



HOSPODÁŘSKÉ NOVINY

Hospodářské Noviny (Economic News Daily), brings the latest news with strong, comprehensive analyses and commentaries from Monday to Friday. **Hospodářské Noviny** dedicates the largest amount of printing space to information on Czech and world economics. The highest ranking daily in Czech, **Hospodářské Noviny** is also considered one of the most successful economic newspapers in Europe.

COUNTRY	Czech Republic
LANGUAGE	Czech
CATEGORY	Business
PUBLISHER	Economia a.s.
ESTABLISHED	1989
FREQUENCY	Mon-Fri Nationwide
CIRCULATION	66,000,00
AD CLOSE	2-Week

READERSHIP

GENDER

Male	66.0%
Female	34.0%

AGE

12-19	3.0%
20-29	12.0%
30-39	22.0%
40-49	21.0%
50-59	25.0%
60+	17.0%

EDUCATION

Grade School	8.0%
High School	49.0%
College	43.0%

SOCIOECONOMIC CLASS

Upper	13.0%
Upper Middle	34.0%
Middle	24.0%
Middle Lower	24.0%
Lower	5.0%



2013 B&W ROP RATE CARD (COLOR+35%) – PRICES IN USD

	SELECT AD SIZES (WIDTH x DEPTH)	USD
2-Page Spread	59.9 cm x 43.5 cm (23-9/16" x 17-1/8")	\$28,150.00
Full Page	28.5 cm x 43.5 cm (11-1/4" x 17-1/8")	\$22,550.00
Junior Page A	23.7 cm x 35.6 cm (9-5/16" x 14")	\$16,900.00
Half Page Horizontal	28.5 cm x 21.7 cm (11-1/4" x 8-9/16")	\$12,925.00
Half Page Vertical	14.1 cm x 41.6 cm (5-9/16" x 16-3/8")	\$12,925.00
Junior Page B	18.9 cm x 27 cm (7-7/16" x 10-5/8")	\$11,825.00
1/3 Page	28.5 cm x 14.5 cm (11-1/4" x 5-11/16")	\$10,100.00
1/4 Page Horizontal	28.5 cm x 10.9 cm (11-1/4" x 4-5/16")	\$7,550.00
1/4 Page Vertical	14.1 cm x 21.7 cm (5-9/16" x 8-9/16")	\$7,550.00
1/8 Page Horizontal	14.1 cm x 10.9 cm (5-9/16" x 4-5/16")	\$3,750.00

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Page 3 – 50% - Pages 5 and 7 25%

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COLUMN WIDTHS

BERLINER FORMAT

COLUMNS	CM	INCH
1	4.4 cm	1-3/4
2	9.2 cm	3-5/8
3	14.1 cm	5-9/16
4	18.9 cm	7-7/16
5	23.7 cm	9-5/16
6	28.5 cm	11-1/4

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