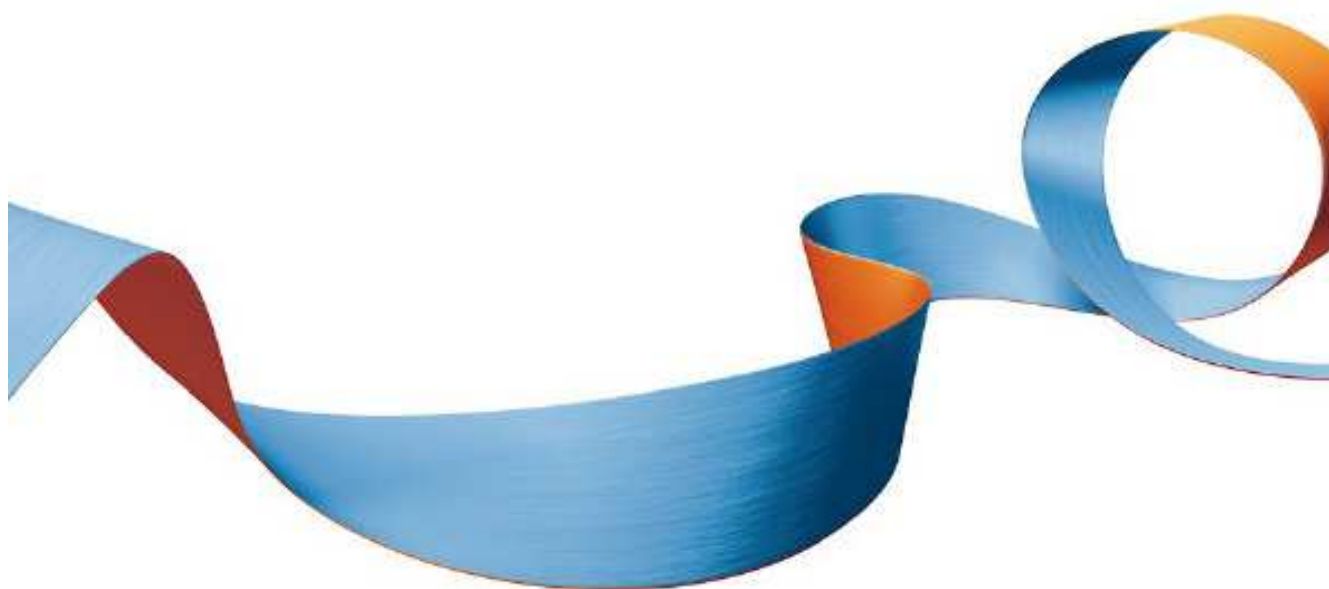


SANOMA MEDIA PRAHA 2012 MEDIA DATA



# Vlasta

The only genuine  
Czech women weekly

Vlasta is traditional and that's why trusted.  
Vlasta is modern and that's why always dear  
and desired.  
Vlasta is a female partner for a well-contented  
woman living in a happy family, and caring  
about the quality of her life.



- Fashion and beauty care
- Health and prevention
- Cooking and cook recipes
- Traveling
- Home and garden
- High-quality journalism Society
- Interviews with interesting personalities of Czech culture
- Consumer service

## Media Data

Readers per issue: 399,000  
Readers in the long run: 912,000  
CPT: 526 CZK  
Print-run: 90,000 copies  
Cover price: 29 CZK  
Rate 1/1: 210,000 CZK  
Frequency: Weekly



- Women: 86 %
- Age bracket 30–59 years: 46 %
- Attained education: 64 % secondary education with an A-level or scholarship without an A-level
- Size of municipality: 56 % from towns with less than 20,000 residents
- ABCDE: 60 % from ABC households



Source: SKMO, Media Project, association GfK Prague – Median, 1.1. – 30.6. 2011

# Týdeník Květy

Guarantee of wonderful reading and entertainment already 176 years

Týdeník Květy addresses modern Czech family, who likes shopping, enjoys good food, likes to learn new things, invests in leisure time and entertainment. A weekly with an extraordinary high trust of its readers.



