

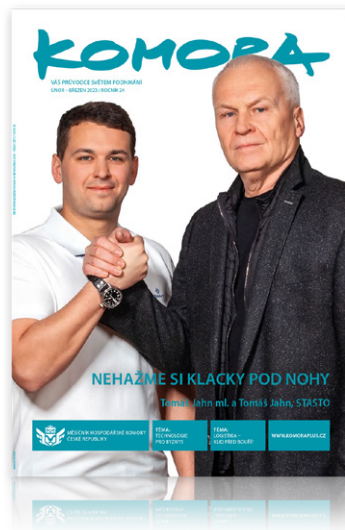
KOMORA

Readership: 58 000

Periodicity: monthly

Printed edition: 16 500 pcs/issue

Form: printed/online



Magazine for every manager and entrepreneur ●●●

Issued by the Czech Chamber of Commerce since 2000, this magazine is handled by our publishing house since 2010. The magazine serves as an opinion platform for Czech entrepreneurs, creating a space for a wider discussion surrounding various economic topics and commentaries on the changes of domestic economic environment and conditions across numerous segments of the market. It introduces profiles of top Czech managers, companies and projects. Finally, it brings a professional, trendy and inspirational outlook on various market segments, which encompasses the whole life cycle of any company, no matter the field or size.

We are delighted that this magazine, uniting high-quality, experiential content with unique addressed distribution has become a successful, respected title and therefore a unique tool to reach out to a wide spectrum of entrepreneurs, as well as state and public administration. CCC unites 119 associations, unions, guilds and business clusters, alongside with more than 16 000 legal and natural persons, who employ nearly two-thirds of economically active Czech citizens and who generate up to 60% of the GDP (approx. 3 200 billion CZK). Almost 80% of the sum is generated by companies with 100+ employees.



KOMORA+

PUBLICISTICKÝ PORTÁL HOSPODÁŘSKÉ KOMORY ČESKÉ REPUBLIKY

Monthly visits (unique): 215 000+

Average time spent reading

online: 3 min 25 s



Journalistic portal ●●●

KomoraPlus is a news portal of Czech Chamber of Commerce with a guaranteed source of information, bringing news and information to the entrepreneurs since 2020. KomoraPlus covers news, trends, opinions and statistic from all economic segments.

Website follows the general development in economic policy and informs about actions of Czech ministries, state administration and self-governance. It brings professional materials about legislature, marketing, personalistic, finances and other areas of business life. It provides the reader with info from various segments of economics and offers an insight of company owners and managers on current affairs dealt by domestic companies.

The journalistic portal also includes a section dedicated to tourism.

It is part of **SEZNAM.CZ** newsfeed



Mediakit 2024

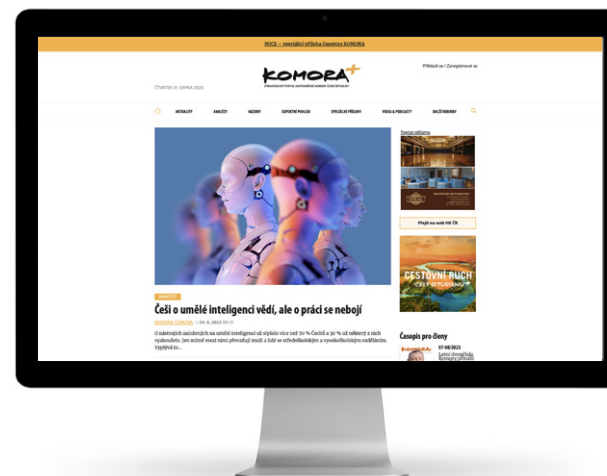
KOMORA

KOMORA+

PUBLICISTICKÝ PORTÁL HOSPODÁŘSKÉ KOMORY ČESKÉ REPUBLIKY

Distribution

- 16 000 companies – Chamber of Commerce of the Czech Republic members
- Chamber of Commerce of the Czech Republic of 60 regional offices
- 119 professional and specialised associations
- governmental agencies, state administration
- 81 senators, 200 deputies, regional governors and mayors
- VIPs of Czech political, social and economical life
- title is a part of Monitora media monitoring



