



READERSHIP: 58 000 **PERIODICITY: MONTHLY/BIMONTHLY**
PRINT RUN: 16 500 PCS/ISSUE **VERSION: PRINTED/ONLINE**

ONLINE DISTRIBUTION:  floowie

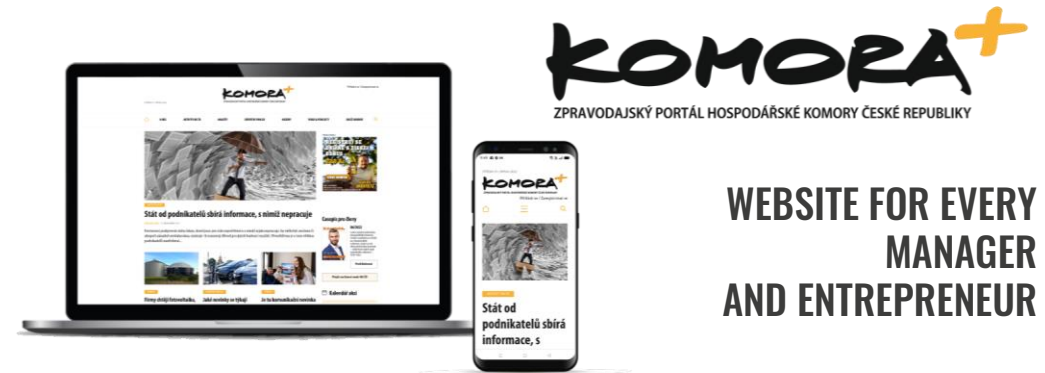
TITLE CHARACTERISTICS

Issued by the Czech Chamber of Commerce since 2000, this magazine is handled by our publishing house since 2010. Our 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, expert content with unique addressed distribution has become a successful, respected title and therefor 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.

DISTRIBUTION

- ✓ 16 000 companies – CCC members
- ✓ CCC's 60 regional offices
- ✓ 119 professional and specialised associations
- ✓ governmental agencies, state administration
- ✓ 81 senators, 200 deputies, regional governors and mayors
- ✓ all of the Czech embassies and Czech centres in Europe
- ✓ VIPs of Czech political, social and economical life



**WEBSITE FOR EVERY
MANAGER
AND ENTREPRENEUR**

MONTHLY VISITS (UNIQUE) : 215 000
AVERAGE TIME SPEND READING : 3,5 MIN+

WEBSITE CHARACTERISTICS

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 firms.

PROUD PART OF SEZNAM.CZ NEWSFEED





STRUCTURE OF MAGAZINE READERS



ACCORDING TO FIELD OF OCCUPATION

30 %	11,8 %	10,6 %
Other public services	Mechanical and electrical engineering	Construction and building materials
10,4 %	9,9 %	6,2 %
Trade + banking, insurance and financial services	Accommodation, catering and dining, tourism	Processing industry (chemical, furniture, timber, tobacco, leather, plastic, glass)
6,0 %	4,4 %	3,8 %
Production and distribution of gas, heat, electricity, water + telecommunications, IT	Education and culture	Financial and legal advisory
2,6 %	2,3 %	2,0 %
Transport, logistics and storage	Real estate and rental services	Food processing industry



ACCORDING TO THE NUMBER OF EMPLOYEES

36 %	15 %	10 %
1-25	26-100	101-500
4,0 %	35 %	
501-1000	N/A	

STRUCTURE OF WEBSITE VISITORS



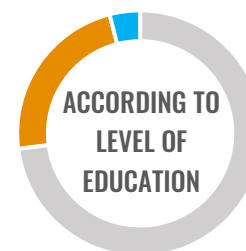
ACCORDING TO THE FIELD OF OCCUPATION

21,7 %	13,6 %	13,1 %
Services	Construction	Trade
11,8 %	5,8 %	4,9 %
Mechanical engineering	Banking and financial services	Education
4,2 %		
Agriculture and food processing		



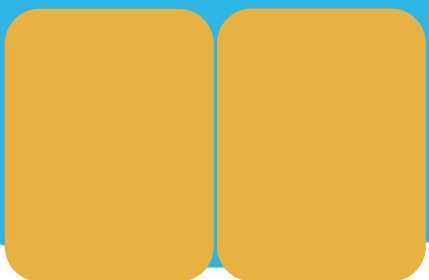
ACCORDING TO JOB CLASSIFICATION

89 %	11 %
Employees with subordinate units, CEOs, owners, managers	Employees without subordinates



ACCORDING TO LEVEL OF EDUCATION

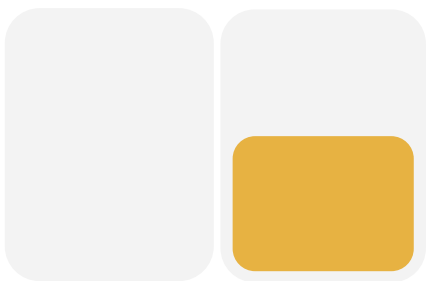
73 %	23 %	4,0 %
University or college degree	Secondary education	Other



Double page spread
420 x 297 mm (+ bleed 4 mm)
89 000 CZK / 3 790 EUR



Fullpage A4
210 x 297 mm (+ bleed 4 mm)
58 000 CZK / 2 470 EUR



1/2 page 188 x 125 mm
40 600 CZK / 1 770 EUR



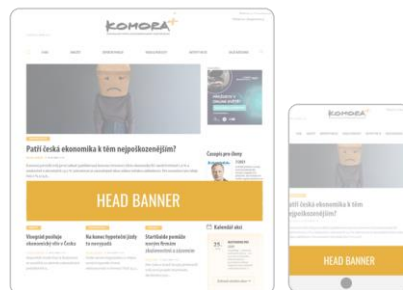
2nd cover page
210 x 297 mm (+ bleed 4 mm)
69 000 CZK / 3 000 EUR