- Reports about everything a contemporary Czech family is interested in
- Interesting news from the world of Czech and foreign show business
- Housing, garden
- Cosmetics and fashion trends
- Useful recipes from Czech and world cuisine
- Lifestyle: health, psychology, relations
- Traveling
- Family finance

## Media Data

Readers per issue: 389,000  
Readers in the long run: 1,041,000  
CPT: 578 CZK  
Print-run: 100,000 copies  
Cover price: 30 CZK  
Rate 1/1: 225,000 CZK  
Frequency: Weekly



- Women: 62 %
- Age bracket 30–59 years: 49 %
- Attained education: 68 % secondary education with an A-level or scholarship without an A-level
- Households with children: 24 %
- Size of municipality: 25 % from towns with more than 100,000 residents
- ABCDE: 63 % from ABC households



Source: SKMO, Media Project, association GfK Prague – Median, 1.1. – 30.6. 2011

# Marie Claire

More than a pretty face

It is a fashion magazine with substance and character for a reader with a definite sense of style and a point of view. Marie Claire is uniquely positioned on the Czech market as a fashion magazine with soul.



- Fashion – spectacular fashion images showcasing the latest international trends
- Beauty – glamorous and inspiring beauty images
- Features – eye-opening reportage investigations offering new perspective
- Lifestyle – beautifully captured travel destinations, interiors, unusual cuisine and interesting personalities

## Media Data

Readers per issue: 51,000  
Readers in the long run: 130,000  
CPT: 4,340 CZK  
Print-run: 55,000 copies  
Cover price: 89 CZK  
Rate 1/1: 220,000 CZK  
Frequency: Monthly



- Women: 95 %
- Age bracket 20–49 years: 70 %
  - Economically active: 72 %
- Attained education: 55 % secondary education with an A-level or an university education
- Size of municipality: 34 % from towns with more than 100,000 residents
- ABCDE: 72 % from ABC households, 27 % from AB households



Source: SKMO, Media Project, association GfK Prague – Median, 1.1. – 30.6. 2011

# Story

## A great social weekly

Social magazine that brings information about stars and their unique lifestyle. It is original and full of positive emotions.



- Celebrity interviews
- News from the celebrity world
- Behind the scenes
- Style and fashion – trends, news, cosmetics
- Luxury cooking with celebrities
- Celebrities homes
- Cultural news

### Media Data

Readers per issue: 156,000  
Readers in the long run: 565 000  
CPT: 1,274 CZK  
Print-run: 50,000 copies  
Cover price: 33 CZK  
Rate 1/1: 199,000 CZK  
Frequency: Weekly



- Women: 76 %
- Age bracket 20–49 years: 65 %
  - Economically active: 58 %
  - Attained education: 45 % secondary school with an A-level or an university education
  - Households with children: 35 %
- Size of municipality: 34 % from towns with more than 100,000 residents
- ABCDE: 58 % from ABC households



Source: SKMO, Media Project, association GfK Prague – Median, 1.1. – 30.6. 2011

# Překvapení

Puzzles, crosswords and superb reading

A playful weekly with extraordinarily active readers, who trust their Překvapení and like to respond to its challenges.



- Crosswords, competitions and puzzles with attractive prizes
- Tips from the field of fashion, cosmetics and health
- Cooking
- Traveling
- Expert advice
- Interpersonal relations, love

## Media Data

Readers per issue: 387,000  
Readers in the long run: 955,000  
CPT: 349 CZK  
Print-run: 110,000 copies  
Cover price: 21 CZK  
Rate 1/1: 135,000 CZK  
Frequency: Weekly



- Women: 81 %
- Age bracket 30–59 years: 58 %
- Attained education: 69 % secondary school with an A-level or scholarship without an A-level
  - Households with children: 25 %
- Size of municipality: 24 % from towns with More than 100,000 residents
  - ABCDE: 50 % from ABC households