58 000
readership of printed
magazine



215 000
website visitors monthly



273 000
readers per month

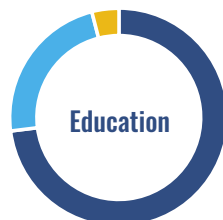
Readers and website visitors structure



- 36 % 1–25
- 35 % N/A
- 15 % 26–100
- 10 % 101–500
- 4 % 501–1000



- 89 % owners, CEOs, senior management
- 11 % employees without subordinates



- 73 % university degree
- 23 % secondary education
- 4 % others



- 30 % other services (public)
- 11,8 % mechanical and electrical engineering
- 10,6 % construction, building materials
- 10,4 % commerce & banking, financial and insurance services
- 9,9 % accommodation, gastronomy, hospitality, tourism
- 6,2 % manufacturing (chemicals, furniture, timber, tobacco, hide, plastic, glass)
- 6 % production and distribution of gas, heat, electricity and water & telecommunications, IT
- 4,4 % education & culture
- 3,8 % financial & legal advisory
- 2,6 % transport, logistics & storage
- 2,3 % real estate & rental services
- 2 % food processing industry

RELEASE SCHEDULE

Issue	Deadline	Publication
● February	09. 01. 2024	09. 02. 2024
● March	06. 02. 2024	08. 03. 2024
● April	05. 03. 2024	09. 04. 2024
● May	03. 04. 2024	08. 05. 2024
● June	07. 05. 2024	07. 06. 2024
● July / August	04. 06. 2024	08. 07. 2024
● September	08. 08. 2024	06. 09. 2024
● October	02. 09. 2024	04. 10. 2024
● November	01. 10. 2024	06. 11. 2024
● December	28. 10. 2024	09. 12. 2024

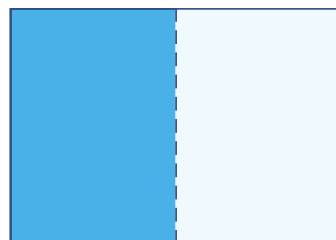
Advertisement price and size



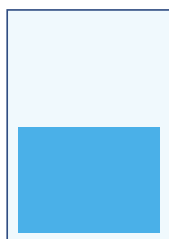
Double page spread
420 × 297 mm (+ bleed 4 mm)
3 710 EUR



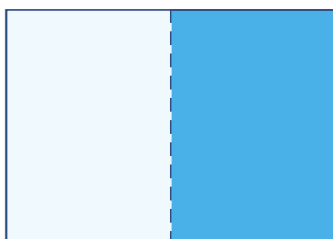
Fullpage
210 × 297 mm (+ bleed 4 mm)
2 420 EUR



2nd cover page
210 × 297 mm (+ bleed 4 mm)
2 880 EUR



1/2 page
188 × 125 mm
1 700 EUR



3. cover page
210 × 297 mm (+ bleed 4 mm)
2 710 EUR



Back cover
210 × 297 mm (+ bleed 4 mm)
3 550 EUR

Additional services pricelist

- Editorial revision – 1 standart page **33 EUR**
- Graphic design (image advertising) **27 EUR/hour**
- Inserted flyer up to A4 from **0,20EUR** per piece

Online advertisement

- PR article (max 4 000 characters, including spaces, 1 photo) **360 EUR**
- FB contest **210 EUR**
- Banner design (including graphic services) **150 EUR**
- Newsletter (B2B tourism) – PR article (max 500 characters) **150 EUR**
- Newsletter (B2B tourism) – banner 495 × 100 px **130 EUR**



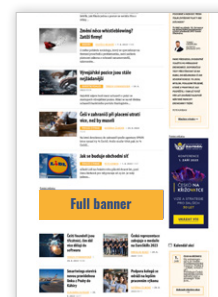
Head banner
1 200 × 208 px
730 EUR



Square banner
270 × 270 px
290 EUR



Skyscraper banner
270 × 624 px
330 EUR



Full banner
890 × 208 px
400 EUR