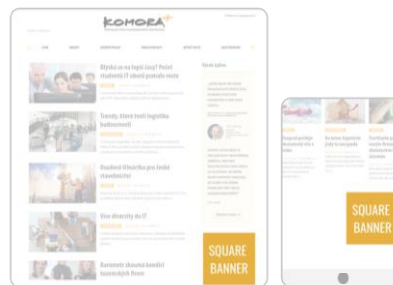
3rd cover page
210 x 297 mm (+ bleed 4 mm)
65 000 CZK / 2 770 EUR



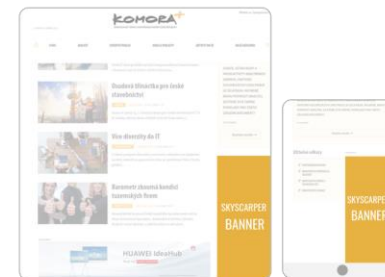
Back cover
210 x 297 mm (+ bleed 4 mm)
85 000 CZK / 3 620 EUR



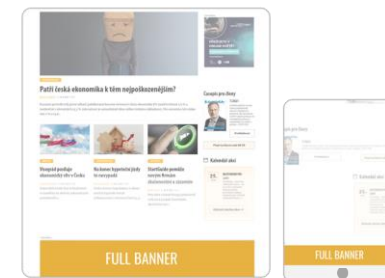
HEAD BANNER
1 200 x 208 px
17 500 CZK / 760 EUR



SQUARE BANNER 270 x 270 px)
4 950 CZK / 210 EUR



SKYSCRAPER BANNER
270 x 624 px
7 700 CZK / 330 EUR



FULL BANNER 890 x 208 px
9 500 CZK / 405 EUR

**ADDITIONAL SERVICES
PRICELIST**



- Editorial formatting
1 standart page **400 CZK / 16 EUR**
- Graphic design (image advertisement)
650 CZK / hour / 26 EUR / hour.
- Inserted flyer up to A4 size
from 3,50 CZK per piece

**OTHER ADVERTISEMENT
(ONLINE)**



- PR ARTICLE **8 500 CZK / 340 EUR**
(max 4 000 characters including spaces, 1 photo)
- FACEBOOK CONTEST **5 000 CZK / 200 EUR**
- BANNER DESIGN **3 500 CZK / 140 EUR**
INCLUDING GRAPHIC SERVICES

PUBLISHING TIMETABLE

Issue	Closure	Publication	Segment topics
✓ Winter 2022	03. 10. 2022	15. 12. 2022	TRENDS & INOVATIONS & PROGNOSIS – STARTUPY – MICE & TOURIST INDUSTRY – BALNEO & WELLNESS
✓ February/ March	10. 01. 2023	10. 02. 2023	TRANSPORTATION & LOGISTICS & STORAGES– INFORMATION & COMMUNICATION TECHNOLOGIES, ELECTROTECHNICS
✓ April	07. 03. 2023	11. 04. 2023	DEVELOPMENT & BUILDING & TECHNICAL BUILDING SYSTEMS – FACILITY MANAGEMENT
✓ May	04. 04. 2023	10. 05. 2023	CAR INDUSTRY & AUTOMOTIVE
✓ June	09. 05. 2023	09. 06. 2023	GREEN & CLEAN TECHNOLOGIES – PHARMACY – CHEMISTRY – SCIENCE AND RESEARCH
✓ Summer	06. 06. 2023	10. 07. 2023	EMPLOYEES & HUMAN RESOURCES & BENEFITS – CSR – HEALTH & EDUCATION – SAFETY
✓ September	03. 08. 2023	08. 09. 2023	TRADE – SERVICE – FINANCE & INSURENCE– E-COMMERCE - GRANTS AND SUBSIDIES – EXPERT AND BUSINESS SERVICES
✓ October	04. 09. 2023	06. 10. 2023	MECHANICS – ROBOTIZATION – DIGITALIZATION – AUTOMATIZATION– EXPORT & IMPORT – FOREIGN COOPERATION
✓ November	03. 10. 2023	08. 11. 2023	ENERGY & NETWORKS & WASTE –SMART CITIES & CIRCULAR ECONOMY
✓ Winter 2023	30. 10. 2023	11. 12. 2023	TRENDS & INOVATIONS & PROGNOSIS – STARTUPY- MICE & TOURIST INDUSTRY – BALNEO & WELLNESS

The monthly Komora magazine highlights the topicality of events in the world of business as well as political contexts and their effect on the economy – the central topic of every issue deals with the activities of the Czech Chamber of Commerce as well as topics and events that arise over time, and which have an impact on the business world.

Segment topics include a cross-section of all important sectors of the Czech economy and are dedicated to specific issues. Over the course of the year these topics are often revisited, especially in the Events, Company of the Month, Opinion, Analysis, Expert View, Trends and Innovation and Experienced View sections

The publisher has the right to refuse to publish an advertisement, especially if its content or the type of advertised services would harm the legitimate interests of the publisher and its contents could harm their reputation in the public or its part and if it is contrary to generally binding legal regulations and good morals of the Czech Republic, as well as of any other state whose territory is serviced by the contracting authority. The advertisement musn't display nudity, not even as a part of an artistic portrayal or a piece of art.