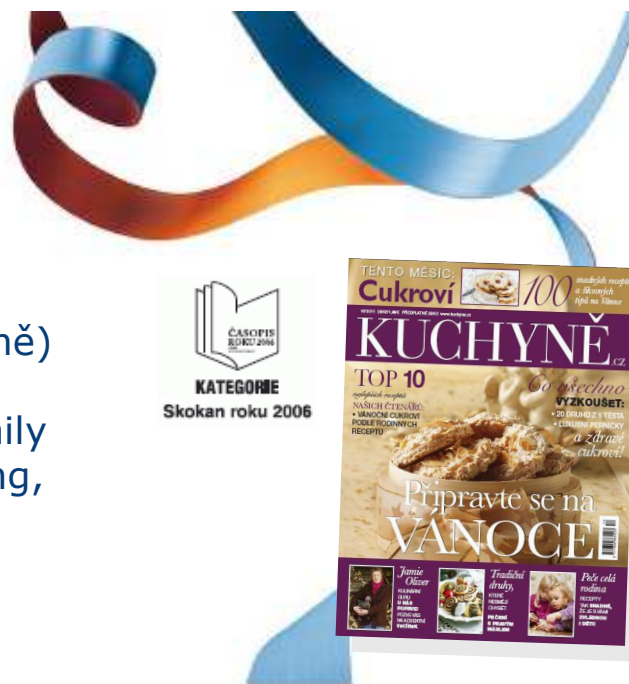
Source: SKMO, Media Project, association GfK Prague – Median, 1.1. – 30.6. 2011

# Kuchyně.CZ

Cooking with us is pure joy

Kuchyně.CZ (formerly Žena&kuchyně) is a monthly for smart women searching culinary inspiration for daily life. Not only cooking, but also dining, innovations in kitchen equipment, hits that make cooking easier.

- Traditional recipes, original inspiration
- Perfectly illustrative instructions
- Whole family cooks
- Kitchen and accessories
- Kitchen appliances
- Culinary tips and news



  
KATEGORIE  
Skokan roku 2006

## Media Data

Readers per issue: 51,000  
Readers in the long run: 94,000  
CPT: 1,958 CZK  
Print-run: 70,000 copies  
Cover price: 39 CZK  
Rate 1/1: 99,000 CZK  
Frequency: Monthly



- Women: 81 %
- Age bracket 30–59 years: 69 %
- Attained education: 50 % secondary with an A-level or an university education
  - Households with children: 27 %
- Size of municipality: 26 % from towns more than 100,000 residents
  - ABCDE: 60 % from ABC households

Source: SKMO, Media Project, association GfK Prague – Median, 1.1. – 30.6. 2011

# Praktická žena

## Delight in beauty

A wonderful magazine for creative women that touches all senses. Full of inspiration and useful tips for shopping and creative thinking.



- Fashion news
- Trends in housing and transformation of interiors
- News from cosmetics and health
- Decorations, clothing, accessories, toys
- Houseplants and garden
- Recipes for sweet and savory dishes
- Traditional handiwork

## Media Data

Readers per issue: 138,000  
Readers in the long run: 333,000  
CPT: 872 CZK  
Print-run: 40,000 copies  
Cover price: 69 CZK  
Rate 1/1: 120,000 CZK  
Frequency: Monthly



- Women: 93 %
- Age bracket 30–59 years: 60 %
- Attained education: 48 % secondary with an A-level or an university education
- Households with children: 32 %
- Size of municipality: 47 % from towns with more than 20,000 residents
- ABCDE: 70 % from ABC households



Source: SKMO, Media Project, association GfK Prague – Median, 1.1. – 30.6. 2011

# National Geographic

There is still a lot to be explored

National Geographic, an exclusive monthly, brings an impressive insight into the world of natural, technical, cultural and ethnic secrets. Its reports go with photographs of exceptional quality.



- Understanding of natural events
- Backstage insights into scientific expeditions
- Getting closer to cultures and customs of far-away nations
- Presentation of interesting topics from the world of science and technology
- Local reports on Czech topics
- Exclusive pictures
- Maps

## Media Data

Readers per issue: 141,000  
Readers in the long run: 359,000  
CPT: 1,454 CZK  
Print-run: 45,000 copies  
Cover price: 99 CZK  
Rate 1/1: 205,000 CZK  
Frequency: Monthly



- Men: 57 %
- Age bracket 30–59 years: 58 %
- Executives: 20 %
- Attained education: 36 % with an university education and 49 % secondary school with an A-level
- Size of municipality: 42 % from towns with more than 100,000 residents
- ABCDE: 83 % from ABC household, 51 % from A+B household



Source: SKMO, Media Project, association GfK Prague – Median, 1.1. – 30.6. 2011

# Traveler

All travel, all the time

All travel, all the time.  
National Geographic magazine special.



