Source: NetMonitor – March 2013

THE MOST IMPORTANT LIDOVKY.CZ SERVERS

lidovky.cz
Zpravodajský server Lidových novin

- Byznys (lidovky.cz)
- Lifestyle (lidovky.cz)
- Sports (lidovky.cz)
- News (lidovky.cz)

BYZNYS (LIDOVKY.CZ)

lidovky.cz
Zpravodajský server Lidových novin

- **215 thousand of visitors per month**
- **77 thousand of visitors per week**
- 1399 tsd. viewed pages per month
- 88 % users from the Czech Republic

- 74 % men, 26 % women
- 54 % in the age between 20 and 39
- 39 % graduated, 37 % secondary education with A level,
  16 % trained / secondary education without A level
- 40 % household net income 30 thousand and more
- 12 % managers, 17 % highly qualified workers,
  14 % white collars, 9 % blue collars
  13 % enterpreneurs

Source: NetMonitor – March 2013

LIFESTYLE (LIDOVKY.CZ)

lidovky.cz
Zpravodajský server Lidových novin

- **316 thousand of visitors per month**
- **106 thousand of visitors per week**
- 3,2 m. viewed pages per month
- 85 % users from the Czech Republic

- 60 % men, 40 % women
- 46 % in the age between 20 and 39
- 29 % graduated, 41 % secondary education with A level,
  14 % trained / secondary education without A level
- 36 % household net income 30 thousand and more
- 11 % managers, 12 % highly qualified workers,
  11 % white collars, 10 % blue collars
  13 % enterpreneurs

Source: NetMonitor – March 2013

SPORTS (LIDOVKY.CZ)

lidovky.cz
Zpravodajský server Lidových novin

- **168 thousand of visitors per month**
- **62 thousand of visitors per week**
- 3,3 m. viewed pages per month
- 88 % users from the Czech Republic

- 78 % men, 22 % women
- 49 % in the age between 20 and 39
- 36 % graduated, 39 % secondary education with A level,
  19 % trained / secondary education without A level
- 33 % household net income 30 thousand and more
- 11 % managers, 12 % highly qualified workers,
  10 % white collars, 13 % blue collars
  19 % enterpreneurs

Source: NetMonitor – March 2013

NEWS (LIDOVKY.CZ)

lidovky.cz
Zpravodajský server Lidových novin

- **610 thousand of visitors per month**
- **257 thousand of visitors per week**
- 21,6 m. viewed pages per month
- 88 % users from the Czech Republic

- 69 % men, 31 % women
- 45 % in the age between 20 and 39
- 33 % graduated, 37 % secondary education with A level,
  18 % trained / secondary education without A level
- 36 % household net income 30 thousand and more
- 11 % managers, 13 % highly qualified workers,
  9 % white collars, 11 % blue collars
  14 % enterpreneurs

Source: NetMonitor – March 2013

CONTACT INFORMATION

lidovky.cz
Zpravodajský server Lidových novin

mediální skupina mafra

Sales Department
Tel.: +420 22506 3341
Fax: +420 22506 3355
E-mail: reklama@lidovky.cz
info: http://www.lidovky.cz

MAFRA, a. s.
Anděl Media Centrum
Karla Engliše 519/11
150 00 Praha 5 - Smíchov