- The most interesting places of our planet
- Attractive destinations reader wants to see by own eyeball
- Practical recommendations by NG reporters
- Useful information, guideline, instruction "how to use" a particular destination
- Top trips
- Active adventure inspiration
- Tips how to experience unrepeatabe journey

## Media Data

Print-run: 30,000 copies  
Cover price: 99 CZK  
Rate 1/1: 120,000 CZK  
Frequency: twice a year



- Readers live in larger income households, they want to realize their own dreams and wishes
- Active lifestyle
- Open-minded



The title doesn't have the figures from Media Project yet

# KRAUS

On top of things, no hysteria

Social and political monthly with a wide range of topics. Different project. Personal magazine. The first in our country

- The magazine is not social or political monthly, so that it could not be also political - social monthly  
It is not neither aggressively intellectual (lacking intellect), nor in the rhythm of tabloid garbage. A bit of tabloid for those who think of themselves they are intellectuals and rather intellectual for eager tabloid-eaters
- KRAUS does not discover new world. But he looks at it his way
- From history, through fashion, sex, motoring, information technology to scenic photographs with freely tossed women (beauty in beauty) - but not for fashion fanatics, fanatics of sex, motoring fanatics, etc. Rather for those who like from time to time trendy sex in the car
- Seriously but also unreasonably. Disciplined, but without restraint



## Media data

Print-run: 80,000 copies  
Cover price: CZK 69  
(Introductory price CZK 49)  
Rate 1/1: CZK 100,000  
Frequency: Monthly



- Men and Women
- Age category 30+
  - ABC1
- Education: Secondary with final exam or University graduates

The title doesn't have the figures from Media Project yet

# Fajn život

An entertaining monthly for clever pair of hands

Fajn život is a magazine for the whole family, that brings ideas, advice and inspiration how to make your house, cottage or garden more beautiful.



- What is currently necessary to do in the flat, house and garden
- Star inspiration – how famous people live
- Tips, advice and useful insights for work days and holidays
- Kaleidoscope of „hobby“ relaxation and Czech and foreign news
- Cooking – original Czech recipes
- Keeping pets
- Traveling

## Media Data

Readers per issue: 92,000  
Readers in the long run: 176,000  
CPT: 851 CZK  
Print-run: 50,000 copies  
Cover price: 22 CZK  
Rate 1/1: 78,000 CZK  
Frequency: Monthly



- Women: 88 %
- Age bracket 30–59 years: 55 %
- Attained education: 78 % secondary school with an A-level or scholarship without an A-level
- Size of municipality: 40 % from towns with more than 100,000 residents
- ABCDE: 73 % from ABC households



Source: SKMO, Media Project, association GfK Prague – Median, 1.1. – 30.6. 2011

# Dům a zahrada /House and Garden/

## HomeDeco SMP's magazine

Dům a zahrada – the most widely read magazine dedicate to construction of one-family house and cultivation of its surrounding. It pursue complex attitude to issue and to all phases of construction. It's source of worth information and practical advice address to all who live or who think of living in one-family house.



### Media Data

Readers per issue: 77,000  
Readers in the long run: 224,000  
CPT: 1,159 CZK  
Print-run: 25,000 copies  
Cover price: 69 CZK  
Rate 1/1: 89,000 CZK  
Frequency: Monthly



- Men: 50 %
- Age bracket 30–59 years: 72 %
  - Executives: 24 %
- Attained education: 32 % have secondary school with an A-level and 15 % with an university education
  - ABCDE: 74 % from ABC, and 24 % from AB households



Source: SKMO, Media Project, association GfK Prague – Median, 1.1. – 30.6. 2011